

Privacy Notice on the Processing of Personal Data pursuant to Article 13 of Regulation (EU) 2016/679

Data Subjects: Architects and Designers – Caesar Architecture Award.

Ceramiche Caesar S.p.A., as defined below, hereby provides you with this Privacy Notice in order to inform you about the processing of your personal data that will be carried out in connection with the Caesar Architecture Award (the “Event”).

Ceramiche Caesar S.p.A., in its capacity as Data Controller of your personal data pursuant to Regulation (EU) 2016/679 (hereinafter the “GDPR”), hereby informs you that the above-mentioned legislation provides for the protection of data subjects with regard to the processing of personal data and that such processing will be carried out in accordance with the principles of fairness, lawfulness, transparency, and the protection of your privacy and rights.

Your personal data will be processed in accordance with the applicable provisions of the legislation referred to above and with the confidentiality obligations set out therein.

In the course of the processing described herein, the Data Controller may process the following categories of ordinary personal data: tax identification number and other personal identification numbers, name, address, and other personal identification details.

Participation in the Event requires the collection of projects and the related documentation (“Projects”), which contain the names of the architects/designers involved.

The Data Controller intends to use the data collected for the following purposes:

Purposes and legal basis of processing

Your data will be used for the following purposes relating to the performance of measures connected with contractual or pre-contractual obligations:

i) participation in the Event: for this purpose, your personal data will be used by the Data Controller, together with the other information relating to the Project, in order to enable the Project to participate in the Event and to carry out the relevant assessment. In this context, your personal data may also be used to contact you and request clarifications or further information regarding the content of the Project you have submitted. The legal basis for the processing of your personal data for this purpose is the performance of a contract to which the data subject is party, pursuant to Article 6(1)(b) of the GDPR.

Subject to your consent, your personal data may also be used for the following purposes:

ii) publication/dissemination: publication and dissemination of the Project submitted by you. The Data Controller may publish and disseminate your Project on Ceramiche Caesar S.p.A.’s corporate intranet and website, in newspapers and magazines, on social media channels, and through any other communication media. The legal basis for the processing of your personal data for this purpose is the data subject’s consent, pursuant to Article 6(1)(a) of the GDPR;

iii) marketing: the Data Controller also intends to use your personal data for marketing purposes relating to the Data Controller’s products/services, through traditional means of contact (e.g. telephone calls, postal mail, individual e-mails, etc.) or automated means of contact (e.g. automated e-mail campaigns, SMS, automated telephone calls, instant messaging, social networks, etc.). The legal basis for the processing of your personal data for this purpose is the data subject’s consent, pursuant to Article 6(1)(a) of the GDPR. Any refusal to provide consent will prevent the Data Controller from contacting you for marketing purposes, but will not affect your participation in the Event.

Providing your data is optional with regard to the purposes referred to in points ii) and iii), and any refusal to allow such processing will not affect your participation in the Caesar Architecture Award.

Methods of processing. Your personal data may be processed when you submit the Project to be entered in the Event through the dedicated form available on the website. Your data will also be processed using paper-based, electronic and telematic means.

All processing will be carried out in accordance with Articles 6 and 32 of the GDPR and with the adoption of appropriate security measures.

Your data will be processed exclusively by personnel expressly authorised by the Data Controller and, in particular, by the Marketing Department.

Your personal data may be processed by third parties including, by way of example, the following categories:

- other service providers;
- publishing companies;
- social media providers;
- group companies providing IT system management services, including server hosting and backup services;
- third parties providing services for the management of Ceramiche Caesar S.p.A.'s information systems, website and intranet, telecommunications networks, and advertising agencies.

The entities belonging to the categories listed above may, depending on the circumstances, act as Data Processors specifically appointed by the Data Controller in accordance with Article 28 of the GDPR or, in other cases, independently as separate Data Controllers.

The complete and updated list of the entities to which your personal data may be disclosed may be requested from the Data Controller's registered office.

Dissemination. The data may be disseminated:

as indicated in point ii), provided that you have given your consent.

Transfer of personal data: Your personal data may also be transferred, solely for the purposes indicated above, to countries within the European Union.

Retention period. In accordance with the principles of lawfulness, purpose limitation and data minimisation set out in Article 5 of the GDPR, your personal data will be retained as follows:

- for the purpose referred to in point i), your personal data will be retained by the Data Controller for the entire duration of the Event and, thereafter, for a period not exceeding the ordinary statutory limitation period provided by law;
- for the purpose referred to in point ii), your personal data will be retained by the Data Controller for the time necessary to achieve the dissemination purposes described above and subsequently for historical archiving purposes. In any event, you may contact the Data Controller at any time using the contact details indicated in point 1 above in order to withdraw your consent pursuant to Article 7 of the GDPR;
- for the purpose referred to in point iii), your personal data will be retained by the Data Controller until you exercise your right to withdraw consent pursuant to Article 7 of the GDPR.

Data Controller: The Data Controller, pursuant to applicable law, is Ceramiche Caesar S.p.A. (Via Canaletto 49, 41042 Fiorano Modenese (MO), Italy, VAT No. 00179660360; e-mail: info@caesar.it; telephone: +39 0536 867200), represented by its legal representative pro tempore.

You have the right to obtain from the Data Controller erasure (the "right to be forgotten"), restriction, updating, rectification and portability of your personal data, and to object to its processing. More generally, you may exercise all rights provided for under Articles 15, 16, 17, 18, 19, 20, 21 and 22 of the GDPR by writing to the contact details indicated in this Privacy Notice. You may also lodge a complaint with the competent supervisory authority if you believe that the processing of your personal data is contrary to applicable law.

Regulation (EU) 2016/679: Articles 15, 16, 17, 18, 19, 20, 21 and 22 – Rights of the Data Subject

1. The data subject has the right to obtain confirmation as to whether or not personal data concerning him or her exists, even if not yet recorded, to have such data communicated in an intelligible form, and to lodge a complaint with the Supervisory Authority.

2. The data subject has the right to obtain information concerning:

- a. the source of the personal data;
- b. the purposes and methods of processing;
- c. the logic applied where processing is carried out with the aid of electronic means;
- d. the identification details of the Data Controller, Data Processors and the representative appointed pursuant to Article 5(2);
- e. the entities or categories of entities to whom the personal data may be disclosed or who may become aware of it in their capacity as representative appointed within the territory of the State, Data Processors or authorised persons.

3. The data subject has the right to obtain:

- a. the updating, rectification or, where relevant, completion of the data;
- b. the erasure, anonymisation or blocking of data processed unlawfully, including data whose retention is not necessary in relation to the purposes for which the data was collected or subsequently processed;
- c. certification that the operations referred to in points a) and b), including their content, have been notified to those to whom the data has been disclosed or disseminated, unless such notification proves impossible or involves the use of means manifestly disproportionate to the right being protected;
- d. data portability.

4. The data subject has the right to object, in whole or in part:

- a. on legitimate grounds, to the processing of personal data concerning him or her, even where such data is relevant to the purpose for which it was collected;
- b. to the processing of personal data concerning him or her for the purposes of sending advertising material or direct selling, or for carrying out market research or commercial communications.