

INFORMATION PURSUANT TO ARTICLES 13-14 REG. EU N. 2016/679 FOR THE PROCESSING OF PERSONAL DATA

Dear navigator,

LMV S.p.A.™ hereby informs you that, pursuant to and for the purposes of articles 13 and 14 of the European Regulation no. 2016/679 GDPR, the data acquired and/or provided by you will be processed in compliance with the regulations mentioned below.

ROLES

The Data Controller is: LMV S.p.A.™, Via dell'Industria, 31/A Sommacampagna 37066 VR, lmv@lmv.it

PURPOSE OF MANDATORY TREATMENTS

Processing of personal data for the provision of the live chat service

In some areas of our website we offer contact and advice via live chat. With the help of live chat, you can communicate with one of our consultants via text messages.

When you access and use Live Chat, your browser will automatically transmit the following data for technical reasons at the beginning of the session, which we will keep separate from any other information you transmit to us:

The legal basis for this data processing is Article 6 (1) (f) GDPR, and our legitimate interest is to ensure and maintain the operation and security of our service, as well as to eliminate malfunctions.

In this context, we process data without identifying the specific person to whom it relates, for analysis purposes. If you provide us with additional personal data via live chat, this will be done on a voluntary basis.

Texts entered by you in the form of live chat will be stored on our server on our behalf.

The applicable legal basis for this data processing is Article 6 (1) (b) GDPR.

Processing of personal data for registration purposes

The mandatory information required for registration is highlighted in the respective input field. If you do not provide this mandatory information, you will not be able to proceed with registration. During the registration process you have the opportunity to provide additional information on a voluntary basis, this information is not mandatory and submission is at your discretion.

The personal data you provide during registration will be used by us to create your profile and identify you following each login.

The applicable legal basis for these data processing operations is Article 6 (1) (b) of the GDPR. We will carry out all data processing described in this section based on your consent and/or to comply with our contract with you and/or based on our legitimate interests.

Processing of personal data for e-commerce purposes

The personal data provided by the user when finalizing the order will be used for the execution and processing of the order and payment transactions made through the online store.

If paying by credit card, the card number, expiration date, cardholder name and verification number (CVC) will also be collected.

The applicable legal basis for these data processing operations is Article 6 (1) (b) of the GDPR. In order to process payment transactions, we may pass on the relevant data to the collection service provider commissioned by us, who will process this data on our behalf and only for payment processing.

We will retain information relating to each purchase made on e-commerce for 10 years, to fulfill legal obligations regarding tax matters and the conservation of company documents.

The personal data contained in your account will be retained until you decide to close your account.

PURPOSE OF NON-MANDATORY TREATMENTS

Processing of personal data for profiling purposes

With your free and optional consent (article 6, paragraph 1, letter a) of the GDPR), which can be expressed by selecting the appropriate consent box on the website, LMV S.p.A.™ will process your personal data for profiling purposes, in order to be able to send promotional communications personalized and consistent with your profile, to carry out analyzes and statistical processing regarding your personal characteristics for "clustering" activities, or for the creation of "target groups" for internal analyzes and monitoring of market and product trends consumption, for the creation of new "clusters" of users based on similar browsing habits and interests. In case of failure to consent to the processing of your personal data for profiling purposes, the possibility of browsing

the website and benefiting from the related functions will not be compromised in any way nor will you suffer any other prejudicial consequence. In any case, you may freely and free of charge revoke your consent to the processing of your personal data for profiling purposes at any time by making a request in the appropriate contact section.

Processing of personal data for marketing purposes

With your free and optional consent (pursuant to Article 6, paragraph 1, letter a) of the GDPR), we will process your personal data for marketing purposes, which include direct sales, sending advertising material, carrying out market research, commercial communication and evaluating the degree of customer satisfaction. We will send information and offers relating to Valerio LMV S.p.A.™ products and services that we believe may be of interest to you via post, e-mail, SMS, fax, landline/mobile telephone with or without operator, WhatsApp or social media (such as, for example, Facebook, Instagram and Twitter).

Consent to the processing of your personal data for marketing purposes is free and optional. In case of lack of consent, you will not suffer any prejudicial consequences. You can revoke your consent to the processing of data for marketing purposes at any time and free of charge, without any consequences, using the methods indicated in the specific section. You can also choose to selectively revoke your consent, specifying which contact methods you no longer wish to receive.

Processing of personal data for double opt-in

Signing up for our direct marketing communications is done via a process known as double opt-in. This means that, after completing your registration, you will receive a confirmation email requesting your explicit approval to receive future communications. This process is designed to ensure that your email address is used correctly and only with your consent.

The details of your newsletter registration are stored by us in order to be able to document the registration process and the consent obtained, as required by law. This documentation process and the processing of related data are based on our legitimate interests, pursuant to Article 6 (1) (f) of the GDPR.

