



MARKAS S.R.L.

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Pursuant to the art. 13 of EU Regulation 679/2016 we provide the following information: MARKAS SRL, Via Macello, 61, I – 39100 Bolzano (BZ), will use your data for the following purposes: Sending e-mails and advertising messages, to fulfill the legal obligations deriving from local and municipal regulations as well as from civil and criminal law, to fulfill any contractual obligations towards the data subject, credit protection and debt management.

Your data will be processed and stored in electronic format. MARKAS SRL, Via Macello, 61, I – 39100 Bolzano (BZ), guarantees by law that the processing of personal data takes place in compliance with fundamental rights as well as the dignity of the data subject, in particular regarding the privacy, the personal identity and the right to protection of the same.

In relation to the aforementioned purposes, your personal data will be communicated if necessary:

- to the Public Administrations and Authorities, where required by law
- to credit institutions with which our company has relationships for the management of credits/debts and financial intermediation
- to all those natural and/or legal persons, public and/or private (legal, administrative and fiscal consultancy firms, judicial offices, Chambers of Commerce, etc.), when the communication is necessary or functional to the performance of our activities and in the ways and for the purposes listed above.

Personal data processed by our company are not subject to dissemination. The processing may be carried out with or without the aid of electronic means and in any case automated and will include all the operations necessary for the processing in question. In any case, the treatment will be carried out in observance of every precautionary measure, which guarantees its security and confidentiality.

The controller is **MARKAS SRL**.

The Personal Data Protection Officer (DPO) is Gruppo Renorm Srl, contact person Dr Andrea Avanzo.

The data subject can request more information at the address IT-privacy@markas.com.

The data subject, according to the provisions of articles 15 to 22 of the Regulation, has the right to obtain the confirmation from Markas S.r.L. that the same is actually processing the personal data provided and have access to the latter.

The data subject also has the right to obtain the correction, or the modification of incorrect personal data, or the integration of incomplete personal data.



At the request of the data subject, Markas also has the duty to delete the personal data of the claimant, if the same are no longer necessary to complete the purposes referred to in paragraph 1 of this notice, in the case of revocation of the consent or opposition from the data subject to their processing or in the case of unlawful processing.

The data subject may also ask Markas S.r.L. to limit the processing of his data, if the latter are not correct or their processing is unlawful but the party opposes their deletion, asking for the sheer limitation of their use, or when they are necessary for the assessment, exercise or defense of a right of the data subject in court, or even if the limitation to treatment is necessary in the time frame in which the opposition to the treatment of data submitted by the data subject is being decided.

It is also recalled that the data subject has the right to oppose at any time the processing of personal data concerning him. In this case, Markas abstains from further processing, unless it is able to demonstrate the existence of legitimate reasons, which make it compulsory to proceed with processing, or which override the rights of the data subject or which are necessary for the purposes of defense of a right in court.

It also has the right to data portability to another holder.

The rights in question can be exercised, also through a designated person, by submitting a request to the address IT-privacy@markas.com.

General information about cookies

Cookies are short text files placed by the website with the help of the browser on the hard disk of a client computer, to record small amounts of information regarding the site for a limited period. There are different types of cookies to be considered respectively differently; they are distinguished in technical cookies and profiling cookies (cookies that are used for advertising and marketing purposes). This website uses technical cookies. Below, you will find all the details about this use.

Description of technical cookies

Technical cookies are mainly relevant to the functionality of the website. These include navigation and session cookies, which allow easy navigation of the site. In addition, there are the so-called Analytics Cookies, which collect information, such as the number of users who visited a site and the path that users have made to get to the site. The group of technical cookies also includes functional cookies, which record information about the choices made by the user (e.g. filter settings selected or language settings of a site).

The user can also refuse the use of cookies in a general or selective way. If the user does not wish to accept our cookies, he can refuse them through his web browser. The relative function varies from browser to browser. As a general rule, it can be found in the Privacy or Cookies section of the Help menu or in the Properties menu of your site. Please note that in case of non-acceptance of cookies, there may be limitations from the point of view of functionality.

Below, we show which technologies and for what purposes, to what extent and how they are used on our sites. It can also happen that we use the so-called third-party cookies (cookies of other web managers). More detailed information is provided in the form of links in each section. The user can explicitly block these third-party cookies in his browser settings.



Web tracking - Google Analytics:

We use so-called tracking technologies to continuously improve and optimize our offer. This website uses Google Analytics, a web analytics service provided by Google Inc. (Google).

Google Analytics uses cookies that allow an analysis of the use of the website through the user, with the aim of conveying attractiveness of our website and improving its performance and contents. The information created through cookies through your surfing of this site (including your IP address) is transmitted to a Google server in the USA and saved there. On behalf of the operator of this site, Google uses this information to evaluate your use of this site, to draw up reports on site activities and to provide services related to the use of the site and the internet to the site operator.

Google transmits this information to third parties, where this is legally permitted or where third parties process this data on behalf of Google and/or other web analytics managers. In no case, your IP address will be linked to other data of Google and/or other web analysis managers.

You may refuse to consent to the registration of cookies through a specific setting in your browser software; however, please note that in this case you will not be able to use all the functions of this website. You may refuse the collection of data through cookies and their use of the website (including your IP address) through Google, as well as the processing of this data via Google, by downloading and installing the browser plugins present in the link tools.google.com/dlpage/gaoptout.

