

INFORMATION NOTICE PURSUANT TO ARTICLES 12, 13 AND 14 OF THE GENERAL DATA PROTECTION REGULATION (EU) 2016/679


In relation to the personal data of customers and users freely provided by them in connection with:

- Registration on the “Parma Calcio 1913” app;
- Registration on the website shop.parmacalcio1913.com;
- Registration on the website parmacalcio1913.com, as well as interaction with other forms available therein;
- The purchase of tickets on the Vivaticket platform;
- The purchase of tickets at authorised sales points, at the Stadio Tardini and through other ticket sales channels.

The information pursuant to Articles 12, 13 and 14 of the General Data Protection Regulation (EU) 2016/679 relating to the processing carried out by PARMA CALCIO 1913 S.r.l. following the creation of a user account is set out below.

It should be noted that all data collected in the manner described below, as well as that collected through the purchase of tickets and/or season tickets at authorised sales points, and at the Stadio Tardini, are combined and recorded centrally within the “CRM” (Customer Relationship Management) system.

Where the user proceeds directly with registration also on the “Parma Calcio 1913” app, on the e-commerce website shop.parmacalcio1913.com, on the website parmacalcio1913.com, and on the Vivaticket platform, the data will be collected by the “Identity” system, through which the data subject can access their data and the consents provided, and may also withdraw such consents.

 DATA CONTROLLER	<p>The data controller is PARMA CALCIO 1913 S.r.l. (Tax Code and VAT no. 02947820342), in the person of its legal representative pro tempore, with registered office in Parma, Borgo Venti Marzo no. 4 (email: direzione@parmacalcio1913.com)</p> <p>The appointed DPO is Avv. Marco Martorana and his contact email is dpo@lcteam.it</p>
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**PERSONAL DATA
PROCESSED AND
SOURCE OF THE
DATA**

In connection with the completion of the “contacts” and/or “work with us” forms available on the website parmacalcio1913.com, as well as following centralised registration in the CRM as a result of:

- registration on the “Parma Calcio 1913” app;
- registration on the website shop.parmacalcio1913.com
- registration on the website parmacalcio1913.com;
- the purchase of tickets on the Vivaticket platform;
- the purchase of tickets at authorised sales points, at the Stadio Tardini and through other ticket purchase channels.

The following personal data may be collected:

- a) Personal data such as name, surname, place and date of birth, tax code;
- b) Residential and/or domicile address, or any additional delivery addresses; tax code and/or VAT number;
- c) Tax code and/or VAT number;
- d) Gender and language;
- e) Email address;
- f) Telephone number;
- g) Username and password;
- h) Unique number of the Parma Calcio Card issued to the data subject.



**PURPOSES OF THE
PROCESSING OF
PERSONAL DATA**

We wish to inform you that, upon the occurrence of the circumstances described above, your personal data will be processed for one or more of the following purposes:

- 1) Response to requests for information submitted through completion of the “Contacts” form
- 2) Assessment of applications submitted through the “Work with us” form, in order to evaluate the possibility of establishing an employment relationship with the candidate
- 3) Creation and management of the account and registration in the CRM
- 4) Purchase of products, event access tickets, services, and execution of all related activities (payment processing, scheduling shipment and delivery of products, etc.) – with reference to the purchase of access tickets, including season tickets, please refer to the following [link](#) for consultation of the specific information notice
- 5) Use of services and benefits connected to the purchase of the Tardini Card (for which please refer to the following [link](#) for consultation of the relevant information notice)
- 6) Enabling the use and enjoyment of services related to the purchase, including, by way of example, after-sales assistance
- 7) Processing of service requests (tickets) received from the data subject and provision of assistance services
- 8) Fulfilment of legal obligations under tax and fiscal regulations
- 9) Communication of personal data to the competent Police Headquarters (Questura)
- 10) Request for the Parma Calcio 1913 Card service
- 11) Sending advertising and promotional communications via newsletter relating to the activities of Parma Calcio 1913 S.r.l., connected both to the sale of merchandising products and to pre-emption rights and/or promotions of season tickets, tickets for events, etc., where expressly reserved for those who have already made one or more purchases through their personal account
- 12) Sending advertising and promotional communications via newsletter, SMS and/or other messaging systems, push notifications and other automated communication tools, relating to the activities, products and/or services of Parma Calcio 1913 S.r.l., as well as those of companies/entities linked to Parma Calcio 1913 S.r.l. through partnership or sponsorship agreements
- 13) Automated analysis of the user’s preferences and interests, carried out through profiling, in relation to data collected based on the articles/pages/matches on which the user has clicked and/or in relation to which the user has made a purchase via the e-commerce shop.parmacalcio1913.com and/or the website parmacalcio1913.com, in order to improve promotional and commercial communication (making it more aligned with the user’s preferences and interests)
- 14) Management of participation in prize competitions and promotional initiatives: activities including the identification and engagement of users through physical and digital channels, in order to promote interaction with the brand, increase its visibility and foster loyalty.

