

ABBONAMENTO MUSEI (MUSEUM'S PASS)

Abbonamento Musei is a museum's annual pass that allows you to enter without any limit during 365 days from the date of purchase, in all of museums, royal residences, castles, gardens, fortresses, permanent collections or exhibitions that have an agreement with the pass.

With this pass is possible to have reductions and discounts to enjoy Piedmont and Lombardy cultural system (cultural activities such as: theatre, festivals, etc...) and reductions on entrance in some of the most popular museums in Italy.

Purchasing this card, you could agree to receive news and advertisements about events and promotions provided by the company through different channels such as: monthly bulletin, newsletters (every 15 days via e-mail) and a lot of news on the website www.abbonamentomusei.it or through social networks.

PRIVACY POLICY

Data will be collected and handled according to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, concerning the protection of personal data. **Abbonamento Musei** is the Data Controller.

Data are processed by electronic, magnetic or paper support. Data will be handled through instruments and with modalities that ensure data's privacy and security.

Please note that release user's personal data is required to provide the service, therefore refuse to give consent to the processing of personal data implies the impossibility for the company to provide the service. Also, data are required to use information services about news or events provided by company or third parties.

Further purposes, for which the user can give or deny consent, regard the processing of personal data, socio-cultural's profile of the subscriber and additional information to be sent to members. With your prior consent you allow the company to send commercial or informative communications, to provide information about all initiatives concerning products and/or services and/or events even from third parties via automated systems such as newsletters or e-mails.

In according to Article 130 co. 4 of Legislative Decree no. 196/2003, the newsletter subscription, which also contains information on promotions and events, takes place automatically without the need for consent, just signing the Museum Pass: you can free unsubscribe (opt-out) from the first receipt, just using the related links or tools.

Data will be handled at the Headquarters of the Data Controller.

Data will not be disclosed, and these could be brought to knowledge of individuals or legal entities that are responsible of the undersigned organization and to third parties identified and identifiable, which is responsible for completing the processing operations.

Personal data will be kept, in general, as long as the purposes of the processing continue: for example, they will be kept for the entire duration of the contractual relationship and, after its conclusion, until the end of the legal prescription (10 years) provided the relationship is not renewed again. Data used for promotional communication purposes are kept until the cancellation request, while the data for profiling are used for the last 2 years.

The treatment will take place mainly in Italy and the EU, but it could also take place in non-EU and non-EEA countries if considered functional to the efficient fulfillment of the objectives pursued, while respecting the guarantees in favor of the interested parties, as in the case of Google avails itself for managing email and cloud storage.

At any time you can: exercise your rights (access, rectification, cancellation, limitation, portability, opposition, absence of automated decision-making processes) when provided to the Data Controller, pursuant to art. from 15 to 22 of the GDPR (shown below); to propose a claim to the Guarantor (www.garanteprivacy.it); if the treatment is based on consent, you can revoke the consent given, taking into account that the withdrawal of consent does not affect the lawfulness of the treatment based on consent before revocation.

Abbonamento Musei, e-mail address associazione@abbonamentomusei.it and toll-free number 800.329.329, is the Data Controller.

PRIVACY CONSENT

I _____ have read the information received, my rights and the need to provide personal data for the purposes inherent to the legal obligations of the proposed subscription service.

Moreover

[] I agree [] I disagree

to the processing of personal data linked to the use of **Abbonamento Musei** and the socio-cultural's profile, need to receive personalized information based on recorded data, such as promotions, newsletters or events organized by our company or third parties.

Date _____ Signature _____