

**PRIVACY POLICY  
FONDAZIONE PRADA**

Fondazione Prada recognizes the importance of your personal data, for which reason it wishes to provide you with information about, and the greatest possible control over, the management of your personal data collected when using this internet site (the "Site") and the WebApp of Fondazione Prada (the "WebApp").

**1. DATA CONTROLLER OF THE DATA COLLECTED AND PROCESSED BY THE SITE**

The Data Controller of the collected data on the Site is Fondazione Prada, Largo Isarco n. 2 – 20139, Milan, Italy (the "Fondazione" or "Data Controller").

The Fondazione can be contacted for all data privacy questions at the email address [privacy@fondazioneprada.org](mailto:privacy@fondazioneprada.org).

**2. CATEGORIES OF THE DATA COLLECTED, THE PURPOSES OF THE PROCESSING ON THE SITE AND THE LEGAL BASIS OF THEIR PROCESSING**

Using this Site and, where applicable the WeApp, the Fondazione collects and processes different types of personal data for different purposes and using different methods.

Specifically:

- (a) personal data relating to navigation for the purpose of ensuring the correct functioning of the Site. On this matter, you are invited to read the specific [Cookie Policy](#);
- (b) personal information that you voluntarily provide (email address, personal data, contact information), or that are legally acquired and processed by the Fondazione:

- i. that allow you to purchase tickets online, register to attend exhibitions, concerts workshops and other events, to purchase the Fondazione's products, or to book places at events, exhibitions and workshops;
- ii. to expedite your requests related to the activities, services and initiatives programmed by the Fondazione and, overall, to administer the dealings between you and the Fondazione;

(c) personal information that you voluntarily provide (personal data and email address) that are processed by the Fondazione to send you invitations, information and updates on the Fondazione's activities and initiatives, or of independent third parties who work with the Fondazione, such as the Bar Luce, Torre restaurant, Marchesi and Prada (newsletters sent by email or smart messages, or by the postal mail or telephone) and/or to send you and conduct satisfaction surveys on the Fondazione's initiatives and activities.

(d) personal data relating to minor(s) voluntarily provided by you in your position of parental authority, to allow said minor(s) to attend activities organized by the Fondazione (Accademia dei Bambini).

(e) personal data provided by you and collected by the Fondazione to analyze your habits, preferences and choices in order to offer you services, activities and initiatives in line with your preferences and tastes.

The legal basis of the processing of:

- navigation data (a), arises from the Fondazione's legitimate concern to provide a Site that operates correctly;
- data related to the purchases or bookings (b), results from the Fondazione's legal obligation elicited by the purchase of tickets to enter exhibitions, workshops and events, or from your registration;
- data required to expedite your requests, follows from the Fondazione's legitimate concern to provide you with a complete service;
- contact data to allow the Fondazione to update you on events and initiatives, is founded on the consent you provided;
- personal data regarding minor(s), is based on the legal obligation generated by the said minor(s)' registration;

- data related to your habits and choices to allow Fondazione to send you personalized messages, is founded on the consent you provided.

### **3. PERSONAL DATA PROCESSING PROCEDURES**

The personal data collected on the Site are mostly handled using information and telecommunication systems that incorporate security features to minimize the risk of data loss or destruction, including accidental, or unauthorized access or processing that does not respect the purposes stated in the Privacy Policy. However, on account of the nature of online data transmission, these measures are unable to exclude all possibility of unauthorized access or data dissemination. It is consequently recommended that the computer is regularly checked to ensure it has software appropriate for the protection of online data transmission (such as an up-to-date antivirus system) for both outgoing and incoming data, and that the internet service provider has adopted apposite measures for the security of online data transmission (such as a firewall and antispam filters).

### **4. OPTIONAL OR MANDATORY PROVISION OF DATA**

With the exception of navigation data (a), whose provision and collection are regulated by the [Cookie Policy](#), the provision of personal data collected on the Site is free and optional. If personal data is not provided, use of the Site is not restricted but it may make it impossible for the Fondazione to allow you to purchase or book tickets, or to handle your requests.

### **5. CATEGORIES OF RECIPIENTS OF PERSONAL DATA**

For the purposes described in point 2, personal data may be processed and known by:

- (i) the Fondazione's employees and consultants, who are authorized for and instructed in data processing by the Fondazione itself;

(ii) companies that perform specific technical and organizational services linked with the Site for the Fondazione, and that handle marketing and communications activities, which have been appointed by the Fondazione for such data processing;

(iii) banks and financial companies, and payment circuits, which allow the purchase of tickets and operate as independent service providers.

Furthermore, your data may be disclosed to law enforcement or judicial authorities, in compliance with the law and subject to formal request, or in cases in which adequate reason is provided that the communication of personal data is reasonably necessary to: (1) investigate, avert or assist initiatives related to suspected illegal activities, or to provide assistance to the State's forces for the maintenance of public order; (2) to assist in defending against claims or accusations made by third parties, or protect the security of the website and company; (3) to exercise or protect the rights, property or security of the Fondazione, its customers and employees, or any other subjects.

Your personal data shall not be otherwise disseminated.

They may be transferred outside Italy (to Switzerland), though with the necessary forms of protection required by law.

## **6. STUDY OF HABITS AND CHOICES OF CONSUMPTION**

As indicated in paragraph 2 (e), upon your explicit consent, Fondazione may process your personal data for the purpose of analysing your habits and consumption choices in order to make Fondazione's products, services, communications and initiatives more in line with your tastes and needs. Fondazione will process, by automatic means, data related to your entrances and accesses to Fondazione, the frequency of the purchases and the period of time. This study is only intended to propose users and visitors products, services and initiatives more responsive to their tastes and needs and will be carried out in a non-invasive manner.

Furthermore, as provided in paragraph 2 (a), with the user's explicit consent, expressed by means of the cookie banner on the Website, Fondazione may process the user's personal data through an automatic means to study

cookies in order to verify the user's navigation on the Website and propose products and services in line with the navigation.

## **7. SOURCE OF PERSONAL DATA AND PERIOD OF THEIR RETENTION**

Your personal data held by the Fondazione are provided directly by you (through purchases, signing up to receive the newsletter, making requests for information and registering to participate in activities organized by the Foundation), with the exception of navigation data as explained in point 2(a). Data entered to complete the purchase procedure will be held for 10 years. Data related to providing feedback or an answer will be held for the time necessary for the Fondazione to satisfy your request.

Data collected to send you information, invitations or updates will be held for a period typical of the business sector in question, however, for no longer than 2 years. Data related to the study and analysis of the preferences will be held for a period of time not exceeding 2 years.

Data relating to the registration of minors in activities organized by the Accademia dei Bambini will be held for the period strictly necessary, however, for no longer than 5 years.

## **8. YOUR RIGHTS UNDER THE PRIVACY LAW**

You always have the right to ask the Fondazione for access to your personal data, also to demand their alteration or cancellation, or to place a limitation on their processing. You also have the right to repudiate the processing of your data and rescind your previously given consent (in cases where consent for the reception of communications sent by automated means is rescinded, communications sent by the postal system or made by telephone will also be affected). Your rights also include the portability of your personal data for your own purposes.

The rights described above may also be exercised by contacting the Fondazione at the following email address: [privacy@fondazioneprada.org](mailto:privacy@fondazioneprada.org).

You are reminded that you also have the right to lodge a complaint on the use of your personal data with the Italian Data Protection Authority (Garante per la Protezione dei Dati Personali).