The processing of the above-mentioned data is carried out by the data controller with the aid of IT tools and also through automated methods.



**PROVISION OF THE
DATA**

The provision of the above-mentioned data is necessary for the stated purposes. In the absence of the provision of one or more personal data, it will not be possible for PARMA CALCIO 1913 S.r.l. to pursue the corresponding purposes.

In the event of withdrawal and/or failure to provide consent, where consent is required as the sole legal basis for processing pursuant to the following paragraph, the Data Controller will not be able to process the data for the respective purpose. In any case, the failure to provide consent and/or its withdrawal will not affect the pursuit of processing purposes based on other legal grounds.



**LEGAL BASIS FOR
THE PROCESSING OF
PERSONAL DATA**

The purposes of the processing of personal data described above will be pursued in accordance with the following legal bases:

- 1) Response to requests for information submitted through completion of the “Contacts” form – *performance of pre-contractual obligations at the request of the data subject*
- 2) Assessment of applications submitted through the “Work with us” form, in order to evaluate the possibility of establishing an employment relationship with the candidate – *performance of pre-contractual obligations at the request of the data subject*
- 3) Creation and management of the account and registration in the CRM – *performance of contractual obligations*
- 4) Purchase of products, event access tickets, services, and execution of all related activities (payment processing, scheduling shipment and delivery of products, etc.) – *performance of contractual obligations*
- 5) Use of services and benefits connected to the purchase of the Tardini card – *performance of contractual obligations*
- 6) Enabling the use and enjoyment of services related to the purchase, including, by way of example, after-sales assistance – *performance of contractual obligations*
- 7) Processing of service requests (tickets) received from the data subject and provision of assistance services – *performance of contractual obligations*
- 8) Fulfilment of legal obligations under tax and fiscal regulations – *compliance with legal obligations*
- 9) Communication of personal data to the competent Police Headquarters (Questura) – *compliance with legal obligations*
- 10) Request for the Parma Calcio 1913 card service – *performance of contractual obligations*
- 11) Sending advertising and promotional communications via newsletter, relating to the activities of Parma Calcio 1913 S.r.l., connected both to the sale of merchandising products and to pre-emption rights and/or promotions for season tickets, event tickets, etc., where expressly reserved for those who have already made one or more purchases through their personal account – *legitimate interest of the data controller in carrying out “soft spam” activities pursuant to Article 130, paragraph 4 of Legislative Decree 196/2003, as amended (so-called Privacy Code).*
- 12) Sending advertising and promotional communications via newsletter, SMS and/or other messaging systems, push notifications and other automated communication tools, relating to the activities, products and/or services of Parma Calcio 1913 S.r.l., as well as those of companies/entities linked to Parma Calcio 1913 S.r.l. by partnership or sponsorship agreements – *consent of the data subject*
- 13) Automated analysis of the user’s preferences and interests, carried out through profiling, in relation to data collected based on the articles/pages/matches on which the user has clicked and/or in relation to which the user has made a purchase through the e-commerce shop.parmacalcio1913.com and/or the website parmacalcio1913.com, in order to improve promotional and commercial communications (making them more aligned with the user’s preferences and interests) – *consent of the data subject*
- 14) Management of participation in prize competitions and promotional initiatives: activities that include the identification and engagement of users through physical and digital channels, in order to promote interaction with the brand, increase its visibility and encourage customer loyalty – *consent of the data subject given at the time of registration for the specific initiative.*

Where consent is required, it may be withdrawn at any time, without prejudice to the processing carried out up to that moment and without any negative consequences in relation to the contractual relationships in place with the data controller. To withdraw consent, the data subject may contact the DPO (email: dpo@lcteam.it), or independently carry out the operation by accessing their account on the “Identity” system made available by PARMA CALCIO 1913 S.r.l., or by following the procedure indicated in the

marketing communications received. Upon withdrawal of consent, the data controller will no longer be able to process the data for the purposes for which consent has been withdrawn and where consent constitutes the sole legal basis for processing.



**RECIPIENTS OF THE
DATA AND EXTERNAL
DATA PROCESSORS**

Personal data will be processed by internal staff of PARMA CALCIO 1913 S.r.l., acting as authorised data processors.

