

Privacy Disclosure

Assicurazioni Generali SpA - acting as owner of the website "The Gallery Generali" and Data Controller - is entitled to process the stakeholders' personal data in disseminating information on the communication activities implemented by Generali at Milan metro station M5 in the framework of "The Gallery" initiative.

Only personal data that are strictly necessary are processed both on paper and with the help of electronic instruments; some data may be essential and their lack may prevent the management of existing relations. Such data are processed by our collaborators in their capacity as Data Processors or Persons in charge of the processing; for some kinds of services we also avail ourselves of outsourcers which carry out technical, organizational and operational tasks on our behalf in Italy or abroad. Personal data are not subject to dissemination unless specifically provided for by the law.

The technological management of this website is entrusted to M&CSaatchi S.p.a., acting as independent Data Controller.

All Data Subjects can exercise their rights of access and know what personal data are held by us, their origins and how they are used. They shall also be entitled to call for the data to be updated, rectified, supplemented or deleted, ask for them to be blocked or object to their processing, and require further information on the processing of personal data by contacting the Data Processor under Article 7: Privacy, Via Marocchessa, 14 31021 Mogliano.

Further information on the purposes, origin and type of processed data, scope of communication and their dissemination is provided in the sections below.

Internet Users and Cookies

Data processing purposes: Ensure the proper functioning of websites, improve your browsing experience and provide you with a service in line with your preferences.

Data origin: passive collection of Internet Users' information (cookies) stored in their browsers.

Processed data types: common personal data (cookies belonging to Website Data Controller or third parties).

Scope of communication: cookies stored in users' terminals are used directly by the Website Data Controller and by Data Controllers of third party's websites that have installed them for the same purposes listed above or other related purposes.

Scope of dissemination: the Company does not disseminate any personal data.

Any different data processing methods will be communicated on a case-by-case basis.

Privacy and website security

Assicurazioni Generali SpA - acting as owner of the website "The Gallery Generali" and Data Controller - attaches the utmost importance to confidentiality, protection and security of information, particularly personal data concerning the people getting in contact with the Company.

This section outlines the methods used to administer this Website with regard to the processing of users' personal data. Pursuant to Art. 13 of Legislative Decree 196/2003 (Personal Data Protection Code), this information is also provided to subjects interacting with the services provided over the Internet by Assicurazioni Generali, acting as owner of the website "The Gallery Generali" and Data Controller.

Surfers browsing our Website are not required to provide any personal data. However, this Website uses technologies storing data concerning tools employed by users, which can help track them.

Here follows some information on the methods of active and passive collection of information concerning subjects/tools interacting with this Website, and on the security measures taken by the Company.

While surfing a website, it is technically possible to collect data even without a user's explicit registration to the service or without his/her active role. This type of collection is called "passive data collection". The use of IP addresses, cookies and other session identifiers, Internet tags and surfing data, including the possibility to exclude them and their implications, is shown below.

With reference to **passive data collection**, the Website:

- does not use IP address (Internet Protocol Addresses) to collect information. However, IP addresses are stored as surfing data;
 - uses surfing data as aggregate data for statistical purposes only;
 - uses its own and third parties' technical cookies and other session identifiers. Technical cookies are used in order to make surfing possible or provide a service requested by the user only if strictly necessary, in compliance with Legislative Decree no. 69/2012 and with the European legislation on personal data protection concerning electronic communications services accessible to the public. No authorization is required for these purposes. Third parties' cookies are used for statistical purposes - in anonymous form - in order to provide users with a service in line with their preferences.
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