



**INFORMATION**  
**ex art. 13 Reg. 679/2016 UE**  
**in relation to sending requests or communications through the**  
**website [www.pfb.it](http://www.pfb.it)**

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Dear User,

pursuant to and for the purposes of articles 13 of Reg. 679/16 / EU (from here on, for brevity "GDPR") and of the Code regarding the protection of personal data (Legislative Decree 196/2003) insofar as compatible, P.F.B. S.r.l., as the owner of the data processing, provides you with the following information relating to the processing of the data transmitted by you through the form on the "**Contact**" page accessible from this website [www.pfb.it](http://www.pfb.it) .

In relation to these data, the following is specified.

**A) IDENTITY AND CONTACT DATA OF THE DATA CONTROLLER**

PFB S.R.L.

Via Raimondo dalla Costa n. 690, Modena (MO)

VAT number 00158620369, number REA MO-118019

pec: [pfbmodena@legalmail.it](mailto:pfbmodena@legalmail.it) - email: [privacy@pfb.it](mailto:privacy@pfb.it)

**B) THE PURPOSES AND METHODS OF THE PROCESSING TO WHICH THE DATA ARE INTENDED**

The processing to which the personal data you have provided and / or requested and / or acquired will be subjected is intended exclusively to respond to requests and / or communications sent to the Data Controller by using the form in the "Contacts" section on website [www.pfb.it](http://www.pfb.it).

Given the above, unless you have given or decide to give specific consent for other purposes, consent to the processing of the data communicated will not result in the sending of communications for marketing purposes neither by the data controller, nor of other subjects connected to it.

The processing of personal data will be carried out through operations or complex of operations, possibly also with the aid of computerized processes, through, according to the definition referred to in art. 4, par. 1, no. 2) of the GDPR, "the registration, organization, structuring, storage, adaptation or modification, extraction, consultation, use, communication by transmission, dissemination or any other form of commissioning disposition, comparison or interconnection, limitation, cancellation or destruction "; all within the limits and for the purposes described above.

It should be noted that the "personal data" (defined by current legislation - art. 4, par. 1, n. 1 GDPR - as "any information concerning an identified or identifiable natural person") provided by you and / or requested and / or acquired, will be processed in paper form and / or through electronic, IT and / or telematic tools and, in any case, with strictly necessary logics and methods in relation to the purposes of the processing.

Adequate technical and organizational measures have been adopted by the data controller to prevent the destruction, modification, illicit or incorrect use, unauthorized disclosure or access, accidentally or illegally, to the personal data transmitted, stored or otherwise treated.

Your personal data will be stored and processed by the data controller in full compliance with the principles of correctness, lawfulness, transparency and protection of confidentiality, with logic strictly related to the purposes indicated in this statement. In particular, we inform you that the processing will take place in compliance with the security of the processing as regulated by the GDPR (articles 25 and 32-35) for whose evaluation the interested party proceeded to the so-called risk analysis by preparing measures deemed adequate for the risks.

**C) THE OBLIGATORY OR OPTIONAL NATURE OF THE PROVIDING OF DATA**

The provision of your personal data is strictly necessary to correctly and fully manage your request sent via the contact form available on the website [www.pfb.it](http://www.pfb.it) .

Your refusal to provide data and / or the provision of incorrect and / or incomplete information makes it impossible for the owner to correctly and fully manage your request.

In any case, you can at any time withdraw your consent to the processing by sending a specific communication to the data controller, at the following e-mail address: [privacy@pfb.it](mailto:privacy@pfb.it)

The email address previously indicated, can also be used by you to usefully exercise all the rights indicated below (see P. F).

**D) DURATION OF TREATMENT**



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The data will be processed for the time strictly necessary to provide feedback to your request, except for any specific consent to the processing for further purposes such as, for example, the sending of communications through our newsletter.

**E) THE SUBJECTS OR CATEGORIES OF SUBJECTS TO WHOM PERSONAL DATA MAY BE DISCLOSED OR WHICH MAY COME TO KNOW IT IN THE QUALITY OF RESPONSIBLE OR IN CHARGE, AND THE SCOPE OF DIFFUSION OF THE SAME DATA**

Your personal data will be processed exclusively by subjects specifically appointed by the data controller as data controllers and / or data processors; these subjects will process your data only if necessary in relation to the purpose of the conferment and only in the context of carrying out the tasks assigned to them by the data controller, treating only the data necessary for the performance of these tasks and carrying out the only operations necessary for performance of the same.

Pursuant to art. 28 of EU Reg. 679/16, the Data Controller may make use of third parties who process data for him (for example, subjects who provide assistance and / or advice regarding the use of information systems by PFB Srl, or, to according to your requests, consultants in legal, accounting and tax matters etc ...) and formally appointed by them as data controllers where they have this quality. The complete and updated list of the data processors of the designated data can be consulted on request by the interested party by sending a communication to the addresses indicated in the introduction and / or to the email address [privacy@pfb.it](mailto:privacy@pfb.it).

Pursuant to art. 29 of EU Reg. 679/16, the Data Controller may make use of anyone acting under his authority and / or of the appointed manager: these subjects will be duly instructed.

