

**PRIVACY POLICY**  
**CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO COMMUNITY**  
Pursuant to article 13 of Regulation (EU) 2016/679

This Privacy policy governs the personal data processing carried out by Consorzio del Formaggio Parmigiano Reggiano in compliance with the legislation in force on data protection, in particular EU Regulation 2016/679 (hereinafter “GDPR”)

**Data controller: Consorzio del Formaggio Parmigiano Reggiano**  
**Headquarters: Via John Fitzgerald Kennedy, 18 - 42124 Reggio Emilia - ITALY**  
**Contact details: Tel. 0522-307741 – Email: [privacy@parmigianoreggiano.it](mailto:privacy@parmigianoreggiano.it)**

The Data Controller may be contacted for any information or request regarding processing.

Pursuant to article 13 of Regulation (EU) 2016/679, the following information is notified:

**PROCESSING METHODS:** The personal data processing shall be carried out by means of the operations indicated in Article 4, item no. 2) of the GDPR and, specifically: collection, recording, organisation, storage, consultation, preparation, modification, selection, extraction, comparison, use, interconnection, blocking, communication, erasure and destruction of data. Processing may take place on paper and/or with digital methods.

**PROCESSING PURPOSES:** pursuant to Article 13, paragraph 1 (c) of EU Regulation 2016/679, the Data Controller uses the data collected for the purposes described below, as well as for any and additional legal obligation.

In particular:

- joining the Consorzio del Formaggio Parmigiano Reggiano Community: subscribing to the Community has direct marketing purposes; for example, sending with automated contact methods (such as sms, whatsapp, e-mail, social networks, instant messaging apps, push notifications) promotional and sales messages regarding the services/products offered by the Consortium or company events, as well as customer satisfaction surveys, market surveys and statistical analyses.

**LEGAL GROUNDS:** art. 6 (1) (a) consent of the data subject; art. 6 (1), (b) contract performance; art. 6 (1) (c) legal obligation.

**DURATION OF THE DATA RETENTION PERIOD:** in case of consent, data shall be retained until withdrawal of consent.

**RECIPIENTS OF PERSONAL DATA:** data may be communicated to the data subjects established by the contract regulation and by the data subjects envisaged by the applicable legislation. In particular:

- Companies offering e-mail sending services;
- Companies offering services that are useful to achieve the purposes specified in this privacy policy (media agency, IT suppliers...).

**CATEGORIES OF DATA PROCESSED:** user’s contact details (email address).

**DATA TRANSFER ABROAD OR TO INTERNATIONAL ORGANIZATIONS:** The Data Controller carries out data transfers to countries within the EU and may transfer data to countries outside the EU or to International Organizations. In the event of a transfer, the data will be transferred in accordance with Article 44 (General principle for transfers), Article 45 (Transfer based on an adequacy decision), and Article 46 (Transfer subject to appropriate safeguards). Specifically, the data may be transferred to third countries or international organizations for which the Commission has issued an adequacy decision (Article 45 of Regulation EU 2016/679).

**RIGHTS AND OBLIGATIONS OF THE DATA SUBJECT:** the data subject is informed that pursuant to articles 15 and subsequent ones of the GDPR, the same may exercise the rights of access to personal data, the right of rectification, erasure, objection and limitation of processing in addition to the right of data portability.

The data subject or its representative have the right to lodge a complaint at any time to the competent Supervisory Activity in case of breach of the GDPR, Legislative Decree 196/2003 as amended or any other legislation on personal data protection.

The data subject is informed that the contract definition requires the same to provide the personal data covered by the privacy policy.

**MODALITIES FOR THE EXERCISE OF RIGHTS AND CONTACT DETAILS:** data subjects may exercise their rights and contact the Data Controller by sending an email to: [privacy@parmigianoreggiano.it](mailto:privacy@parmigianoreggiano.it).

**DATA PROTECTION OFFICER (DPO):** we also inform data subjects that, pursuant to Article 37 of the GDPR, the Data Controller has appointed a Data Protection Officer.

The DPO is ALEX PALETTI, and he may be contacted by email at the following address [dpo@parmigianoreggiano.it](mailto:dpo@parmigianoreggiano.it)