

Privacy policy pursuant to art. 12 et seq EU Regulation 679/2016
of BACKSTAGE SERVICE S.R.L.

BACKSTAGE SERVICE S.R.L., tax code and VAT number 05225690964, with registered office in 20100 Milano (MI), Piazza Cavour 07, by its legal representative *pro tempore*, informs you that the processing of personal data (common, such as for example name, surname, email, ...) provided by you when requesting information (the pre-contractual phase) or when concluding the contract for the provision of services with Backstage Service S.r.l. (hereinafter, the Contract), or gathered during its performance, will be based on principles of correctness, lawfulness and transparency, protecting your privacy and your rights. We would herein inform you as follows.

1. PURPOSES OF THE PROCESSING.

The processing of personal data will be carried out for the following purposes:

1 - (pre-contractual and contractual purposes): to allow the provision of the information requested (pre-contractual phase) and/or compliance with the obligations deriving from the Contract and which constitutes the legal basis for the processing. After the cessation of the contract, the legal basis will be compliance with legal obligations.

2 – (promotional purposes): to carry out promotional activities, through direct email marketing, containing advertising and promotional material relating to BACKSTAGE SERVICE S.R.L.; The legal basis for the processing is the consent, which may be revoked at any time. Following revocation of the consent, the legal basis is the compliance with any obligations provided by the law.

3 - (legal purposes): to comply with the law.

2. MANNER OF PROCESSING.

The processing of the aforementioned data will be made by the data supervisors and persons in charge of the processing formally identified who will use instruments and supports – paper based, magnetic, computer based or telematic – suitable to guarantee the security and confidentiality. The processing may also be carried out using automated instruments that can record, manage and transmit said data online.

3. NATURE OF THE PROCESSING - The nature of provision is respectively:

– **OBBLIGATORY** as far as relates to the pre-contractual and contractual purposes stated at point 1); therefore the refusal to provide said data, in whole or in part, or the failure to authorise their processing and/or their communication to third parties involved in the performance of the Contract by BACKSTAGE SERVICE S.R.L. may result in the impossibility on the part of BACKSTAGE SERVICE S.R.L. to provide the information and to perform the Contract.

BACKSTAGE SERVICE s.r.l.

www.backstageservicegroup.com - info@backstageservicegroup.com - Sede Operativa: Via Santa Marta 18, 20123 Milano
sede logistica e studio 6: via lombardia 6 - 20098 san giuliano milanese (mi) | studio 2: via val mesolcina 2 - 20139 milano
Sede Legale: Piazza Cavour 7, 20121 Milano - C.F. / P.I. / CCIA 05225690964 - REA MI-1805654 - Capitale Sociale I.V. € 120.000,00



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– **FACULTATIVE** as far as relates to the promotional purposes stated at point 2); therefore the refusal to provide said data, in whole or in part, or the failure to authorise their processing and/or their communication to third parties involved in the promotional activity by BACKSTAGE SERVICE S.R.L. may result in the impossibility on the part of BACKSTAGE SERVICE S.R.L. to effect the promotional activity.

4. RIGHTS OF THE DATA SUBJECT.

4.1 In relation to personal data (common), you, as a data subject, may - by sending an email to : privacy@backstageservicegroup.com:

- request that BACKSTAGE SERVICE S.R.L., as data controller, grant you access to your personal data, correct or cancel the same, or that the processing be limited or you may oppose the processing (ex arts. 15, 16, 17, 18, 19, 21 EU Reg 679/2016). In particular:

* as far as regards the correction of personal data, taking into account the purposes of the processing, you are entitled to obtain an integration of any incomplete data, also providing a statement of integration;

* as far as regards the limitation of the processing, you are entitled to obtain this in the presence of one of the following circumstances: a) your objection that the personal data are inexact, for the period necessary in order that BACKSTAGE SERVICE S.R.L. can verify the exactness of the personal data; b) the processing is unlawful and you object to the cancellation of the personal data and request on the other hand that their use be limited; c) although BACKSTAGE SERVICE S.R.L. no longer requires the processing, the personal data are necessary to allow it to ascertain, exercise or defend a right before the courts;

