

PRIVACY POLICY PURSUANT TO ARTICLE 13 OF REGULATION (EU) NO. 2016/679 FOR MARKETING PURPOSES

Dear User,

Pursuant to Article 13 of Regulation (EU) No. 2016/679 (hereinafter, the "**GDPR**"), **OpenKnowledge S.r.l.** (hereinafter, "**OpenKnowledge**" or the "**Data Controller**") hereby informs you that your Personal Data (hereinafter, the "**Data**"), in your capacity as the data subject (hereinafter, the "**Data Subject**"), will be collected through the completion of the Form and will be processed in compliance with the GDPR as well as with the following Privacy Policy.

1. DATA OF THE DATA CONTROLLER

The Data Controller is **OpenKnowledge**, with registered office in Milan (MI), P.zza San Babila n. 5 - 20122, tel. +39 (02) 454 1521, e-mail talk@open-knowledge.it.

The Data Controller can also be contacted via its Privacy Officer at the e-mail dataprivacy@open-knowledge.it.

2. PURPOSE, LEGAL BASIS AND METHOD OF PROCESSING

Data provided by filling in the Form (e.g. first name, last name, e-mail address) will be processed for the following purposes:

- a) To promote, through the sending of e-mail communications (so-called *newsletters*) of an informative and promotional nature, the services offered by OpenKnowledge;
- b) Share new initiatives, such as events, workshops, webinars and/or meetings, promoted by OpenKnowledge, and extend an invitation to the Data Subject.

The Processing of Data for the above-mentioned purposes requires the explicit consent of the Data Subject, pursuant to Art. 6, c. 1, letter a) of the GDPR.

OpenKnowledge will process the Data electronically and/or telematically using instruments that guarantee security and confidentiality and will process the Data in accordance with the principles of correctness, lawfulness, transparency and protection of the confidentiality and rights of the Data Subjects.

The Data will be included in relevant databases and/or archives, to which only duly authorized personnel will have access.

3. PROVISION OF DATA AND CONSEQUENCES IN THE EVENT OF FAILURE TO PROVIDE DATA

The provision of Data for the above purposes is necessary for the sending of promotional communications by OpenKnowledge; therefore, failure to provide such Data will result in the impossibility for the Data Subject to receive this type of communication.

4. ADDRESSEES OR CATEGORIES OF ADDRESSEES

The Data may be made accessible, brought to the attention of or communicated to the Data Controller personnel duly authorized to carry out the Processing, as well as may be communicated to third parties, who will act, as the case may be, as Data Processors.



By way of example, but not limited to, the Data may be disclosed to the following parties:

- Employees and collaborators of OpenKnowledge authorized to such Processing;
- Third-party companies commissioned by OpenKnowledge to carry out activities instrumental to the achievement of the aforementioned purpose.

5. TRANSFER OF DATA TO THIRD COUNTRIES

For the entire duration of the Processing, the Data will be processed at the registered office of the Data Controller; the Data will not circulate outside the national and/or EU territory.

If, for requirements strictly related to the Processing itself, OpenKnowledge finds the need to transfer the Data outside the European Economic Area, such transfer will be communicated in advance to the Data Subject and will only be carried out subject to the existence of the guarantees set out in Articles 45 et seq. of the GDPR.

6. RETENTION PERIOD

The Data shall be retained for a period not exceeding 24 months after the consent has been given, at the end of which the Data Subject shall be asked to renew the consent previously given; if the Data Subject decides not to renew its consent, the Data shall no longer be used for that purpose, and shall be permanently deleted.

7. EXERCISE OF RIGHTS BY THE DATA SUBJECT

Each Data Subject is granted the rights set out in Articles 7(3) and 15 to 20 of the GDPR. By way of example, each Data Subject may:

- a) Obtaining confirmation as to whether or not data concerning him/her is being processed;
- b) If a Processing is in progress, obtain access to your Data and information relating to the Processing, and request a copy of the Data;
- c) Obtain the rectification of inaccurate Data, as well as the integration of incomplete Data;
- d) Obtain, if one of the conditions set out in Article 17 of the GDPR applies, the deletion of Data concerning him/her;
- e) Obtain, in the cases provided for in Article 18 of the GDPR, the restriction of Processing;
- f) Receive the Data concerning him/her in a structured, commonly used and machine-readable format and request their transmission to another Data Controller, if technically feasible.

In the event that consent is required for the Processing of Data, any Data Subject may also revoke the consent already given at any time, without prejudice to the lawfulness of the Processing based on the consent given before revocation.

Moreover, each Data Subject has the right to object at any time to the Processing of his/her Data carried out in pursuit of a legitimate interest of the Controller. In case of opposition, his/her Data will no longer be processed, unless there are legitimate reasons to proceed with the Processing that prevail over the interests, rights and freedoms of the Data Subject or for the establishment, exercise or defence of a right of the Data Controller in court.

Finally, each Data Subject may lodge a complaint with the Italian Data Protection Authority (so-called *Garante per la Protezione dei Dati Personali*) if he or she considers that his or her rights under the GDPR have been violated, according to the procedures indicated on the Garante's website accessible at: www.garanteprivacy.it.

The rights of the Data Subject may be exercised via the contact details of the Data Controller and/or Privacy Officer indicated above.