For general information on Google Analytics and data protection, click here

<https://support.google.com/analytics/answer/6004245?hl=it>

By using this site, you accept the processing of data collected by you via Google and/or other web analytics managers, in the manner described above and for the aforementioned purpose.

Web tracking - intelliAd:

This site also uses the web analytics service of intelliAd Media GmbH, Sendlinger Str. 7, 80331 Munich. For statistical and implementation purposes, this site, adapted to the needs of the user and to its optimization, collects anonymous usage data which are then saved in an aggregated manner.

Using intelliAd tracking, cookies are saved locally. You can block the registration of your data (collected anonymously) for the future. In this regard, use this link <http://login.intelliad.com/optout.php>

Use of social plugins

Social plugins are connected to these sites via the so-called "2 clicks". Normally, these buttons do not transmit any data to third parties. Through manual activation, the user allows the transmission of data to the relevant managers of the social network and the installation of cookies by third parties. But only for this unique site and for the service chosen. By clicking on the settings icon (gear wheel icon), you can register and change preferences at any time.

If you activate the social plugins, please read the following information on the features and what data are transmitted.



Privacy statement for the use of Facebook plugins (Like-Button)

This site uses social plugins of the social network Facebook (Facebook Inc., 1601 Willow Road, Menlo Park, California, 94025, USA). Recognize the plugin thanks to the Facebook logo or the "Like Button" on our site. An overview of the Facebook plugins is available here:

<https://developers.facebook.com/docs/plugins/>

As mentioned previously, plug-ins are usually deactivated, and no data is forwarded. Only with explicit activation on your part, the plugins are activated.

If you call our presence on the Internet with one of these plugins, this generates a direct connection between your browser and the Facebook server. In this way, Facebook receives the information that you have visited our site with your IP address. By using the plugin functions (e.g. clicking on the "Like" button, inserting a comment), while logged in on your Facebook profile, you can link the contents of our pages on your Facebook profile. In this way, Facebook can assign the visit on our pages to your user profile. If you are not a member of Facebook, there is still the possibility that Facebook will detect your IP address and register it.

Please note that we as managers of the pages do not learn about the content of the data provided as well as of their use through Facebook. More information about this can be found in the privacy section of Facebook <https://it-it.facebook.com/policy.php>

Using the Google +1 button

Our website uses the "+1" button of the Google Plus social network, managed by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA (Google). The button can be recognized by the symbol "+1" on a white or coloured background. As previously specified, plug-ins are usually deactivated and no data is transmitted. Only at the moment of an explicit activation, the plugins are activated.

Every time you call a website of our internet presence provided with a "+1" button, the latter allows the browser you used to download and present the optical representation of the "+1" button from the Google server. In this case, you communicate to the Google server which site of our internet presence is viewed at that time. Google protects your browser path by indicating the "+1" button for the duration of up to two weeks for system maintenance and troubleshooting purposes. There is no further assessment of your visit to a site of our internet presence with the "+1" button. By activating the "+1" button when logged into Google+ (Google Plus), Google collects information on your recommended URLs, your IP address and send browser-related information through your Google profile, so that your "+1" recommendation is recorded and made accessible publicly. Your "+1" recommendations can be shown as recommendations along with your profile name and your picture in Google services, for example in search results or in your Google profile (as a "+1" tab in your Google profile), or in other locations on websites and internet ads.

The purpose and volume of the data survey and their subsequent processing and use by Google, as well as your rights in this regard and the setting up possibilities for the protection of your privacy, are present in the privacy section of Google about the button "+1 ":

Use of data by Google by visiting our partner sites or using partner apps



<https://www.google.com/policies/privacy/partners/?hl=it>

Data protection for the "+1" button <https://support.google.com/plus/answer/1319578?hl=it> is through the "+1" button <https://support.google.com/plus/answer/1047397?rd=1>

How to avoid the installation of cookies directly through the browser

Firefox:

1. Click on the menu and click on Settings.
2. Select the Privacy panel.
3. In the History section, select Use custom settings.
4. In the options that appear now, remove the "Accept Cookies" flag.
5. Click OK.

For more detailed information, see: <https://support.mozilla.org/it/kb/Bloccare%20i%20cookie>

Google Chrome

1. Click on the menu and click on Settings.
2. At the bottom, click Show advanced settings.
3. In the Privacy section, click on Content Settings.
4. In the Cookies section, select Store cookies and site data.
5. Click Done.

For more detailed information, see: <https://support.google.com/chrome/answer/95647?hl=it>

Internet Explorer

1. Select the Extras menu and from there the Internet Options. If you do not see the toolbar, go to the menu symbol and select Internet Options.
2. Select the Privacy panel.
3. Thanks to the slider, you can select different ways of processing cookies. If the device is at the top, all cookies are disabled, while if it is at the bottom, all cookies are enabled.
4. Click OK.

For more detailed information, see: <http://windows.microsoft.com/it-it/windows7/block-enable-or-allow-cookies>



Safari

1. In the settings section, select Privacy.
2. Under Accept Cookies, you can define if and how Safari should store site cookies. For more information, click on the help panel, shown with a question mark.

For more detailed information, see: https://support.apple.com/kb/PH5042?locale=en_US