Your personal data will not be disclosed.

**F) THE RIGHTS REFERRED TO 679/16 / EU**

At any time you can exercise the rights provided by EU Reg. 679/16 / UE as reported in full below:

**Article 15**

**Right of access of the interested party (C63, C64)**

1. The interested party has the right to obtain from the data controller confirmation that personal data concerning him or her is being processed and in this case, to obtain access to personal data and to the following information:
  - a) the purposes of the processing;
  - b) the categories of personal data in question;
  - c) the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular if recipients from third countries or international organizations;
  - d) whenever possible, the retention period of personal data provided or, if not possible, the criteria used to determine this period; ;
  - e) the existence of the right of the interested party to ask the data controller to correct or delete personal data or limit the processing of personal data concerning him or to oppose their treatment;
  - f) the right to lodge a complaint with a supervisory authority;
  - g) if the data are not collected from the data subject, all information available on their origin;
  - h) the existence of an automated decision-making process, including the profiling referred to in Article 22, paragraphs 1 and 4, and, at least in such cases, significant information on the logic used, as well as the importance and expected consequences of such treatment for the interested party. ;
2. If personal data are transferred to a third country or to an international organization, the interested party has the right to be informed of the existence of adequate guarantees pursuant to article 46 relating to the transfer.
3. The data controller provides a copy of the personal data being processed. In the event of further copies requested by the interested party, the data controller can charge a reasonable fee contribution based on administrative costs. If the interested party submits the request by electronic means, and unless otherwise indicated by the interested party, the information is provided in a commonly used electronic format.
4. The right to obtain a copy referred to in paragraph 3 must not infringe the rights and freedoms of others.

**Article 16**

**Right to rectification (C65)**

The interested party has the right to obtain from the data controller the correction of inaccurate personal data concerning him without undue delay. Taking into account the purposes of the processing, the interested party has the right to obtain the integration of incomplete personal data, also by providing an additional declaration.

**Article 17**

**Right to erasure (<<right to be forgotten>>) (C65, C66)**

1. The interested party has the right to obtain from the data controller the cancellation of personal data concerning him without undue delay and the data controller has the obligation to delete personal data without undue delay, if one of the following reasons exists:



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- a) personal data are no longer necessary with respect to the purposes for which they were collected or otherwise processed;
  - b) the interested party revokes the consent on which the treatment is based in accordance with article 6, paragraph 1, letter a), or with article 9, paragraph 2, letter a), and if there is no other legal basis for the treatment ;
  - c) the interested party opposes the treatment pursuant to Article 21, paragraph 1, and there is no prevailing legitimate reason to proceed with the treatment, or opposes the treatment pursuant to Article 21, paragraph 2;
  - d) personal data have been unlawfully processed;
  - e) personal data must be erased to fulfill a legal obligation under Union or Member State law to which the data controller is subject;
  - f) personal data have been collected in relation to the offer of information society services referred to in Article 8, paragraph 1.
2. If the data controller has made personal data public and is obliged, pursuant to paragraph 1, to delete it, taking into account the available technology and implementation costs, he shall take reasonable measures, including technical measures, to inform the data controllers who are processing the personal data of the request of the interested party to delete any link, copy or reproduction of his personal data.
3. Paragraphs 1 and 2 do not apply to the extent that processing is necessary:
- a) for the exercise of the right to freedom of expression and information;
  - b) for the fulfillment of a legal obligation that requires the treatment provided for by Union or Member State law to which the data controller is subject or for the execution of a task carried out in the public interest or in the exercise of public powers with which the data controller is invested;
  - c) for reasons of public interest in the public health sector in accordance with article 9, paragraph 2, letters h) and i) and article 9, paragraph 3;
  - d) for archiving purposes in the public interest, for scientific or historical research or for statistical purposes in accordance with Article 89 (1), insofar as the right referred to in paragraph 1 is likely to render impossible or seriously impair the achievement of the objectives of such treatment; or
  - e) for the assessment, exercise or defense of a right in court.

**Article 18**

**Right to limitation of treatment (C67)**

1. The interested party has the right to obtain the limitation of the processing from the data controller when one of the following hypotheses occurs:
- a) the interested party disputes the accuracy of personal data, for the period necessary for the data controller to verify the accuracy of such personal data;
  - b) the processing is illegal and the interested party opposes the cancellation of personal data and instead requests that their use be limited;
  - c) although the data controller no longer needs it for processing purposes, personal data are necessary for the interested party to ascertain, exercise or defend a right in court;
  - d) the interested party has opposed the processing pursuant to Article 21, paragraph 1, pending verification of the possible prevalence of the legitimate reasons of the data controller with respect to those of the interested party.
2. If the processing is limited pursuant to paragraph 1, these personal data are processed, except for storage, only with the consent of the interested party or for the assessment, exercise or defense of a right in court. or to protect the rights of another natural or legal person or for reasons of significant public interest of the Union or of a Member State.
3. The interested party who obtained the limitation of treatment pursuant to paragraph 1 is informed by the data controller before said limitation is lifted.

