

## Privacy

### *Personal information*

Access to some sections of the site and/or any requests for information and services from users of the site may require them to enter personal data, that will be processed by Milkline Srl (hereafter: "Milkline"), as Data Controller, pursuant to Legislative Decree 196/2003 "Code on the Protection of Personal Data" (hereinafter: the "Code"). This information note aims at informing users on how Milkline will use their personal data before they access the various sections of the site and before they enter their data. However, users are required to read this information note before giving their personal data filling out the boxes in the different sections of the site.

### *Purposes for which personal data is processed*

Depending on the requirements expressed by the user who accesses different sections of the site, the personal data provided by users when filling out the online forms may be used:

- a) to complete your registration onto the site, necessary to access to specific sections of the site, or to deliver and manage the different services offered;
- b) with the consent of the user and until such consent is revoked, to carry out marketing activities (including but not limited to, sending promotional and advertising material, carrying out research on registered users so that Milkline may improve the products and services it offers to its clients). This may also be carried out by e-mail, fax, mmm and sms, with the specific consent of the user and until such consent is revoked;
- c) to send out newsletters to get the website and product updates and receive all the news related to Milkline world ("Subscribe to newsletter" page on the website);
- d) to respond to user requests about Milkine products, advertising, or website ("Contact us" page on the website).

User registration onto the site is not required to provide some services offered by Milkline (for example, those mentioned in the previous paragraphs c) and d)). However, in order to fulfil any requests relating to these services, the users will be asked to supply personal data to be used solely in relation to these services and only for the time required.

## ***Processing method***

The personal data will be mainly processed through automated tools under logics functional to the processing purposes specified above.

The nature and kind of data processed

Providing your data is optional. However, in order to be able to fulfil your requirements, it is necessary to fill in all the fields marked with an asterisk. If these data are not provided or are provided partially or inaccurately it will be impossible to deliver the service requested; while not providing, or providing partially or inaccurately the optional data will have no effect.

## ***Categories of personal data handled***

As well as personal data provided directly by users (such as name, surname, postal and e-mail address, etc.) during connection to the site, the computer systems and software procedures that operate the site itself indirectly acquire certain personal data, the transmission of which is implicit during the use of the Internet communication protocols. This data is used for compiling anonymous statistics only.

Categories of people who may become aware of your personal data

Personal data shall be disclosed to Data Controller's Marketing Office employees and/or collaborators who, under the direct authority of the Data Controller, are in charge of processing the data pursuant the sections 29 and 30 of the Code and are properly instructed; those designated to be responsible for processing the data will do the same with their employees or collaborators.

## ***Personal data communication and dissemination***

Personal data provided directly by users when filling out the online forms will not be shared with third parties or be disseminated, unless you are a winner in any promotion or competition available on Milkline website.

## ***Data Controller and persons in charge***

The Data Controller is Milkline Srl, based in Gariga, Via Mattei, 4 - 29027 Podenzano (PC).

The Marketing and Communication Office, at the Data Controller's site, is responsible for info requests, promotional-advertising material.

## *User rights as recognized in the Section 7 of the Code*

### *“Section 7 Right to Access Personal Data and Other Rights”*

1. A data subject shall have the right to obtain confirmation as to whether or not personal data concerning him exist, regardless of their being already recorded, and communication of such data in intelligible form.
2. A data subject shall have the right to be informed:
  3. a) of the source of the personal data;
  1. b) of the purposes and methods of the processing;
  2. c) of the logic applied to the processing, if the latter is carried out with the help of electronic means;
  3. d) of the identification data concerning data controller, data processors and the representative designated in the Italian State's territory, if required;
  4. e) of the entities or categories of entity to whom or which the personal data may be communicated and who or which may get to know said data in their capacity as designated representative(s) in the Italian State's territory, data processor(s) or person(s) in charge of the processing.
1. A data subject shall have the right to obtain:
  2. a) updating, rectification or, where interested therein, integration of the data;
  3. b) erasure, anonymization or blocking of data that have been processed unlawfully, including data whose retention is unnecessary for the purposes for which they have been collected or subsequently processed;
  4. c) certification to the effect that the operations as per letters a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that is to be protected.
1. A data subject shall have the right to object, in whole or in part,
  2. a) on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection;
  3. b) to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market or commercial communication surveys”.

The rights referred to above may be exercised by making a written request, directly and also by the agency or proxy of a person or association in charge of the processing.



## How to exercise the rights referred to in Section 7 and to know the list of persons in charge of processing

The user is entitled, at anytime, to exercise the rights referred to in Section 7 and to know the complete list of persons in charge of processing by means of an e-mail addressed to the Data Controller ([marketing@milcline.com](mailto:marketing@milcline.com)), or a letter sent with second class mail to: Milkline Srl – Marketing & Communication Office – Via Mattei,4 – 29027 Gariga di Podenzano (PC).

Moreover, the user is entitled to oppose data processing for the purposes referred to in letter b), having expressed his/her consent by means of e-mail address of the user him(her)self, by clicking the appropriate link contained in all e-mail messages.

## How to change user “profile”

The user is entitled, at anytime, to change the data provided or erase his/her profile through the appropriate “Change data” function on the site, or by sending an e-mail addressed to the Data Controller ([marketing@milcline.com](mailto:marketing@milcline.com)), or a letter sent with second class mail to: Milkline Srl – Marketing & Communication Office – Via Mattei,4 – 29027 Gariga di Podenzano (PC).