You can revoke your consent to receive commercial communications at any time by unsubscribing. Each marketing email sent includes an unsubscribe link allowing you to exercise this right.

Processing of personal data for newsletters

To subscribe to our newsletter, you must enter your contact details and specifically accept consent. We will only send the newsletter after registration and receipt of consent in accordance with Article 6 (1) (a) of the GDPR.

Our newsletters contain information about our products, offers, promotions and updates on LMV S.p.A.™. Therefore, by subscribing to the newsletter, your data will be processed for direct marketing purposes. Consent to the processing of your personal data to receive the newsletter is free and optional;

in case of lack of consent, the user will not receive marketing communications from LMV S.p.A.™. However, failure to accept consent will in no way compromise the ability to use the website and access its functions.

Other treatments

In all other cases where you provide us with personal data in any other way, this will always be on a voluntary basis. Your information will be processed by us to process your request in accordance with Article 6, paragraph 1, letter b) (if your request relates to a possible contract to be concluded with us or to a contract already concluded with us) of the GDPR (for any other type of request) and in this context they may also be transmitted to third parties solely for the purpose of processing your request.

TREATMENT METHODS

The processing consists, for example, of collection, recording, organisation, conservation, extraction, consultation, use, communication and deletion of personal data. It is carried out, for the aforementioned purposes, according to the principles (ex art. 5 of GDPR n. 2016/679) of lawfulness, correctness, transparency, data minimization and accuracy. The data is processed by telephone, paper, computer and telematic methods. The processing takes place using suitable tools, technical and organizational measures adequate to guarantee security, integrity and confidentiality, avoiding in particular the risk of loss, unauthorized access, illicit use, diffusion, in compliance with the provisions of the art. 32 of the GDPR n. 2016/679, by the subjects and in compliance with the provisions of the art. 29 of the GDPR n. 2016/679 and art. 2- quaterdecies of the Privacy Code.

NATURE OF THE PROVISION OF DATA AND CONSEQUENCES OF REFUSAL TO RESPOND

The provision of data for mandatory purposes does not require explicit consent. Without this data, we will not be able to provide our services. The provision of data for other purposes is optional and requires your explicit consent. In case of lack of consent, you will not be able to receive e newsletters, information material or

commercial communications regarding the services offered by the Owner or by third-party companies. However, you will still have access to our services.

We process your personal information only when there is a legal basis for such processing. The legal bases include:

ACCESS TO DATA

Your data may be made accessible for the purposes set out below:

Among the Personal Data collected by this Website, independently or through third parties, there are: Tracking Tools; Usage Data; first name; e-mail; website; unique device identifiers for advertising (Google Advertiser ID or IDFA identifier, for example); number of Users; city; device information; session statistics; browser information; answers to questions; click; keypress events; motion sensor events; mouse movements; position relative to scrolling; touch events.

DATA COMMUNICATION

The Data Controller may communicate your data to the Public Administration, Supervisory Bodies and/or Judicial Authorities, as well as to all other subjects to whom communication is mandatory or necessary by law. Your information will not be disseminated.

TRANSFER OF DATA TO THIRD COUNTRIES

Your data has been transmitted to an external controller whose headquarters or place of data processing is not located in a member state of the European Union. Before the transfer, we ensured that the recipient ensured an adequate level of data protection through an adequacy decision of the European Commission referred to in Article 45 of the GDPR, through appropriate safeguards such as self-certification of the beneficiary in accordance with Article 45 of the GDPR and by entering into so-called EU standard contractual clauses with the data importer, pursuant to Article 46 (2) (c) of the GDPR, or you have expressed your consent to such data transfer pursuant to the art. 49, paragraph 1, letter a) of the GDPR.

DATA RETENTION

All personal data provided will be processed in compliance with the principles of lawfulness, correctness, relevance and proportionality, exclusively with the necessary methods, including IT and telematics, to pursue the purposes described above. Personal data will be retained for a period of 6 years following the last contact with the interested party or until the interested party requests cancellation. In this case, the data related to the legitimate interest of the owner or necessary for the fulfillment of legal obligations may still be retained. It should be noted that the information systems used for the management of the information collected are configured, from the outset, so as to minimize the use of personal data.

RIGHTS OF THE INTERESTED PARTY

In your capacity as an interested party, you have the rights referred to in the art. 15 ss and art. 77 of the GDPR, and precisely the rights of:

METHOD OF EXERCISE OF RIGHTS

You may exercise your rights at any time by contacting the Owner at the following email address: lmv@lmv.it

EXTERNAL AND APPOINTED MANAGERS

The updated list of external managers and data processors is kept at the registered office of the Data Controller

MODIFICATION OF THE CURRENT INFORMATION

This information was drawn up on 2025-05-20 17:20:46 and may undergo changes over time also depending on legislative and regulatory additions or changes in the matter. The interested party is invited to consult this page often.