

PRIVACY POLICY

Fondazione Prada understands that maintaining the confidentiality, integrity and security of its users' non-public, personally identifiable information ("Personal Data") is important to its users.

Fondazione Prada informs you that Personal Data voluntarily and consciously provided by you through the Website will be processed in compliance with current European privacy laws (Regulation (EU) 2016/679 – "GDPR" as well as with ethical and legal principles that Fondazione Prada observes and respects.

1. Type and source of Data

Personal data voluntarily provided by the User

Fondazione Prada collects and will process the Personal Data you directly and voluntarily provided by completing the forms displayed on the Website in order to register to the Website for recording your participation in one or more events proposed and/or for receiving information on products, services, events and other initiatives of Fondazione Prada, or to place your online purchase order of products and services offered on the Website.

These Personal Data may include, as an example, your first name and last name, address, email, phone number, fiscal code, date of birth etc.

Browsing data

Furthermore the computer systems and software procedures in charge of the Website's operation acquire, during their normal operation, some personal data (so-called log files) the transmission of which is implicit in the use of internet communication protocols. This information is not collected in order to be associated to identified data subjects, but due to its same nature can, by means of processing and integration with data held by third parties, allow users to be identified. This category includes the IP addresses or domain names of the computers used by the users to connect to the Website, URI (Uniform Resource Identifier) form addresses of the resources requested, the time of the request, the method used to submit the request to the server, the size of the file obtained in reply, the numerical code indicating the status of the reply given by the server (done, error, etc.) and other parameters concerning the user's operating system and computer environment.

These data are used with the sole purpose of obtaining anonymous statistical information concerning the use of the Website and to check its correct operation.

Cookies

Cookies are used in the Website to ensure its efficient functioning and to improve our service. Cookies are small text files sent to the user's computer (usually to the user's browser) by visited websites; they are stored in the user's computer to be then re-transmitted to the websites on the user's subsequent visits to those websites.

Fondazione Prada uses temporary cookies that are automatically deleted after each visit and permanent cookies that are stored on the user's hard disk until they are deleted. Cookies are used with the only purpose to ensure the functioning of the Website and improve navigation by the User, collecting information in an anonymous form about how users use the Website. This information allows us to make constant updates to improve the use of the Website by users.

Passwords, credit card data and other identifiable personal information are never saved in cookies.

In particular, the following types of cookies are used in the Website:

- *navigation and session cookies*, which guarantee regular navigation and use of the Website. These cookies do not contain any personal data and last for the duration of your connection, i.e. they expire when you close your browser;
- *functionality cookies*, which allow the user to browse based on a set of selected criteria (e.g.

- the language);
- *performance cookies*, which collect information on how users use the Website, e.g. the time spent on each page, the search engine used to reach the Website, the User's country of destination, the time spent on the various pages, etc. This information is processed in an aggregate and anonymous way, and is used for statistical purposes to improve our Website. For this purpose, the Website uses Google Analytics, a statistical service for websites and blogs offered by Google Inc. (www.google.com/analytics/).

This Website does not use profiling cookies.

Most browsers are initially set up to accept cookies. You can at any time reset your browser to reject all cookies or to notify you when a new cookie is being sent. However, rejecting cookies may prevent you from using certain functions on the Website.

2. Purpose of processing

Personal Data may be processed for the following purposes:

- (a) to execute your online purchase order and, therefore, to perform all that is necessary for the management of your order (including administrative management of the contract, the delivery of goods, payment processing, management of claims and litigation, if any, and fraud prevention), as well as fulfillment of all the obligations imposed by laws and regulations currently in force;
- (b) with your prior consent, to send you (by post, telephone, email and other form of electronic communication) newsletters and information and promotional communications, including of commercial nature, advertising material, catalogues, invitations to exhibitions and events and/or offers of goods and services provided by Fondazione Prada;
- (c) to record your participation in on or more events promoted by Fondazione Prada;
- (d) to respond to and meet all your requests and thus manage your relationship with Fondazione Prada.

3. Data processing methods

Personal Data will be processed by suitable means using electronic or automated computer and telematic tools, or manually and on hard copy, exclusively for the purposes for which they have been collected, guaranteeing the security and confidentiality of data processed.

Personal Data are processed by Fondazione Prada's internal staff duly authorized to do so under their respective job duties. Your Personal Data may also be processed by third parties to the extent necessary and/or instrumental for the above purposes. These third parties will act on behalf of Fondazione Prada as data processors (e.g. service providers, carriers, IT technicians or any other suppliers appointed by Fondazione Prada for the above-mentioned purposes).

4. Nature of the provision of personal data

The provision of Personal Data is optional.

However, if you wish to register to the Website and/or to make a purchase order for products offered on the Web Site, it is necessary to fill in all mandatory fields of the relevant forms, and - if requested- to give your consent to data processing.

Your refusal to give your consent may result in our not being able to register you to the Website and to inform you of any initiatives that may interest you and/or send you any other information about Fondazione Prada.

You may withdraw your consent to the processing of your Personal Data by us at any time, by writing to Fondazione Prada, Largo Isarco 2, 20139 Milan (Italy), or sending an email at amministrazione@fondazioneprada.org, or by using the “unsubscribe” link included in all of our commercial electronic communications, and/or by using any other appropriate procedures which may be made available to you.

5. Communication and dissemination of data

Whenever necessary and/or instrumental to the above-mentioned purposes, Personal Data may be processed by other entities belonging to the following categories:

- Affiliates and agents;
- Companies, consultants and firms providing assistance and/or consulting or performing related services that are instrumental to data processing on behalf of Fondazione Prada (e.g. hosting, maintenance and updating of the Website, payment processing, delivery of goods, etc).

Personal Data shall not under any circumstances be disseminated to unknown persons.

6. Retention period

Your personal data will be processed and stored for as long as required for the purposes for which they were collected, and in accordance with the storage periods provided for by the applicable laws, or until you revoke your consent to the processing, if applicable. After such period, your Personal Data will be automatically and permanently erased or made anonymous.

7. Data controller

The Data Controller is Fondazione Prada with registered office in Milan, Italy, Largo Isarco 2. Fondazione Prada will process Data in accordance with GDPR.

If you want to exercise your rights or receive any information on your rights and/or this Privacy Policy, please contact the Data Controller by sending an e-mail to amministrazione@fondazioneprada.org.

8. Data subject's rights

Please note that you may exercise the rights under Articles 15 to 21 GDPR, and specifically the right to request information as to whether your Personal Data is being processed and as to the characteristics of the processing, the right to rectification and erasure of your Personal Data, the right to object to the processing and/or the right to have those Personal Data transmitted to another controller.

You also have the right to withdraw your consent at any time. The withdrawal of your consent will not affect the lawfulness of processing based on your consent before its withdrawal. You may lodge a complaint with the Italian supervisory authority (Autorità garante per la protezione dei dati personali) at Piazza di Montecitorio no. 121, 00186, Rome (RM).

9. Contacts

Any request relating to your Personal Data regarding this privacy policy may be addressed to:
Fondazione Prada
Largo Isarco 2, 20139 Milan (Italy)
fax: +39 02.56662601
email: amministrazione@fondazioneprada.org

Fondazione Prada reserves the right to amend this privacy policy at any time. The version published on the Website is the one currently in force.

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