

## INFORMATION NOTICE ON THE PROCESSING OF PERSONAL DATA FOR MARKETING PURPOSES

Dear User,

In compliance with the Regulation on the protection of natural persons with regard to the processing of personal data and the free movement of such data (EU Regulation 2016/679 – GDPR), we wish to inform you that ABE Elettronica S.r.l. (hereinafter also referred to as “ABE”) processes your personal data for marketing purposes, as outlined below, in accordance with the current legislation on personal data protection.

### Data Controller

The Data Controller is ABE Elettronica S.r.l., Via L. da Vinci, 224 - 24043 Caravaggio (BG), Tel.: +39 0363 351007 - e-mail: [mail@abe.it](mailto:mail@abe.it) - VAT No. 01815800162.

### Types of Data Processed

Among the categories of personal data processed by ABE for marketing purposes, the following are included: name, surname, email address, phone number, company name, and professional role, as well as any other data voluntarily provided when subscribing to our marketing communications.

### Purpose of Processing

The personal data provided will be processed for the following purposes:

- Sending promotional and commercial communications, newsletters, and updates about our products and services;
- Conducting market research and customer satisfaction surveys to improve our offerings;
- Sending invitations to events, webinars, or initiatives organized by ABE

### Legal Basis for Processing

The legal basis for processing is the explicit consent of the data subject, as provided for by Article 6(1)(a) of the GDPR. The provision of data is optional; however, failure to provide consent will prevent us from sending you promotional and marketing communications.

### Processing Methods

Your personal data may be processed in paper format and using electronic tools, with all appropriate measures taken to ensure their security and confidentiality, with access granted only to authorized personnel who have been previously designated as Authorized Persons or Data Processors.

Access to data is allowed only to authorized individuals for the time strictly necessary for their processing and exclusively for the indicated purposes. Additionally, data will be processed using appropriate security measures to minimize risks of destruction or accidental loss, unauthorized access, or processing that is not permitted or does not comply with the stated purposes.

### Disclosure of Data to Third Parties

Your data may be disclosed to third-party service providers who support ABE in marketing activities, such as:

- Providers of email marketing and newsletter distribution services;
- Companies that assist in organizing promotional events;
- Market research and survey companies.

The list of Data Processors is available upon request by sending an email to the addresses listed at the bottom of this notice.

### Retention Period

#### ABE ELETTRONICA S.r.l.

Via Leonardo da Vinci, 224 - 24043 Caravaggio (BG) Italy - Tel +39 0363 351 007 - Fax +39 0363 50 756 - mail@abe.it  
Codice Fiscale, Partita IVA e reg. imprese di BG: 01815800162 - Capitale sociale € 100.000,00 i.v.

Your personal data will be retained until you withdraw your consent. You may withdraw consent at any time by following the instructions in the communications received or by contacting the Data Controller at the addresses provided below.

### **Transfer of Data Abroad**

The Data Controller does not transfer personal data outside the European Union.

### **Rights of the Data Subject**

Pursuant to Articles 15 et seq. of the GDPR, we inform you that, in the cases provided for, you may exercise the following rights:

- Right of access (Article 15 GDPR): The right to obtain confirmation as to whether personal data concerning you are being processed and to access those data;
- Right to rectification (Article 16 GDPR): The right to request the correction of inaccurate or incomplete data;
- Right to erasure (right to be forgotten) (Article 17 GDPR): The right to request the deletion of personal data when they are no longer necessary for the purposes for which they were collected;
- Right to restriction of processing (Article 18 GDPR): The right to request the limitation of data processing under certain conditions;
- Right to data portability (Article 20 GDPR): The right to receive your personal data in a structured, commonly used, and machine-readable format and to request their transmission to another Data Controller, if technically feasible.

Additionally, pursuant to Article 7(3) of the Regulation, you have the right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

### **Right to Lodge a Complaint**

If you believe that the processing of your personal data violates the Regulation, you have the right to lodge a complaint with the Supervisory Authority, following the procedures and instructions published on the official website of the Authority ([www.garanteprivacy.it](http://www.garanteprivacy.it)), as provided for by Article 77 of the Regulation, or to take legal action (Article 79 GDPR).

### **How to Exercise Your Rights**

The exercise of rights is not subject to any formal constraints and is free of charge.

You may exercise your rights at any time by sending:

- An email to: [privacy@abe.it](mailto:privacy@abe.it)
- A certified email (PEC) to: [abe@pec.it](mailto:abe@pec.it)
- A registered letter with return receipt to: ABE Elettronica S.r.l., Via L. da Vinci, 224 - 24043 Caravaggio (BG), Italy