

**Privacy notice for “Customers”
pursuant to art. 13 et seq. of EU Reg. 2016/679 ("GDPR")**

Introduction	The purpose of this Privacy notice is to illustrate the ways in which Blue BI S.r.l. collects, processes and stores personal data relating to Data Subjects as customers.		
Data Controller	The Data Controller is Blue BI S.r.l. , with registered office in Milan, Via Broletto 37, VAT number and Tax Code. 07515870967. Blue BI S.r.l. can be contacted: <ul style="list-style-type: none"> • by writing an e-mail to privacy@bluebi.it • by ordinary mail, to the address of the registered office as indicated above. 		
Categories of data processed	In order to pursue the purposes indicated, Blue BI S.r.l. will process the following categories of personal data: <ul style="list-style-type: none"> • personal data identifying the customer, or of the customer's employees and collaborators if a legal person (*); • personal (professional) contact data of the customer, or of the customer's employees and collaborators if they are a legal person (*); • personal data related to economic relations with the customer (*) • information related to the evaluation of the products and services provided by the Data Controller. 		
Sources of personal data processed	The main source of personal data is the Data Subject. Other sources include: <ul style="list-style-type: none"> • with reference to some data of the Data Subject (e-mail, company contact details, role) the source may be the company and/or commercial activity where the Data Subject works • with reference to data such as contained in the Chamber of Commerce and/or relating to the state of solvency, the sources may be the Chambers of Commerce and credit information companies. 		
Consequences in case of failure to provide personal data	The provision of personal data marked with the symbol (*) is <u>mandatory</u> : without them, it is impossible for Blue BI S.r.l. to carry out the related processing activities, as provided for by the purposes listed below. The provision of all other personal data is <u>optional</u> : failing this, Blue BI S.r.l. will not be able to carry out all or part of the planned processing, with the consequent impossibility of carrying out the relevant processing.		
Purpose, Legal basis and Data retention	Purpose	Legal basis	Data retention
	(1) Carry out the operations connected and instrumental to the acquisition of preliminary information at the conclusion of the contract	6 (1) (b), for the fulfilment of needs related to pre-contractual activities	Until the possible approval or formalization of the contract, without prejudice to any further storage provided for by Italian and European regulations
	(2) Manage customer relationships, including accounting, ordering, billing management	6 (1) (b), for the fulfilment of needs related to the contract	For the entire duration of the contract and thereafter if required by law
	(3) Perform operations imposed by regulatory obligations inherent in the contract, including the archiving of documents	6 (1) (c), for compliance with a legal obligation to which the Data Controller is subject	For the period imposed by legal obligations, regulations and EU legislation
	(4) Carry out administrative, accounting, contractual and financial analyses and checks, also in order to assess any elements	6 (1) (f), for the pursuit of the legitimate interest of the Data Controller consisting in monitoring the quality of the services	Until the end of the operations analysis and verification of data, i.e. for the period necessary to evaluate the results of the activities carried out

	detrimental to the establishment or continuation of the relationship	provided and avoiding risk situations	
	(5) To carry out marketing communications on products, services and/or initiatives to the e-mail address or other contact details including telephone, also electronically with the aid of automated tools	6 (1) (a), based on the consent expressed by the Data Subject	Until the withdrawal of consent or the request for deletion of data, and in any case for a maximum of 36 months from the registration of consent or its renewal in the manner provided for by the Data Controller's systems
	(6) To carry out marketing communications on products, services and/or initiatives to the e-mail address, also with the aid of automated tools, following purchases of products or services of the Data Controller (so-called "soft spam")	6 (1) (f), for the pursuit of the legitimate interest of the Data Controller by virtue of and within the limits of the provision of art. 130 of Legislative Decree 196/2003 and subsequent amendments. ("Italian Privacy Code")	Until the Data Subject's objection communicated in the manner provided by the Data Controller, and in any case for a maximum of 36 months from the last purchase of products or services
Categories of subjects who may process personal data	Within the limits of the obligations, tasks and purposes indicated above, personal data will be processed exclusively by personnel (employees and/or external collaborators) of Blue BI S.r.l., as well as by third parties appointed as Data Processors pursuant to Article 28 of the GDPR. The list of Data Processors can be requested from Blue BI S.r.l. by writing to the references indicated above.		
Scope of communication and dissemination of personal data	Personal data may only be disseminated with the express consent given by the Data Subject. Blue BI S.r.l. may also communicate personal data to third parties (independent data controllers), even without the consent of the Data Subject, in order to comply with legal obligations, including: public and private bodies, including following inspections or audits (e.g. tax administration, social security institutions); subjects who can access the data by law (e.g. tax police bodies, Judicial authorities).		
International transfers	In relation to the technological tools used by Blue BI S.r.l. and/or its Data Processors, personal data may be transferred outside the European Economic Area ("EEA"): in such cases Blue BI S.r.l. guarantees that the transfer will only take place to countries (i) considered adequate by the European Commission, (ii) that have entered into Standard Contractual Clauses or (iii) that have entered into other mechanisms for eligibility for transfer outside the EEA. You can always contact Blue BI S.r.l. to the references indicated for more information on the transfer of your personal data outside the EEA.		
Rights of the Data Subject	<p>At any stage of the processing, the Data Subject may exercise the rights provided for by the GDPR, and in particular the right to:</p> <ul style="list-style-type: none"> • access their personal data, as well as obtain their rectification or deletion; • obtain the limitation of processing concerning you; • object to the processing, in the event that Blue BI S.r.l. exercises its legitimate interest; • obtain data portability, where applicable; • revoke consent, where applicable: the revocation does not affect the lawfulness of the processing already carried out and based on the consent previously given; • lodge a complaint with the supervisory authority: for Italy, with the Italian Data Protection Authority (www.gdpr.it). <p>The exercise of the rights referred to above can be done by sending a request to the Data Controller's references indicated above.</p>		