



Privacy Notice pursuant to Articles 13 and 14 of EU Regulation 2016/679

This notice is issued pursuant to Articles 13 and 14 of EU Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter the “**Regulation**” or “**GDPR**”), as well as current privacy legislation.

We hereby inform you that the data held by **Bitrock S.r.l.**, in its capacity as Data Controller (hereinafter the “**Controller**”), will be processed in compliance with the principles set out in Article 5 of the Regulation and ensuring the lawfulness of processing in accordance with Article 6 of the same Regulation.

In light of the above, we hereby inform you of the following:

1. Identity and Contact Details of the Data Controller

The Data Controller is Bitrock S.r.l., with its registered and operational office located at Via Tortona 4, 20144 Milan (MI), VAT number 10150530961. The company can be contacted via email at: admin@bitrock.it

2. Purposes and Legal Basis of Processing

The processing of your personal data, in addition to purposes required by laws, regulations, or European standards, is aimed at:

Customer		
Processing name	Puposese	Legal Basis
Establishment of the Contractual Relationship	Proper establishment of the contractual relationship with our company.	Execution of Pre-Contractual Measures
Carrying Out Professional Activities	Carrying out professional activities and preparing the necessary materials by our company.	Esecuzione degli obblighi derivanti da un contratto
Administrative, fiscal, and accounting management	Proper administrative, fiscal, and accounting management of the contractual relationship with our company.	Fulfillment of Obligations Arising from a Contract and Legal Obligations

3. Categories of Personal Data Processed

The data processed includes personal, identification, and contact information (e.g., name, surname, addresses, type and number of identification documents, phone numbers, email addresses), as well as fiscal/billing data or other information necessary for the establishment and execution of a contractual relationship between the customer and the company.

Additionally, where banking transactions are involved, the processing may include account identification details and credit card numbers.

4. Scope of Communication of Personal Data

The personal data collected may be processed not only directly by the Data Controller but also by personnel authorized by the Controller.

BITROCK S.r.l.

Milano: Via Tortona, 4 – 20144 – Milano – Phone: +39 02 37920598

Treviso: Viale della Repubblica 156/A – 31100 – Treviso – Phone: +39 0422 1600025

info@bitrock.it – bitrock@pec.it – www.bitrock.it

Cap.Soc:400.000 € i.v.

C.F./P.I.: 10150530961



Additionally, personal data may be communicated to external entities who are required or authorized to access it by law or who have specific relationships, including contractual ones, with the Data Controller. These entities may be entrusted by the Data Controller with certain activities, or parts of them, that are necessary for the purposes outlined in point 3, such as:

- Companies providing banking and financial services;
- Dealers or suppliers (for purposes related to the requested services);
- Companies providing IT technical support services;
- Consultants or collaborators of the Data Controller offering professional assistance and consultancy services.

Personal data will not be disseminated unless prior explicit consent is provided by the data subject.

5. Methods of Data Processing

The processing of Personal Data will be carried out by personnel duly trained to comply with applicable regulations, using manual, IT, or telematic tools suitable to ensure their security and confidentiality.

We also inform you that your Personal Data will be processed in accordance with the methods outlined in the Regulation, which stipulate, among other things, that the data must be:

- Processed lawfully and fairly;
- Collected and recorded for specific, explicit, and legitimate purposes;
- Accurate and, where necessary, kept up to date;
- Relevant, complete, and not excessive in relation to the purposes of the processing;
- Stored in a form that allows the identification of the data subject for no longer than necessary for the purposes for which they are collected or subsequently processed;
- Processed according to uniform procedures established by a single supervisory authority ("Lead Authority"), identified with reference to the State where the Controller has its main establishment.

Furthermore, the Controller's business processes ensure the confidentiality and security of information, as well as its storage in compliance with legislative requirements and the necessary security measures.

6. Data Retention Period (Determination Criteria)

The personal data collected will be retained for the time strictly necessary to execute the contract and, in any case, no longer than ten years after its conclusion. This time limit represents the necessary retention period, unless different limits are imposed by current legislation.

Even when using computer systems, appropriate protection measures are implemented to ensure the proper storage and use of data, including by the company's collaborators, in compliance with professional confidentiality. These precautions are also binding for professionals and entities that may access the data as a result of activities carried out by the company.

7. Recognized Rights

We inform you that, in accordance with the current regulations (Articles 15-22 of the GDPR, as well as the amendments introduced in the Privacy Code pursuant to Articles 2-undecies and 2-duodecies), you are entitled to the following rights:

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- To request access to your personal data from the Data Controller, as per Article 15 of the GDPR;
- To request its rectification, as per Article 16 of the GDPR;
- To request the update and deletion of your personal data if incomplete, incorrect, or collected unlawfully, as per Article 17 of the GDPR;
- To request that the processing be restricted to part of the information concerning you, as per Article 18 of the GDPR;
- To object to their processing for legitimate reasons (even partially), as per the right to object outlined in Article 21 of the GDPR;
- To withdraw consent at any time without affecting the lawfulness of processing based on consent before its withdrawal, as provided for in Article 7, paragraph 3, of the GDPR.

To exercise your rights, you may contact the Data Controller using the contact details provided above.

We also remind you that, if the response to your requests is not considered satisfactory, you have the right to contact and file a complaint with the Data Protection Authority (www.garanteprivacy.it) in accordance with the procedures set out in the applicable regulations.

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