



## LEGAL INFORMATION – PRIVACY POLICY

### ACCESS TO THE PAGES OF THE WEBSITE [WWW.BALOCCO.IT](http://www.balocco.it) IMPLIES THE USER'S ACCEPTANCE OF THE FOLLOWING CONDITIONS.

#### 1. Copyright

The site [www.balocco.it](http://www.balocco.it) (hereinafter referred to as the "Site") is the exclusive property of Balocco S.p.A. (hereinafter referred to as "Balocco"), which has created it for the purposes of information, communication and entertainment, and made it available for personal and non-commercial use only.

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The downloading of material from the Site is permitted only if it is expressly authorised by appropriate indications within the Site; such authorisation regards the use of the downloaded material for personal and non-commercial purposes only, and any other form of use is strictly prohibited. The content published on the Site should not be construed as an explicit or implicit granting to third parties of the use of Balocco trademarks, texts, images, graphics, sounds or any other type of item.

Any material transmitted to the Site by its Users is subject to the specific Regulations, which govern the conditions under which material is sent to the dedicated sections and to which reference is expressly made; users are recommended to read the regulations thoroughly before sending any material.

#### 2. Balocco's Responsibilities

Balocco assumes no responsibility in relation to the contents of the Site, to the use that third parties may make of it, or for any contamination deriving from access, interconnection, downloading of material and computer programs from the Site.

Balocco takes the greatest possible care in selecting and updating the content of the Site; however, Balocco does not accept any responsibility in the case of missing, incomplete or erroneous information of any kind.

Moreover, Balocco declines any responsibility for any damage that may result to the Users or their property and computers as a consequence of accessing the Site, the impossibility of accessing the Site or the downloading of material from the Site, where this is permitted, including damage to Users' computers caused by viruses.

#### 3. Processing of personal data

Access to some of the sections of the Site and/or any requests for information or services by the users of this Site may require entering personal data, which will be processed by Balocco will take place in accordance with Legislative Decree 196/2003 "Code on the protection of personal data" (hereinafter referred to as "Code", which is available at <http://garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/1311248>) and with Regulation EU 2016/679.

This privacy policy is intended to provide users with information, even before accessing the various sections of the Site and providing their data, on how Balocco processes the personal data of users and it will nevertheless be necessary for users to read it before providing their personal data by filling out the dedicated form in the Contact section of the Site.

By filling out the contact form or through any registration, also limited to a single section of the Site, the user fully accepts this privacy policy.

#### 4. Purpose of data processing

According to user's requirements arisen from time to time when accessing the various sections of the site, the purposes of processing of personal data, that is those provided directly by users through the completion of online forms, or through the use of social networks or automatically acquired, may be the following:

- To allow registration on the Site, which is required to access specific sections of the Site and to communicate with Balocco;
- Subject to the user's consent and until revoked, carrying out marketing activities (such as, for example but not limited to, sending samples, promotional and advertising material, conducting related analysis on registered users, which allow Balocco to improve the services and products its offers to its customers), and this also via e-mail, fax, MMS and SMS, subject to specific consent and until revoked; sending newsletters to receive updates on all Site news, recipes, new products, and lots of other news on the Balocco world;
- To answer any questions, complaints or compliments;
- To reply to user requests in relation to Balocco's products, advertisements, or the Site;
- To use data for purposes of recruitment, assessment and selection of personnel.

User registration on the Site, by providing personal data, is also requested in order to process user requests; such data will be processed for the sole purposes and for the time strictly necessary.

#### 5. Methods of processing

Personal and identifying data shall be processed mainly electronically, in a manner strictly related to the above-mentioned purposes.

#### 6. Nature of the provision of users' personal data

The provision of personal data is optional, but it is partly necessary (i.e. for data with boxes marked with an asterisk) so that Balocco can meet the user's requirements with regard to the features of the Site. Failure to provide, or partial or inaccurate provision of the personal data indicated by an asterisk, which is necessary to perform the service requested, will make it impossible to perform such service; instead, failure to provide, or the partial or inaccurate provision of unnecessary optional personal data shall have no consequences.

The consent to the processing of personal data is free, but essential for the processing of the personal data needed to access some sections of the Site and to request contact and online services.

#### 7. Categories of data to be processed

In addition to personal data provided directly by users (such as name, surname, mailing address, e-mail address, etc.), when connecting to the Site, some personal data is implicitly acquired through computer systems and software procedures as a result of the use of Internet communication protocols. With regard to the collection of data through the use of cookies, please read the related privacy policy at

<http://www.balocco.it/app/assets/pdf/cookie.pdf> or through a banner visible when connecting for the first time, the closing of the banner itself constitutes implicit and immediate acceptance of the Cookie Policy of the Site.

Such data is processed for the sole purpose of anonymous statistical surveys.

