
Information Notice on the Processing of Personal Data

By means of this information notice, we wish to inform you as to the processing of personal data that is collected when you browse this website (the '**Website**') and book a visit to the event we organized (the '**Event**'), in compliance with EU Regulation 2016/679 (the '**GDPR**') and with Italian Legislative Decree no. 196/2003, as the most recently updated national laws in accordance with the Regulation (hereinafter, the '**Privacy Code**' and, jointly with the GDPR, the '**Privacy Regulation**').

Who is the data controller and the data protection officer

FENDI S.r.l. with registered office in Quadrato della Concordia 3, 00144, Rome (RM), Italy, e-mail customer-privacy@fendi.com (hereinafter referred to as '**FENDI**' or the '**Company**') will process your personal data as data controller in accordance with the terms of this Information Notice.

FENDI has appointed a data protection officer ('**DPO**'), who can be contacted at dpo@fendi.com.

Which categories of personal data we process

FENDI shall process your following personal data:

- Browsing data, *i.e.* IP address and domain name of the device used, URI (Uniform Resource Identifiers) notation addresses of the resources requested, time of the request, method used to send the request to the server, size of the file obtained in response, numeric code indicating the status of the response given by the server (*e.g.* successful, error, etc.), other parameters related to the device used, operating system and IT environment, as well as data collected through cookies and other tracking technologies in accordance with the [Cookie Policy](#);
- Identification data, *i.e.* biographical data (such as first name, last name) and contact information (such as e-mail address, mobile phone number); and
- Data about your visit to the Event (such as selected day and time)

(hereinafter, jointly referred to as ('**Personal Data**')).

Why we process Personal Data

Your Personal Data will be processed by FENDI for the following purposes:

- a) to ensure the security of the Website, verify its proper functioning and evaluate its use in order to obtain statistics regarding its use ('**Website Security Purposes**');;
- b) to allow you to book a visit to the Event ('**Contractual Purposes**'); and
- c) to protect FENDI's assets, including intellectual property, and to increase the level of security and safety of individuals who access the Company's premises during the Event ('**Security Purposes**').

Legal basis of the processing

The processing of Personal Data for Contractual Purposes is mandatory since, if you do not want such data to be processed for these purposes, the Company may not be able to allow you to browse the Website and book a visit to the Event.

The processing of Personal Data for Website Security Purposes and for Security Purposes is functional to the pursuit of FENDI's legitimate interests, which are appropriately balanced with your interests, subject to the limits imposed on the relevant processing activities, and is not mandatory. You will be entitled to object to the processing activities carried out for these purposes, as set out in the '[What are your rights and how can you exercise them](#)' Section of this Information Notice, except where FENDI has an overriding interest in continuing the processing of your Personal Data pursuant to Article 21 of the GDPR.

Processing methods

In relation to the aforementioned purposes, the Personal Data processing will take place both via IT tools and hard copies and, in any case, by using means which ensure security and confidentiality of the data by adopting security measures prescribed by Privacy Regulation.

Extent of disclosure of Personal Data

For the aforementioned purposes, Personal Data may be processed by FENDI personnel duly authorized.

FENDI may communicate your Personal Data, solely to pursue the purposes of the processing indicated above, to the following categories of recipients: (i) third-party service providers, in their capacity as data processors; and (ii) subjects and authorities whose right to access Personal Data is expressly recognized by law, regulations or measures issued by the competent authorities, in their capacity as autonomous data controllers.

In any event, your Personal Data will not be to countries outside the European Economic Area nor disseminated.

For how long we retain Personal Data

Personal Data will be retained for the time strictly necessary to achieve the aforementioned purposes, that is 7 days after your attendance at the Event, then it will be deleted or anonymized.

What are your rights and how can you exercise them

Pursuant to [Articles 15 to 22](#) of the GDPR, we hereby inform you that you may exercise the following rights:

Right of access to your Personal Data in order to obtain confirmation as to whether or not Personal Data concerning you is being processed and, if so, to know the source of the data, the purposes and methods of processing, and the logic adopted.

Right to rectification and integration of inaccurate or incomplete Personal Data concerning you.

Right to erasure (and where there are no specific reasons that otherwise relieve FENDI of the obligation to erase) if (i) Personal Data is no longer necessary in relation to the purposes for which it was collected or otherwise processed; (ii) you withdraw consent and there is no other legal basis for processing; (iii) you object to processing for marketing or profiling purposes; (iv) the Personal Data has been processed unlawfully.

Right to restriction of processing in cases where (i) you contest the accuracy of Personal Data, for the period necessary to verify the accuracy of such Personal Data; (ii) the processing is unlawful and you object to the erase of the Personal Data and instead request that its use be restricted; (iii) although FENDI no longer needs it for processing purposes, the Personal Data is necessary for you to establish, exercise or defend a right in court; (iv) you object to the processing pursuant to Article 21(1) of the GDPR pending verification as to whether FENDI's legitimate reasons prevail over yours.

Right to object to the processing of Personal Data regarding you based on FENDI's legitimate interest or your consent.

Right to portability i.e. to receive your Personal Data in a structured, commonly used and readable format, so that such data may be retained for further use for personal purposes, and to ask us to arrange for the transmission of such data to another data controller.

You may exercise your rights as provided for by the GDPR by sending an e-mail to customerprivacy@fendi.com.

The exercise of rights is not subject to any formal requirements and is free of charge. A response will be given without undue delay and, at the latest, within one month from receipt of the request.

You also have the **right to file a complaint** with the Italian Data Protection Authority (www.garanteprivacy.it).

Amendments and updates

This Information Notice is effective from the time of its publication. FENDI may amend and/or supplement this Information Notice, including as a result of any subsequent regulatory amendments and/or additions to the Privacy Regulation. Amendments will be notified in advance and you can view the updated information notice at the Privacy Policy link.