

# VIVATICKET

## INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA

Pursuant to 2016 EU Regulation 679 (General Data Protection Regulation), VIVATICKET S.p.A. sole shareholder would like to inform you about the processing of your personal data.

### 1 - DATA CONTROLLERS

- 1.1. The independent controller of Vivaticket platform is VIVATICKET S.p.A. sole shareholder, Via Antonio Canova 16/20 40138 Bologna, Italy, in the person of the pro-tempore legal representative.  
VIVATICKET S.p.A. sole shareholder pursuant to Art. 37 of 2016 EU Regulation 679, appointed the Data Protection Officer who can be contacted directly at the e-mail address [dpo@vivaticket.com](mailto:dpo@vivaticket.com).
- 1.2 In the case of purchase of access ticket, further independent Data Controllers is the Organizer which will be indicated in a specific information notice, visible during the purchase phase.

### 2 - PURPOSE OF THE PROCESSING OF PERSONAL DATA

The following is the purpose of the collection, storage and processing of your personal data by the **Independent** **Data** **Controller:**

- 2.1 **VIVATICKET S.p.A. sole shareholder** that will process your data in the following cases:
  - a. The registration to **vivaticket.it**, which is necessary to use the services of the web-site, including any requests for assistance and filing complaints;
  - b. The issue of the access ticket and the attendance of the event, as per what provided by the purchase contract (art. 6 paragraph 1 let. b) 2016 EU Regulation 679), including administrative and accounting purposes, the possible transmission even per e-mail of invoices, etc.;
  - c. Marketing and promotional purposes, including the dispatch of newsletters, through automatic means, just like e-mail and SMS, as well as traditional means, such as telephone calls by operator, all in full compliance with the principles of lawfulness and correctness and the provisions of law; this purpose concerns users who have given their optional consent only and it will be, in any case, guaranteed the issue of the access ticket even in the event of lack of consent;
  - d. Browsing the web-site **vivaticket.it** through the use of cookies. For cookies specifications please read the [Cookies Policy](#).
- 2.2 **Organizer** who will process your data:
  - a. To issue the access ticket to attend the event, as per what provided by the purchase contract (art. 6 paragraph 1 let. b) 2016 EU Regulation 679) as well as for the organizational and security obligations related to the event for which the access tickets are purchased.

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## 3 - LEGAL BASIS OF DATA PROCESSING (see Article 6 2016 EU Regulation 679)

The data processing by VIVATICKET S.p.A. sole shareholder takes place on the basis of the contract for the use of **Vivaticket** services as per what specified in the [General Conditions for the use of Vivaticket services](#) (art. 6 paragraph 1 let. b) 2016 EU Regulation 679). The data processing VIVATICKET S.p.A. sole shareholder for its marketing activity referred to at the point 2.1.b of this information, will be carried out in case of positive consent only (art. 6 paragraph 1 let. a) 2016 EU Regulation 679). Such consent is optional therefore your lack of consent will not prevent the provision of the requested services. The data processing by Organizer, and only in case of purchase of an access ticket, is aimed at issuing the ticket itself and to the attendance of the event and it takes place on the basis of the purchase contract (art. 6 paragraph 1 let. b) 2016 EU Regulation 679). In case of further data processing purposes by the Organizer and any third parties connected to it, these ones will be further specified during the purchase process through specific informations. These informations are always available on the website [vivaticket.it](#), also in the section **My Vivaticket - Privacy preferences**.

## 4 - PROCESSING ARRANGEMENTS

Your data will be mainly processed with electronic tools, in the ways and the necessary limits to pursue the above-mentioned purposes, in compliance with the principles set forth in art. 5 of 2016 EU Regulation 679. The data will be stored in electronic files with full assurance of appropriate security, required by the New EU Regulation 679.

## 5 - DATA RETENTION

VIVATICKET S.p.A. sole shareholder will retain your data for the time necessary to complete the administrative, accounting and fiscal purposes related to the relationship established and also to pursue the provisions by law, anyway within the prescribed terms to comply the rights and obligations related to the data processing. The registration on the web-site **vivaticket.it** and the related data processing takes place until cancellation by the user. The data collected for marketing and promotional purposes will be retained in our data base until the

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interested party exercises the right of opposition or cancellation through the procedures made available for this purpose and indicated on the web-site **vivaticket.it** and in this information.

## 6 - DATA COMMUNICATION

Personal data are in any case communicated by VIVATICKET S.p.A. sole shareholder to the Organizer of the event for which the access tickets are purchased, for the purpose referred to in point 2.2.a. The same data may be processed by data processors connected to VIVATICKET S.p.A. sole shareholder, or by professional staff who, due to organizational and functional needs, need to process them, as well as by any third parties involved, appointed as external data protection officers, as they have to carry out the activities necessary to guarantee the provision of vivaticket services. Data processing will be performed limitedly to the purposes related to the provision of the services offered. In particular the data will be communicated, for example, to any server provider, to its sales network, forwarders for the delivery of the purchased access tickets, Contact Companies and Call Centers for the management of the related services managed through the platform **vivaticket.it**. The updated list of external data protection officer is available from the Data controller. The data protection officers have been educated in the matter of security and protection of personal data, with the prohibition, in particular, of disseminating or communicating personal data to third parties, if not within the limits of the services performance. The data may be communicated to the Judicial Authority where required, also for organizational and security purposes related to the event, as well as for the checks required by current legislation, such as for the verification of subjective requirements for the purchase of the Fan Card, purchase of tickets for football events, etc.

The data will not be disclosed.

## 7 - CROSS-BORDER DATA TRANSFER

Personal data collected through the web-site **vivaticket.it** are not transferred outside the European Union.

## 8 - RIGHTS OF THE PARTIES CONCERNED

You, as "party concerned", have the specific rights (See Articles 12 et seq. 2016 EU Regulation 679) as follows:

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- You can ascertain whether or not there are your personal data;
- You can ask for the content and the origin of the data, the purposes and methods of processing;
- You can verify the accuracy, request the updating and correction of your data;
- Or, when you need it, updating, correction or, where appropriate, integration of the data; b) deletion, anonymization or blocking of the date where it is processed unlawfully, including data which need not be kept for the purposes for which it was collected or subsequently processed.

In particular you have the right to:

- oppose at any time, for legitimate reasons, to the processing of personal data concerning you, even if pertinent to the purpose of collection, as well as to the processing of personal data for the purpose of sending advertising material;
- request the data portability;
- revoke the express consent at any time, without affecting the legitimacy of the data processing carried out by the Data Controller on the basis of the consent expressed prior to the revocation.

Finally, you have the right to lodge a complaint with a supervisory authority (for Italy, the Privacy Guarantor).

To exercise the above rights, you must send a written request to:  
**VIVATICKET S.p.A. sole shareholder, Via Antonio Canova 16/20 40138  
Bologna [privacy@vivaticket.com](mailto:privacy@vivaticket.com)**

## 9 - APPLICABLE LAW

This Privacy Policy is governed by Italian law and 2016 EU Regulation 679 of the European Parliament and of the Council of 27 April 2016, concerning the protection of individuals with regard to the processing of personal data, as well as the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation).

## 10 - INFORMATION UPDATING

This information was last amended on 12th November, 2018 and could be further amended. Any substantial variation will be published on the web-site [vivaticket.it](http://vivaticket.it). This information is always available on the website [vivaticket.it](http://vivaticket.it), also in the section **My Vivaticket - Privacy preferences**