**Article 19**

**Obligation to notify in case of rectification or cancellation of personal data or limitation of treatment (C31)**

The data controller informs each of the recipients to whom the personal data have been transmitted of any corrections or cancellations or limitations of the processing carried out pursuant to Article 16, Article 17, paragraph 1 and Article 18, unless this is you prove impossible or involve a disproportionate effort. The data controller communicates these recipients to the interested party if the interested party requests it.

**Article 20**

**Right to data portability (C68)**

1. The interested party has the right to receive in a structured format, commonly used and readable by automatic device, the personal data concerning him provided to a data controller and has the right to transmit these data to another data controller without impediments from part of the data controller to whom you provided them if:
- a) the processing is based on consent pursuant to article 6, paragraph 1, letter a) or article 9, paragraph 2, letter a) or on a contract pursuant to article 6, paragraph 1, letter b) ; is
  - b) the treatment is carried out by automated means.
2. In exercising their rights regarding data portability pursuant to paragraph 1, the interested party has the right to obtain the direct transmission of personal data from one controller to the other, if technically feasible.
3. The exercise of the right referred to in paragraph 1 of this article is without prejudice to article 17. This right does not apply to the processing necessary for the performance of a task in the public interest or connected with the exercise of public powers the data controller is invested.
4. The right referred to in paragraph 1 must not infringe the rights and freedoms of others.

**Article 21**

**Right to object (C69, C70)**

1. The interested party has the right to object at any time, for reasons related to his particular situation, to the processing of personal data concerning him pursuant to Article 6, paragraph 1, letters e) of), including profiling on the basis of these provisions. The data controller refrains from further processing personal data unless he demonstrates the existence of binding legitimate reasons to proceed with the processing that prevail over the interests, rights and freedoms of the interested party or for the assessment, exercise or the defense of a right in court.
2. If personal data are processed for direct marketing purposes, the interested party has the right to object at any time to the processing of personal data concerning him / her carried out for these purposes, including profiling to the extent that it is connected to such marketing direct.
3. If the interested party objects to the processing for direct marketing purposes, personal data are no longer processed for these purposes.
4. The right referred to in paragraphs 1 and 2 is explicitly brought to the attention of the interested party and is presented clearly and separately from any other information at the latest at the time of the first communication with the interested party.
5. In the context of the use of information society services and without prejudice to Directive 2002/58 / EC, the interested party can exercise his right of opposition with automated means that use technical specifications.
6. If personal data are processed for scientific or historical research purposes or for statistical purposes pursuant to article 89, paragraph 1, the interested party, for reasons connected to his particular situation, has the right to object to the processing of personal data concerning him, except if the processing is necessary for the execution of a task in the public interest.

**Article 22**

**Automated decision-making process relating to natural persons, including profiling (C71, C72)**

1. The interested party has the right not to be subjected to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or which similarly significantly affects his person.
2. Paragraph 1 does not apply if the decision:
- a) it is necessary for the conclusion or execution of a contract between the interested party and a data controller;
  - b) is authorized by Union or Member State law to which the data controller is subject, which also specifies adequate measures to protect the data subject's rights, freedoms and legitimate interests;
  - c) is based on the explicit consent of the interested party.



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3. In the cases referred to in paragraph 2, letters a) and c), the data controller shall implement appropriate measures to protect the data subject's rights, freedoms and legitimate interests, at least the right to obtain human intervention by the data controller of the treatment, to express their opinion and to contest the decision.

4. The decisions referred to in paragraph 2 shall not be based on the particular categories of personal data referred to in Article 9 (1), unless Article 9 (2) (a) or (g) and adequate measures are not in force to protect the data subject's rights, freedoms and legitimate interests.

**Article 34**

**Communication of a violation of personal data to the interested party (C68-C88)**

1. When the violation of personal data is likely to present a high risk for the rights and freedoms of natural persons, the data controller communicates the violation to the interested party without undue delay.

2. The communication to the interested party referred to in paragraph 1 of this article describes in simple and clear language the nature of the violation of personal data and contains at least the information and measures referred to in Article 33, paragraph 3, letters b) , c) and d).

3. The communication to the interested party referred to in paragraph 1 is not required if one of the following conditions is met:

a) the data controller has put in place the appropriate technical and organizational protection measures and these measures had been applied to the personal data subject to the violation, in particular those intended to make the personal data incomprehensible to anyone who is not authorized to access it, such as encryption;

b) the data controller has subsequently taken measures to prevent the occurrence of a high risk for the rights and freedoms of the data subjects referred to in paragraph 1;

c) this communication would require disproportionate efforts. In this case, a public communication or a similar measure is carried out, through which the interested parties are informed with similar efficacy.

4. In the event that the data controller has not yet communicated the personal data breach to the data subject, the supervisory authority may, after assessing the probability that the personal data breach presents a high risk, provide for it or may decide that one of the conditions referred to in paragraph 3 is met.

We inform you that, to exercise the rights referred to in the articles indicated above, you can send a specific request to the data controller at the following address:

MAIL [privacy@pfb.it](mailto:privacy@pfb.it)

Modena  
**P.F.B. S.r.l.**

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