

## PRIVACY NOTICE (Demo Request Form)

This notice explains how we use the personal data you submit through the "demo request" form on the website [www.biesse.com](http://www.biesse.com).

### 1 Identity and contact details of the controller

The controller is Biesse Group UK Limited, registered in England & Wales as company number 02763471, with its registered office at Lamport Drive, Daventry, Northamptonshire, NN11 8YZ, e-mail [privacy@biesse.com](mailto:privacy@biesse.com) (hereinafter, "**Company**").

### 2 Data processing purposes, legal basis and data retention

Why is your personal data being processed?	What is the basis that makes the processing lawful?	How long do we keep your personal data?
To respond to your message or information request.	Our legitimate interests (article 6(1)(f) of the UK GDPR) in replying to customer requests and establishing new relationships to build our customer base.	For as long as necessary to respond to the request, subject to retention for the additional purposes set forth below.
To send communications of a commercial or promotional nature about products and services offered by the Biesse group's companies, satisfaction questionnaires, reporting of events and fairs, and carrying out statistical and/or market research (general marketing purposes).	The legal basis for processing is the consent, optional and withdrawable at any time, given by the data subject, pursuant to Article 6(1)(a) of the UK GDPR.	7 years, subject to withdrawal of consent or objection by the data subject also expressed by clicking on the unsubscribe link in each email or in the personal area of the website <a href="http://www.biesse.com">www.biesse.com</a> .
To send communications of a commercial or promotional nature about the products and services of the Biesse group's companies, personalized on the basis of your interests inferred by combining the data you provided initially or at a later stage (profiled marketing purposes).	The legal basis for processing is the consent, optional and withdrawable at any time, given by the data subject pursuant to Article 6(1)(a) of the UK GDPR.	7 years, subject to withdrawal of consent or objection by the data subject also expressed by clicking on the unsubscribe link in each email or in the personal area of the website <a href="http://www.biesse.com">www.biesse.com</a> .
To disclose your data to distributors in the manufacturing industry to treat them as independent owners for their own marketing purposes.	The legal basis for processing is the consent, optional and withdrawable at any time, given by the data subject pursuant to Article 6(1)(a) of the UK GDPR.	Up to the communication to third parties. It is understood that the data subject may, at any time, withdraw his/her consent, as well as object to the processing of his/her data for marketing purposes, directly to the third-party.
Once the aforementioned time periods have elapsed, the data will be destroyed or anonymized consistent with the technical procedures for deletion and back-up, without prejudice to Company' purpose of protecting its rights and interests, including from an accountability perspective.		

### 3 Data provision

Pursuant to Article 13(2)(e) of UK GDPR, we would like to inform you that the provision of data (with the exception of those indicated as "optional"), is necessary; therefore, any refusal to provide them will result in the impossibility of following up your request for information.

Where you have consented to the processing of your data for generic marketing purposes, you will receive communications in which, if not previously left, you will be asked to provide additional data on an entirely optional basis.

This data will be used to send you communications that are potentially more interesting to you where you have also given consent to processing for profiled marketing purposes.

### 4 By whom the data are processed and to whom they are transmitted

Data are processed by employees and/or collaborators of the Company – in charge of carrying out the activities aimed at pursuing the purposes outlined above – expressly authorized and instructed to process the data.

Data are processed, on behalf of the Company, by third parties who provide performance or services instrumental to the purposes outlined in this policy, to whom appropriate operational instructions are given and designated as data processors pursuant to Article 28.3 of the UK GDPR (such as, for example, the website company, the management provider) and agents.

Data may be processed by third parties acting as autonomous data controllers entitled to receive the data, such as distributors, public authorities or professional firms.

## 5 Data transfer outside the UK

Data may be transferred outside the UK. If we transfer personal data to a country that is not covered by an adequacy regulation, we will use a "transfer tool" referred to in Article 46 of the UK GDPR (such as the International Data Transfer Agreement published by the Information Commissioner's Office) will be used, assessing whether "additional measures" are in place to ensure a level of protection substantially equivalent to that required by UK law.

## 6 Data subjects' rights

You may exercise against the Company the rights under Articles 15-22 of the UK GDPR and in particular:

- i) request access to data concerning you and to the information under Article 15 (purpose of processing, categories of personal data, etc.),
- ii) obtain the erasure of data in the cases provided for by Article 17 if the Company no longer has the right to process them,
- iii) obtain the rectification of inaccurate data or the integration of incomplete data,
- iv) obtain restriction of processing (i.e., the temporary subjecting of data to the storage operation only) in the cases provided for by Article 18 ,
- v) where the processing is based on consent or contract and is carried out by automated means, receive the data in a structured, commonly used and machine-readable format and transmit those data to another controller without hindrance from the controller to which the personal data have been provided (portability right),
- vi) withdraw towards the Company any consent given at any time and object to receiving commercial communications also by clicking on the unsubscribe link at the bottom of each email, or through the personal area of the website.

You may also, after the data has been communicated to the third party, exercise your right to object to the processing of the data for marketing purposes against the third party.

To exercise these rights, you may contact at any time the Company by sending your request to the contact points indicated in paragraph 1 above.

Furthermore, you shall have the right to lodge a complaint with the Information Commissioner's Office.