



Privacy Policy

in accordance with European Regulation No. 2016/679 (GDPR)

Dear Customer,

Best Mode S.r.l. wishes to inform You that the processing of the data You provide will be carried out in modalities and procedures aimed at ensuring that the processing is carried out in compliance with the safeguards and rights recognized by the legislation on the protection of personal data.

Below You will find all the information to know the data affected, methods and purposes of the processing of your personal data as well as to be able to exercise your rights.



Identity and contact details

The Data Controller is:

Best Mode S.r.l. Como 54, 23868 Valmadrera (LC)

VAT No. 00640610135,

Phone: + 39 (0) 341 580 603,

E-mail: info@bestmode.it,

Certified Email Address: bestmode@pec.bestmode.it

Data Affected by the Processing

The data processed by the Data Controller refer to:

- personal data and identification data (such as name, surname, address, landline and/or mobile phone, fax, tax number, VAT number, company name, e-mail, IBAN code)

The personal data held by the Data Controller are collected directly from the data subject or may come from third parties (agents).

The processing of personal data means any operation or set of operations, carried out with or without the aid of automated processes and applied to personal data or set of personal data, even if not recorded in a database, such as collection, recording, organization, structuring, storage, processing, selection, blocking, adaptation or modification, extraction, consultation, use, disclosure by transmission, dissemination or any other form of making available, alignment or combination, restriction, erasure or destruction.

Purpose of processing and legal basis of processing

Your personal data will be collected and processed by the Data Controller for the following purposes:

a) Purposes related to the management of the pre-contractual and contractual relationship:

- management of request for information on the Data Controller's products and services;
- order management and provision of services;
- invoicing and fulfilment of legal accounting or tax obligations arising from the contractual relationship;
- to fulfil the obligations laid down by law, by any regulation, European Community legislation or an order of the Italian Data Protection Authority;
- to exercise the rights of the Data Controller, for example, the right of defence in court;

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Legal basis for such processing shall be the pre-contractual activity (as per Article 6.1b) of the GDPR and the fulfilment of obligations under the law (as per Article 6.1c) of the GDPR).

b) For promotional activities on Services similar to those purchased by the customer:

- Sending information and advertising material relating to its products and / or services, in the case of products and / or services similar to those being sold.

Legal basis for processing is the legitimate interest of the Data Controller. You may at any time explicitly oppose this processing by sending a communication to the Data Controller at any time (including by e-mail).

If the Company intends to further process personal data for a purpose other than that for which it was collected, we will provide You with information about this different purpose and any additional relevant information.

Nature of provision

The provision of data for the purposes referred to in Article In their absence, it will not be possible to provide the services themselves which are necessary for the fulfilment of obligations relating to management of services requested and/or of the contract, or to formalities deriving therefrom.

The provision of data for the purposes referred to in (b) is optional and the Customer may at any time object to the processing for these purposes. Where there is an objection to processing, personal data will no longer be processed for marketing and commercial promotion activities, without this leading to any detrimental consequences or effects to You or for the performance of services already requested.

Modality of processing

The data will be processed in compliance with applicable legislation and in all circumstances in such a way as to guarantee security and confidentiality, and also to prevent unauthorized disclosure or use, alteration or destruction. The data will be processed in both paper and electronic format through suitable tools and media to ensure the security and confidentiality of the data.

Data storage period

Your personal data, if You do not object to the processing, will be stored for the time required by applicable legislation (10 years in the case of contractual purposes) and in no circumstances for any longer than necessary for the fulfilment of the stated purposes.

Recipients of personal data and disclosure of data

The data will not be disseminated or disclosed to third parties. Without prejudice to disclosures carried out in compliance with legal obligations, Your personal data may be become known to the Data Controller, employees and collaborators of the Data Controller as employees authorized to carry out the processing of data, and also to external Managers with whom the Data Controller has entered into specific agreements with precise instructions in order to ensure and guarantee security and confidentiality of Your data as administrative/accounting consultants, and suppliers of the Company who process data on behalf of the Data Controller. The complete list of subjects to whom your personal data have been or may be disclosed is at your disposal upon your request to be made by e-mail to info@bestmode.it,



Data transfer to Third Country

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Your personal data will not be transferred outside the European Union. In case of any processing of personal data outside the European Union, the same will take place only after the adoption of adequate safeguards as required by current legislation.

Rights of the data subject

In relation to the processing of data, You are hereby granted the rights referred to in articles 15-22 of the European Regulation 2016/679 including:



the **right to access Your personal data**, obtaining evidence of the purposes pursued by the Data Controller, the categories of data involved, the recipients to whom they may be disclosed, the applicable retention period, and the existence of automated decision-making processes;

the right to obtain without delay the **rectification** of inaccurate personal data concerning You;



the right to obtain, in the cases provided for, the **erasure** of Your data;

the right to obtain **restriction** of processing whenever possible;

the right to request **portability** of the data provided, i.e. to receive it in a structured, commonly used and machine-readable format, including for transmitting such data to another Data Controller, without hindrance in all such cases as may be required by law;



the right to **object** to the processing of data including profiling;



without prejudice to any other administrative or judicial action, the right to lodge a **complaint with the Authority** for the Protection of Personal Data following the process shown on the institutional website of the Authority www.garanteprivacy.it.

How to exercise the rights of the data subject

You may, at any time, exercise the rights referred to in articles 15-22 of the European Regulation 2016/679 by sending an e-mail or by registered letter to be sent to the Data Controller to the abovementioned addresses.

Decision-making processes

The Data Controller shall not use automated processes aimed at profiling.

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