#### 8. Categories of persons to whom the personal data of users may be disclosed

Personal data may be disclosed to employees or collaborators of the Balocco Marketing Office who, working under the direct authority of the latter, are responsible or in charge of processing under Articles 29 and 30 of the Italian Civil Code and will receive correct procedural instructions; the same will apply - by the Managers appointed by Balocco - to employees or collaborators of the Managers.

The information communicated spontaneously by third parties to the Site may be used by Balocco and by the companies related to it in accordance with current legislation on personal data protection. Balocco will also be able to disclose such information to its consultants, to the extent strictly necessary to carry out the task at Balocco's premises, after receiving our letter of assignment that imposes a duty of confidentiality and security in processing such data.

## 9. Rights of the party concerned

Below is Article 7 of the "Code on the protection of personal data" (Legislative Decree 196/03) in full:  
"Article 7 Right of access to personal data and other rights"

1. The party concerned has the right to obtain confirmation of the existence or non-existence of related personal data, even if not yet recorded, and related communication in intelligible form.
2. The party concerned has the right to obtain the indication of:
  - a) the origin of personal data;
  - b) the purposes and methods of processing;
  - c) the logic applied in case of processing with the aid of electronic instruments;
  - d) the identity of the controller, processor and the representative appointed under article 5, paragraph 2;
  - e) the subjects or categories of subjects to whom personal data may be communicated or who acquire it as appointed representative in the State, as managers or agents.
3. 3. The party concerned has the right to obtain:
  - a) the updating, correction or, when required, integration of data;
  - b) the cancellation, transformation into anonymous form or blocking of data processed unlawfully, including data for which storage is unnecessary for the purposes for which the data was collected or subsequently processed;
  - c) certification that the operations under letters a) and b) have been notified, also as regards their contents, to those to whom the data was communicated or disclosed, except where this requirement is impossible or involves using measures that are disproportionate to the protected right.
4. 4. The party concerned has the right to oppose, in whole or in part:
  - a) for legitimate reasons to the processing of personal data, pertinent for collection purposes;
  - b) to the processing of related personal data for purposes of sending advertising or direct selling materials or for carrying out market research or commercial communication."

In exercising the rights provided for in Article 7, the party concerned may grant, in writing, delegate or proxy to individuals or associations."

## 10. How to exercise the rights under Art. 7 and how to view the list of Data Processors

Users may, at any time, exercise their rights under Art. 7 of the Italian Civil Code and receive a full list of the Data Processors by sending an e-mail to Balocco's e-mail address [info@balocco.it](mailto:info@balocco.it), or by sending a letter by post to: Balocco S.p.A - Via S. Lucia, 51 – 12045 FOSSANO (CN), ITALY or by orally notifying the company during working hours, receiving from the administration office a brief note on the communication. Moreover, if users have given their consent, they may oppose to processing for the purposes referred to in letter b) of point 4 using their own e-mail address to reply to the e-mail message received. Users may, at any time, change the data provided or cancel their profile by sending an e-mail to Balocco's e-mail address, [info@balocco.it](mailto:info@balocco.it), or by sending a letter by post to: Balocco S.p.A - Via S. Lucia, 51 – 12045 FOSSANO (CN) - ITALY.

## 11. Communication or disclosure of the user's personal data

The personal data provided directly by users by filling out the online forms may be disclosed to Balocco's sales force, area managers or local distributors. The data shall not be disclosed, except for the names of the winners of any prize contests promoted by Balocco, which will be published on the Site.

## 12. Data Controller and Processors

The data controller is Balocco S.p.A., with headquarters in Via S. Lucia, 51- 12045 Fossano, Cuneo, ITALY; [info@balocco.it](mailto:info@balocco.it). The data processors are:

- *Tunnel Group S.r.l.*, with regard to the processing of the personal data of users registered on the Balocco Site and the management of computer systems on which it is stored;
- *Isiline S.r.l.*, with regard to the management of the servers that host the site;
- *Balocco Quality Control Service*, with regard to technical information concerning the products;
- *Marketing Office of the Data Controller*, in the person of the *pro tempore* manager of such office, with regard to the management of the Site, the sending of information and of promotional and advertising material;
- *Balocco Quality Control Service*, with regard to the management of complaints.

## 13. Facebook Social Plug-In

The site contains plug-ins of the social network facebook.com, operated by Facebook Inc., 1601 S. California Avenue, Palo Alto, CA 94304, United States of America. These plug-ins could correspond to the "like", "Comment" or "write a comment" and "Share" buttons on Facebook. If you access any of the web pages of the site featuring these plug-ins, your Internet browser will connect directly to the Facebook servers. The browser will therefore no longer communicate with the Balocco Site but with the Facebook Inc. site servers. Therefore, if the user wants to click on these buttons or plug-ins, please refer to the personal data processing methods of the company Facebook Inc.

## 14. Use of Cookies

For further information about the use of cookies on this site, please read our cookies policy.