* as far as regards the cancellation of the personal data without undue delay, you are entitled to obtain this the presence of one of the following circumstances : a) the personal data are no longer necessary with respect to the purposes for which the same were gathered or otherwise processed; b) you as a data subject revoke your consent on which the processing is based and provided there is no other legal basis for the processing; c) the personal data have been unlawfully processed; d) the personal data must be cancelled in order to comply with a legal obligation provided by the European Union to a Member State to which BACKSTAGE SERVICE S.R.L. is subject;

- receive in a structured format, of common use and readable on an automatic device, the personal data relating to you provided to a data controller, and you will be entitled to send said data to another data controller without any impediment on the part of BACKSTAGE SERVICE S.R.L. (so called “data portability” ex art. 20 EU Reg 679/2016);

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MBA Makin Beauty Academy
tel. 02 91 630 430
mbacademy.it

MKS Milano Fashion School
tel. 02 91 630 490
mksmilanofashionschool.com

MKS Milano Fashion Agency
tel. 02 91 630 470
mks-milano.com

KBC Key Beauty Consulting
tel. 02 91 630 460
keybeautyconsulting.com

Make up Service Sposa
tel. 02 91 630 410
makeupservicesposa.it

Make up Service
tel. 02 91 630 410
makeupservice.com

BSS
tel. 02 91 630 450
backstageservice.it

- revoke consent at any time without prejudicing the lawfulness of the processing effected on the basis of the consent given prior to the revocation (ex art. 8, par. 3, EU Reg 679/2016).

4.2 Your personal data will not be divulged or transferred to third party States or international organisations.

5. DATA CONTROLLER –DATA PROCESSOR.

The data controller is **BACKSTAGE SERVICE S.R.L.**, tax code and VAT number 05225690964, with registered office in 20123 Milano (MI), Via Santa Marta n. 18, by its legal representative *pro tempore*, which can be contacted at the following address: privacy@backstageservicegroup.com.

Data processors are:

- direct email marketing companies;
- BRYAN S.R.L., with registered office in Via Santa Marta 18, 20123 Milano (MI) (data processor);
- GREEN CLICK MEDIA ITALIA S.R.L., with registered office in via Einaudi n. 112/A, 61032 Fano (PS) (data processor);
- MK MEDIA DI MARCO BALLELIO, with registered office in Via Torino 20 – 10093 Collegno (To) (data processor);
- PERABITE SNC, with registered office in via C. Beaumont n. 35, 10138 Torino (TO) (data processor);

6. COMMUNICATION OF THE PROCESSING.

Save always the communications made in compliance with the legal obligations, your personal data may also be communicated within Italy to:

- direct email marketing companies;
- BRYAN S.R.L., with registered office in Via Santa Marta 18, 20123 Milano (MI) (data processor);
- GREEN CLICK MEDIA ITALIA S.R.L., with registered office in via Einaudi n. 112/A, 61032 Fano (PS) (data processor);
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7. PERIOD OF DATA RETENTION.

Personal data (common) provided by you will be stored in such form as allows your identification, as a data subject for a period of time not exceeding the completion of the purposes for which they were processed, except for the fulfilment of legal obligations, save always compliance with any legal obligations. There is no automated system for the cancellation of the personal data at the end of their retention period given that their cancellation takes place manually once the legal obligations following from the cessation of the contract have been complied with.

8. COMPLAINTS

If you consider that the processing violates EU Reg. 679/2016, you are entitled to make a complaint to a supervisory authority in the Member State in which you habitually reside, work, or of the place where the alleged violation occurred.

DATA SUBJECT CONSENT FORM

I have read and understood the privacy policy provided pursuant to art. 12 et seq EU Reregulation 679/2016 and

consent do not consent

Pursuant to arts. 6 and 7 EU Regulation 679/2016, the undersigned

consents do not consent

To the processing of my personal data (common) for the promotional purposes stated at point 2 of the above privacy policy, authorising the communications indicated thereon.

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