In addition, personal data may be processed by external data processors and sub-processors, duly identified and appointed, such as providers of web and e-commerce platforms, accounting, tax and legal consultants, providers of technical and logistical services, and administrative-legal consultants entrusted with the management of competition procedures (such as, by way of example, the management of extraction software, prize delivery and the drafting of official reports in the presence of a Notary or Chamber of Commerce official), as well as any other party providing services necessary for the issuance of season tickets and/or single access tickets, access to the event, the administrative and legal management of the Contract and the protection of rights in judicial proceedings.

Data processed to allow access to stadiums will be communicated to the competent Police Headquarters (Questura).



Finally, data may be transferred to competent authorities in accordance with the law.

To obtain the complete and updated list of external data processors, the data subject may contact the DPO (email: dpo@lcteam.it).



**TRANSFER OF DATA
ABROAD**

Personal data may be transferred outside the European Union. In such cases, the Data Controller will verify the existence of the conditions set out in Articles 44 et seq. of the GDPR.

<p>DATA SUBJECT RIGHTS</p> 	<p>It is possible at any time, by contacting the DPO at the email address dpo@lcteam.it, to exercise the following rights::</p> <ul style="list-style-type: none"> - access your personal data; - request the rectification and or updating of your personal data; - request the erasure of your personal data, where one or more of the conditions set out in Article 17(1) of Regulation (EU) 2016/679 apply; - request the restriction of processing pursuant to Article 18 of Regulation (EU) No. 679/2016, where at least one of the cases listed therein applies; - object to processing, under the conditions set out in Article 21 of Regulation (EU) No. 679/2016; - receive the data in a structured, commonly used and machine-readable format and transmit such data to another data controller, where the requirements set out in Article 20 of Regulation (EU) No. 679/2016 are met.
 <p>COMPLAINT TO THE SUPERVISORY AUTHORITY</p>	<p>It is also possible to lodge a complaint with the Data Protection Authority (www.garanteprivacy.it), in any case within the limits of Article 2 undecies of Legislative Decree No. 196/2003.</p>



**RETENTION PERIOD
AND METHODS OF
DATA STORAGE**

The data processed for purposes related to the use of the benefits of the Tardini Card will be processed for the entire duration of its validity. Personal data processed for purposes instrumental to the fulfilment of contractual obligations and/or legal obligations will be stored for a period not exceeding 10 years and, in any case, for the time necessary to demonstrate compliance with legal obligations and until the limitation period for legal actions relating to the contractual relationship has expired. At any time, the data subject may request the deletion of the account. Such deletion does not affect the processing of personal data retained and processed for other purposes.

CVs received will be retained, for the purpose of evaluating individual profiles, for a maximum period of three months, unless the Data Controller proceeds to invite the candidate for pre-employment interview(s). In the event of hiring, the CV will then be retained for the duration of the employment relationship; if the candidate is not hired, the CV will be deleted.

Personal data processed for marketing purposes will be retained for a period not exceeding 2 years from the date of the last interaction with the communications received, after which the user will be asked to renew their consent; otherwise, the data will be deleted. Personal data subject to automated profiling analysis will be processed for a maximum period of 6 months.

Personal data processed for the management of prize competitions will be retained for the entire duration of the initiative and, following its conclusion, for a period of 10 years. This period is established to ensure compliance with legal obligations (administrative, tax and accounting in nature) and to allow the protection of the Controller's rights in and out of court, in relation to the contractual relationship arising from participation in the event.

Data will be stored through the implementation of appropriate technical measures (including, where possible, pseudonymisation) and organisational measures, in compliance with Regulation (EU) No. 679/2016. Processing will also be carried out in electronic form.

Browsing data of this website

The IT systems and software procedures used for the operation of the Parma Calcio 1913 website acquire, during their normal functioning, certain personal data whose transmission is implicit in the use of Internet communication protocols.

This information is not collected in order to be associated with identified data subjects, but by its very nature could, through processing and association with data held by third parties, allow users to be identified. This category of data includes IP addresses or domain names of the computers used by users connecting to the site, the URI (Uniform Resource Identifier) addresses of the requested resources, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the server's response

(successful, error, etc.), and other parameters relating to the user's operating system and IT environment.

This information is used solely for the purpose of obtaining anonymous, aggregated statistical information on the use of the site and to ensure its proper functioning. Parma Calcio 1913 does not collect or use personal data through these means.

For further information on cookies, please refer to the [Cookies Policy](#).

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