



## LATICRETE Europe

### Privacy Notice

This page provides information about how Laticrete Europe S.r.l. Process your data according to Articles 13 and 14 of Regulation (EU) 2016/679 (from now on, it is called the “GDPR”).

We are giving you this notice to comply with the legal obligations concerning personal data provided under the GDPR because we believe that protecting your data is of fundamental importance to our business activities. We wish, therefore, to provide any information that can help protect your privacy and control the use of your data.

#### [Data controller](#)

The data controller is LATICRETE Europe S.r.l. a socio unico ▪ Via Paletti snc, 41051 Castelnuovo Rangone (Mo), Italy, from now on called the “Data Controller”.

#### [Categories of personal data processed and source of the data subject's data.](#)

The Data controller processes the personal data identifying you, as well as your personal and contact details (e.g. your name, email address, phone number) and pictures which you provided when you purchased our products and services –including those purchased through our e-commerce platform - or when you participated in events organised by us.

#### [Purposes for which your data is being processed and the legal basis therefor.](#)

If you have purchased our products, participated in our events or signed up for our marketing activities or campaigns, we will be entitled to use the information provided by you to send notices about our products or the activities or events organised by us, which can also concern commercial/marketing activities that are similar to the purchases that you have previously made, the initiatives subscribed by you or the events in which you participated.

You can stop us from sending such notices at any time by sending an e-mail to [info@laticreteeurope.com](mailto:info@laticreteeurope.com) or by clicking on the link indicated at the foot of the notices sent by us.

#### [Methods of processing personal data](#)

Your data (including your e-mail address) is processed using manual, I.T., and electronic instruments. A rationale closely linked to the purposes indicated in this notice ensures that your data is kept safe and confidential.

#### [Categories of parties to whom your data can be disclosed.](#)

The data conferred on the Data Controller is processed mainly by the Company’s authorised staff members, who belong to its Sales and Marketing Departments and have been adequately trained.

Your data can also be disclosed to other companies that operate as data processors (including, but not limited to, companies that deal with the technical management of notices sent by e-mail to parties supplying specific services).

You can ask at any time whatsoever for an updated list of parties that have been appointed as data processors by sending a request via email to the address [info@laticreteeurope.com](mailto:info@laticreteeurope.com)

#### [Transferring your data abroad](#)

Data concerning the Data Controller’s activities is processed at the latter’s headquarters.

The personal data conferred by you that is processed in the framework of the Data Controller’s activities can be transferred to our partners and suppliers outside the European Union, whose transfer is permitted by the Commission, or to other countries. The Data Controller shall guarantee, in the latter case, adequate levels of protection and safeguards, including those of a contractual nature, such as, by way of example, executing standard contractual clauses.

#### [Data retention period](#)

Your data, which has been collected and processed in the manner indicated above, is stored by the Data Controller for a period that does not exceed the amount of time needed to achieve the purposes for which it has been collected. If you express the wish to no longer receive our notices, your data will be immediately removed from our databases.

### Your right

You can access your data at any time and for free, receive your personal electronic data in a structured and commonly used mechanically readable format, ask us to send them to another data controller (data portability) and have them corrected, updated, modified, or deleted (subject to any applicable exceptions). We inform you that requests for data cancellation are subject to current legal requirements and document retention requirements imposed by laws or regulations.

Where your data processing is based on consent, you can withdraw your consent at any time. Therefore, you always have the right to opt out of sending newsletters and processing data for one or more marketing or commercial purposes. You can also update the data provided to Laticrete Europe S.r.l. by sending an email to [info@laticreteeurope.com](mailto:info@laticreteeurope.com)

When contacting us, please include your name, email address, postal address, and/or telephone number(s) so we can handle your request correctly.

Should you think there is a problem with how we handle personal data, you will have the right to file a complaint with your national personal data protection authority or any other EU or EEA country.

