

Migliora S.R.L.

Viale di Porta Vercellina, 9 20123

Milano (MI)

Tel: 0249518040

P.IVA 09193300960



Information on the processing of personal data ex art. 13-14 EU Reg. 2016/679

Interested parties: Website users.

Migliora S.R.L. as the owner of the processing of your personal data, pursuant to EU Regulation 2016/679 hereinafter referred to as 'GDPR', hereby informs you that the above legislation provides for the protection of those concerned with regard to the processing of personal data and that such treatment will be based on principles of correctness, lawfulness, transparency and protection of your privacy and your rights.

Your personal data will be processed in accordance with the legislative provisions of the aforementioned legislation and the confidentiality obligations provided therein.

Purposes and legal basis of the processing: in particular, your data will be processed for the following purposes related to the implementation of fulfilments related to legislative or contractual obligations:

purposes necessary to ascertain, exercise or defend a right in court or whenever the judicial authorities exercise their judicial functions; purposes inherent to the execution of a contract to which you are party or the execution of pre-contractual measures taken at your request (e.g. request for contact via the Contact form, registration for the service, etc.)

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Your data will also be used for the following purposes relating to the execution of measures connected with contractual or pre-contractual obligations:

technical and functional access to the Site, no data is kept after closing the browser;
statistical and user analysis purposes.

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Processing methods. Your personal data may be processed in the following ways:

by means of electronic computers using software systems managed by third parties;
by means of electronic calculators with the use of directly managed or programmed software systems; temporary processing in anonymous form.

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All processing is carried out in accordance with the methods set out in Articles 6, 32 of the GDPR and by adopting the appropriate security measures.

Your data will be processed only by personnel expressly authorised by the Data Controller and, in particular, by the following categories of employees:

Programmers and analysts; Administrative Office

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Communication: Your data may be communicated to external parties for the proper management of the relationship and in particular to the following categories of Recipients including all duly appointed Data Processors:

DoubleClick: Advertising service, Advertising target, Analytics/Measurement, Content customisation, Optimisation; Facebook: Advertising service, advertising target, analytics/measurement, optimisation; Google: Advertising service, Advertising target, Analytics/Measurement, Content customisation, Optimisation; subjects necessary for the provision of services offered by the Portal including, without limitation, the sending of e-mail and analysis of the operation of the Portal; Y ahoo! Web Analytics.

• Disclosure: Your personal data will not be disclosed in any way.

Your personal data may also be transferred, limited to the above purposes, to the following countries:

some of your Personal Data are transferred to recipients who may be located outside the European Economic Area. Migliora S.r.l. ensures that the e

• Retention Period. We would like to inform you that, in accordance with the principles of lawfulness, purpose limitation and data minimisation, pursuant to Article 5 of the GDPR, the storage period for your personal data is:

established for a period of time not exceeding the performance of the services provided.

Cookie management: If you have any doubts or concerns about the use of cookies, you can always prevent cookies from being set and read by, for example, changing the privacy settings in your browser to block certain types of cookies.

As each browser - and often different versions of the same browser - differ from each other, you can find detailed information on how to do this in your browser's preferences if you prefer to do this yourself. For an overview of how to do this for the most common browsers, please visit www.cookiepedia.co.uk.

Advertising companies also allow you to opt out of receiving targeted advertisements if you so wish. This does not prevent the setting of cookies, but it does stop the use and collection of certain data by these companies.

For more information and opt-out options, please visit www.youronlinechoices.eu/.

Owner: The owner of the data processing, according to the Law, is Migliora S.R.L. (Viale di Porta Vercellina, 9, 20123 Milan (MI); VAT number: 09193300960; contactable at the following addresses: E-mail: sauetta@miglioradv.it; Telephone: 0249518040) in the person of its legal representative pro tempore.

You have the right to obtain from the owner the cancellation (right to be forgotten), the limitation, the updating, the rectification, the portability, the opposition to the processing of personal data concerning you, as well as in general you can exercise all the rights provided by Articles 15, 16, 17, 18, 19, 20, 21, 22 of the GDPR.

EU Reg. 2016/679: Articles 15, 16, 17, 18, 19, 20, 21, 22 - Rights of the data subject

1. The data subject shall have the right to obtain confirmation as to whether or not personal data concerning him exist, regardless of their being already recorded, communication of such data in intelligible form and the possibility of lodging a complaint with the supervisory authority.

2. The interested party has the right to obtain information on:

the origin of the personal data

the purposes and methods of processing

the logic applied in the event of processing carried out with the aid of electronic instruments;

the identity of the data controller, data processors and the representative designated pursuant to article 5, paragraph 2;

the entities or categories of entity to whom or which the personal data may be communicated and who or which may get to know said data in their capacity

3. The interested party is entitled to obtain:

the updating, rectification or, where interested therein, integration of the data
the cancellation, transformation into anonymous form or blocking of data processed unlawfully, including data whose retention is unnecessary for the certification to the effect that the operations as per letters a) and b) have been notified, as also related to their contents, to the entities to whom or the portability of the data.

4. The interested party has the right to object, in whole or in part, to:

for legitimate reasons to the processing of personal data concerning him/her, even if pertinent to the purpose of collection;
to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else