



Merlo S.p.A.
Via Nazionale 9
12010 San Defendente di Cervasca (CN)
VAT number: 03078670043
Tax ID Code: 03078670043

Privacy notice for Customers
pursuant to Article 13 of EU Regulation 2016/679 GDPR
Data collected from the Data Subject

Dear Data Subject,
we hereby wish to inform you about the personal data that will be collected and processed for the purposes that we will indicate, as well as to provide you with any useful information to make it easier for you to contact and interact with our offices.

Data Controller

The Data Controller is Merlo S.p.A.
Contact details are as follows:
Phone: +39 (0)171 614111
E-mail: privacy@merlo.com
Fax: +39 (0)171 684101
Website: <http://www.merlo.com>

The table below shows the purposes for which your data will be collected, as well as information on the processing conditions:

PURPOSES	Administrative - Accounting
DESCRIPTION	<p>The personal data requested will be processed to fulfil contractual or regulatory obligations or, in any case, for ordinary administrative and accounting purposes. The processing will involve data as necessary to complete and account for sales invoices, delivery notes, etc., but also any references of the contacts (agent, company representative, salesperson, administrative staff, etc.) that may be useful for the management of the mentioned documentation.</p> <p>The provision of the data necessary for the management of outgoing invoices is mandatory; the provision related to contact data of the persons involved in the accounting cycle is optional. However, being useful for the regular performance of activities, their absence would prevent us from providing the services requested or could slow down the entire processing.</p>
DATA RETENTION PERIOD OR CRITERIA USED TO DETERMINE THAT PERIOD	Civil law 10 years, Tax law 6 years; further extensions only for proven accounting, administrative and legal needs
LEGAL GROUND FOR THE PROCESSING	<ul style="list-style-type: none">• Execution of a contract and/or related pre-contractual measures• Legal obligation

CATEGORIES OF PROCESSED DATA	Personal identification data
CATEGORIES OF RECIPIENTS WHICH DATA ARE DISCLOSED TO	<ul style="list-style-type: none"> • Tax agencies • Banks and credit institutions • Couriers and freight forwarders • On-line payment service providers • Credit recovery service providers • IT or telecommunication service providers • External accounting and tax services • External legal services • Third parties when the communication is necessary under any contractual and/or legal obligations
TRANSFER TO THIRD COUNTRIES	No
PURPOSES	Creating and issuing first access credentials
DESCRIPTION	<p>The personal data requested will be processed for the creation of credentials for first access to the web area specifically dedicated to the acquisition of information on the vehicle that you have purchased (for example, the location of the vehicle or remote access control to it).</p> <p>The provision of the data necessary for the above mentioned purpose is optional. However, in the absence of the information requested, in particular the one necessary for verifying your identity, it will not be possible to provide you with the access credentials that are indispensable for the use of telemetry services.</p>
DATA RETENTION PERIOD OR CRITERIA USED TO DETERMINE THAT PERIOD	Until request by the Data Subject to delete the account
LEGAL GROUND FOR THE PROCESSING	Execution of a contract and/or related pre-contractual measures
CATEGORIES OF PROCESSED DATA	Personal identification data
CATEGORIES OF RECIPIENTS WHICH DATA ARE DISCLOSED TO	IT or telecommunication service providers
TRANSFER TO THIRD COUNTRIES	No
PURPOSES	Soft Spam Activities
DESCRIPTION	<p>Commercial and promotional information activities by e-mail using the e-mail address provided during the sale of a product and/or service for the direct commercial communication of similar products and/or services. The legal basis for processing is the legitimate interest of the Data Controller, with reference to Article 6, paragraph 1, letter f) and recital 47 of the GDPR and, as provided for in Article 130, paragraph IV of the Italian Privacy Code, Soft Spam activities do not require the prior express consent of the Data Subject. However, the customer/user may exercise the right to object.</p>
LEGITIMATE INTEREST	Consolidation of the existing business relationship with the customer
DATA RETENTION PERIOD OR CRITERIA USED TO DETERMINE THAT PERIOD	Until request by the Data Subject to delete the account
LEGAL GROUND FOR THE PROCESSING	Legitimate interest of the Data Controller

CATEGORIES OF PROCESSED DATA	Personal identification data
CATEGORIES OF RECIPIENTS WHICH DATA ARE DISCLOSED TO	IT or telecommunication service providers
TRANSFER TO THIRD COUNTRIES	No

For the above-mentioned purposes, there is no automated decision-making process as well as no profiling.

The collected personal data will be processed by expressly authorised persons, by adopting appropriate technical and organisational security measures, and exclusively for the achievement of the aforementioned purposes. Data may be also accessed, incidentally, by computer technicians and IT personnel supervising the operation of our computer system.

As a Data Subject, you are entitled to obtain access to your personal data and you have the right to the rectification or erasure thereof, the restriction of the processing, to object to the processing (Articles 15 et seq. of EU Regulation 2016/679 GDPR - copies of the articles and the relevant application may be requested from the above addresses).

If you believe that the processing breaches the provisions of the current legislation on the personal data protection, you may lodge a complaint with the Supervisory Authority, as provided for by art. 77 of the GDPR, or take legal action.

If the legal basis for the processing is your consent, please be reminded that you have the right to revoke it at any time by using the contact details given above. However, any previous processing carried out based on your consent and the relevant legal effects will remain valid and effective even after your consent has been revoked.

The Data Controller reserves the right to modify, update, add or remove parts of this privacy policy. In order to allow an easy check, the date of updating is shown at the bottom of this information notice.

For any further information, please do not hesitate to contact us.

The Data Controller
Merlo S.p.A.

Latest update: 03/05/2023 - Version 1.1