

## Information Notice regarding the processing of personal data

### **The reason why you are receiving this information**

Pursuant to Articles 13 and 14 of EU Regulation No. 2016/679 (herein after ‘GDPR’), Trentino Marketing S.r.l in its capacity as Data Controller of your personal data for the organisation of press trips for journalists and/or influencers, wishes to provide you with the following information regarding the processing of your personal data (in short, “Information Notice”).

### **1. Identity and contact data of the Data Controller**

Trentino Marketing S.r.l. (herein after ‘TM’) - Via Romagnosi, n. 11 - 38122 Trento  
Email: [privacy@trentinomarketing.org](mailto:privacy@trentinomarketing.org)

### **2. Contact data of the Data Protection Officer (Trentino Marketing)**

c/o Data Protection Officer (herein after ‘DPO’)  
Email: [dpo@trentinomarketing.org](mailto:dpo@trentinomarketing.org)

### **3. Categories of personal data processed**

Within the framework of the processing purposes indicated in §4 below, only the following kinds of personal data will be processed: first and last names, personal data, email address, mobile number and any allergies or food intolerances, but only and exclusively for the booking of accommodation and for safeguarding the health of the journalists and/or influencers involved.

### **4. Purposes and legal basis of processing**

Your personal data will be processed for the following purposes:

1. to allow the planning and organization of press trips for journalists and/or influencers who intend to describe Trentino as a tourist venue, organised by TM in co-operation with the subjects indicated in articles 9 and 11 quater of Provincial Law No. 8/2002 and with local partners. The legal basis of processing is Art. 6 letter b): performance of a contract to which the data subject is party or performance of pre-contractual measures at the request of the data subject. Notification of the data is not mandatory, but it is a pre-requisite for participating in the press trip. Should you not supply your personal data, you will not be able to participate in the press trip;
2. to comply with a legal obligation to which the Data Controller is subject; the legal basis of processing is Art. 6 letter c).

### **5. Categories of recipients of the personal data**

Within the framework of the processing purposes indicated in §4 above, the personal data you supply will be made accessible to the internal employees authorised to perform data processing within the course of their duties, to the boarding structures exclusively for hotel booking purposes, to the subjects indicated in articles 9 and 11 quater of Provincial Law No. 8/2002 exclusively for organising the press trip, to external suppliers duly appointed as Data Processors, to the judicial, surveillance and control Authorities, and to (national and international) Public Administrations, Bodies and Organisations.

### **6. Processing methods**

Your personal data shall be processed through the operations indicated in Art. 4, 2) of the GDPR – whether or not by automated means – such as: collection, recording, organization, structuring, updating, storage, adaptation or alteration, retrieval and analysis, consultation, use, disclosure by transmission, alignment, interconnection, restriction, erasure or destruction. In any case, the logical and physical safety of the data and, more in general, the confidentiality, integrity and availability of the personal data processed shall be guaranteed by putting in place all

of the necessary and appropriate technical and organisational measures.

## **7. Dissemination and profiling**

Your personal data shall not be disclosed nor used for profiling.

## **8. Storage and transfer of personal data abroad**

The handling and storage of the personal data occurs in cloud and/or on servers located within the European Union and owned and/or available to the Data Processor and/or to third party enterprises, all duly appointed as Data Processors.

## **9. Period of storage of the personal data**

The personal data collected for the purposes indicated in § 4 above shall be processed and stored for the entire duration of the contract and for 10 years after that. At the end of this period, the data shall be erased, unless community or national regulations require their storage.

In the event of disputes, the personal data deemed necessary for this purpose shall be stored for the time period in which the dispute may be pursued.

## **10. Rights of the data subject**

In compliance with the provisions of articles 15 to 21 of the GDPR, you are entitled to exercise the rights indicated therein, and in detail:

- **Right of access** (Art. 15, GDPR),
- **Right to rectification** (Art. 16, GDPR),
- **Right to erasure** (Art. 17, GDPR),
- **Right to restriction** (Art. 18, GDPR)
- **Right to portability** (Art. 20, GDPR)
- **Right to objection** (Art. 21, GDPR)

Moreover, you have the right to lodge a complaint with the Supervisory Authority (Art. 77, GDPR).

You may exercise these rights simply by sending your request to TM or to the DPO indicated above.