

ELECTRONIC COMMERCE INFORMATION
ex art.13 Regolamento UE 2016/679

Data collected from the interested party

Dear Customer,

The following information is provided pursuant to Article 13 of the European Regulation on the protection of personal data EU 2016/679 and is intended to provide the following information necessary to ensure correct and transparent processing.

The Data Controller

The Data Controller of your personal data is MVB Italy S.r.l. Vocabolo Bocca di Rigo SC Marsciano 06072 (PG) VAT number 03706440546
Telephone: 075 878 3001 - E-mail privacy@beautythinkers.com

Purpose of the processing and legal basis

The processing of the personal data provided is aimed solely at:

Purpose of the processing	Legal basis
Execution of obligations related to registration on the e-commerce portal and any purchase from the same portal	Execution of the Contract
Fulfillment of obligations under the law, regulations, community legislation, civil and tax laws	Legal obligations
Organizational management of the contract	Execution of the Contract
Protection of contractual rights	Execution of the Contract
Fulfillments related to the quality and food safety management system	Legal obligations
To send promotional messages, newsletters and updates on rates and offers. a) Communication about promotional, commercial and advertising activities on events, initiatives or partnerships of our company, by e-mail; b) Analysis and reporting activities related to promotional communication systems, such as the detection of the number of open e-mails, clicks made on the links present in the communication, the type of device used to read the communication and the relevant operating system or the list of unsubscribed from the newsletter.	Consent

Recipients or any categories of recipients of personal data

Your personal data may be disclosed, only for the achievement of the aforementioned purposes, to the following categories of recipients:

- Postal service management companies, IT consultancy, ISP, organizational, administrative, fiscal, debt collection companies, freight forwarders, insurance companies, auditors.
- Banking institutions for the management of receipts and payments;
- Financial administrations and other companies or public bodies in compliance with regulatory obligations;
- Companies and law firms for the protection of contractual rights;

Data retention period

The data provided for the purposes indicated will be kept for:

Purpose of the processing	Conservation policy
Execution of obligations related to registration on the e-commerce portal and any purchase from the same portal	cancellation terms related to administrative accounting management
Fulfillment of obligations under the law, regulations, community legislation, civil and tax laws	10 years from the date of the last registration art. 2220 C.C.
Organizational management of the contract	cancellation terms related to administrative accounting management
Protection of contractual rights	cancellation terms related to administrative accounting management
Fulfillments related to the quality and food safety management system	5 years
To send promotional messages, newsletters and updates on rates and offers. a) Communication about promotional, commercial and advertising activities on events, initiatives or partnerships of our company, by e-mail; b) Analysis and reporting activities related to promotional communication systems, such as the detection of the number of open e-mails, clicks made on the links present in the communication, the type of device used to read the communication and the relevant operating system or the list of unsubscribed from the newsletter.	Until revocation of consent

Where do we process your personal data and how

Your personal data will be processed within the European Union through IT tools / manuals for which we have taken steps to apply adequate security measures and with the help of our collaborators duly authorized and trained for this purpose. In any case, it is understood that the Data Controller, if necessary, will have the right to move the servers even outside the EU. In this case, the Data Controller ensures from now on that the transfer of data outside the EU will take place in compliance with the applicable legal provisions, for example through the adoption of the standard contractual clauses provided for by the European Commission which ensure an adequate level of protection of the personal data also outside the EU.

Rights of the interested party

You, as an interested party, have the right to ask the data controller for access to your personal data and the correction or cancellation of the same or the limitation, opposition of the processing that concerns you; you can also request data portability if it is necessary for you. To facilitate the exercise of your rights, we have activated a special e-mail address [pivacy@beautythinkers.com](mailto:privacy@beautythinkers.com) or alternatively you can use any other means of contact of our structure (telephone, fax, etc.). Before we can provide you, or change any information, you may need to verify your identity and answer some questions. An answer will be provided as soon as possible.

Right to object

You, as an interested party, have the right to oppose the processing immediately by making a request via email to the email address privacy@beautythinkers.com Before we can provide you, or change any information, you may need to verify your identity and answer some questions. An answer will be provided as soon as possible.

Right of complaint

In the event that you still believe that your rights are infringed, you can lodge a complaint with the Guarantor through the appropriate forms published on the website www.garanteprivacy.it

Obligation or not to provide data and consequences of failure to provide it

Purpose of the processing	Obligation	Consequences of failure to provide
Execution of obligations related to registration on the e-commerce portal and any purchase from the same portal	YES	Impossibility of establishing the contractual relationship.
Fulfillment of obligations under the law, regulations, community legislation, civil and tax laws	YES	
Organizational management of the contract	YES	
Protection of contractual rights	YES	
Fulfillments related to the quality and food safety management system	YES	
To send promotional messages, newsletters and updates on rates and offers. a) Communication about promotional, commercial and advertising activities on events, initiatives or partnerships of our company, by e-mail; b) Analysis and reporting activities connected to promotional communication systems, such as the detection of the number of open e-mails, clicks made on the links present in the communication, the type of device used to read the communication and the relevant operating system or the list of unsubscribed from the newsletter.	NO	Inability to receive our information on the services and offers made