

**PRIVACY POLICY ON THE PROCESSING OF PERSONAL DATA
PURSUANT TO REGULATION (EU) 2016/679 ('GDPR')**

	DATA CONTROLLER	U.S. Sassuolo Calcio S.r.l. (hereinafter referred to as the ' Data Controller ' or ' Company ') Piazza Risorgimento n. 47, 41049, Sassuolo (MO) VAT 01047110364 Tax Code 84008950366 Tel. 0536882645
	DATA PROTECTION OFFICER (DPO)	The DPO can be contacted at dpo@sassuolocalcio.it

	<p>CATEGORIES OF DATA PROCESSED</p> <p>The Company will process your so-called Common Data (hereinafter 'Data'), such as personal details (name, surname, date of birth, etc.), contact details (e-mail, telephone number, etc.), details of purchases, browsing data (see Cookie Policy).</p>
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PURPOSE OF THE PROCESSING		LEGAL BASIS FOR PROCESSING	DATA RETENTION PERIOD
Registration on the website http://www.sassuolocalcio.it/ ; adhesion to any loyalty programs and/or data registration in the CRM of the Company			
Press accreditation management			
Activation of any exclusive services required (Sassuolo Card, ticket purchase, others)			
Participation in competitions, events, prize-winning operations, loyalty programs, online and social initiatives		Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (Article 6(1)(b) of the GDPR)	Duration of the agreement and, after termination, for the ordinary limitation period of 10 years
Management of reporting activities and complaints, customer care			
Management of user requests via the 'Contact us' page on the Website			
Fulfil obligations under applicable national and supranational regulations and legislation		Processing is necessary for compliance with a legal obligation to which the Data Controller is subject (Article 6(1)(c) of the GDPR)	The Data will be deleted in accordance with current sector regulations

<p>Operational management of the navigation and security of the Website in order to maintain its functionality, improve the user's browsing experience and check the correct functioning of the services offered</p>	<p>Legitimate interest of the Data Controller (Article 6(1)(f) of the GDPR)</p>	<p>For the duration of cookies installed on the Website, please refer to the specific Cookie Policy</p>
<p>If necessary, to ascertain, exercise or defend the rights of the Data Controller in the courts</p>	<p>Legitimate interest of the Data Controller to protect itself in the event of legal disputes (Article 6(1)(f) of the GDPR)</p>	<p>For the entire duration of the complaint and/or out-of-court and/or court proceedings, until the expiry of the time limits for seeking judicial protection and/or appealing</p>
<p>Extrajudicial debt collection</p>	<p>Legitimate interest of the Data Controller to protect itself in extrajudicial proceedings (Article 6(1)(f) of the GDPR)</p>	
<p>Marketing purposes: by way of example, sending - with automated contact methods (such as sms, mms, e-mail, social networks, instant messaging apps, push notifications) and traditional (such as telephone calls with operator and traditional mail) - promotional and commercial communications relating to services/products offered by the Company or reporting company events, as well as customer satisfaction surveys and statistical analysis.</p>	<p>Consent (optional and revocable at any time) (Article 6(1)(a) of the GDPR)</p>	<p>Personal data and contact details: until consent is revoked</p>
<p>Communication/disclosure of data to Mapei Group companies: your personal data and contact details will be communicated to the Mapei Group companies to which U.S. Sassuolo Calcio S.r.l. belongs to in order to allow these companies to carry out marketing activities (by way of example, sending - using automated contact methods such as sms, mms, e-mail, social networks, instant messaging apps and traditional mail and telephone calls - promotional and commercial communications relating to services/products offered by the companies or reporting company events, as well as carrying out market studies and statistical analysis) concerning their products.</p>	<p>Consent (optional and revocable at any time) (Article 6(1)(a) of the GDPR)</p>	<p>Until consent is revoked</p>

<p>Profiling purposes: analysis of your preferences, habits, behaviours, interests also through the installation of cookies (e.g. navigation analysis, tracking of selected products and virtual shopping cart, for more info take a look at the Cookie Policy) in order to send you personalized commercial communications/targeted promotional actions/offers and services tailored to your needs/preferences.</p>	<p>Consent (optional and revocable at any time) (Article 6(1)(a) of the GDPR)</p>	<p>Personal data and contact details: until consent is revoked</p>
<p>Once the above storage terms have expired, the Data will be destroyed, deleted or made anonymous.</p>		

	<p>MANDATORY PROVISION OF DATA</p>
	<p>The provision of Data for the purposes based on the conditions of lawfulness referred to in Article 6.1(b), (c) and (f) of the GDPR is necessary in order to pursue the aforementioned purposes. The provision of Data for the purposes for which the legal basis of consent referred to in Article 6.1(a) of the GDPR is provided is purely optional, and failure to provide Data or to give the aforementioned consent will preclude the pursuit of the related purposes of profiling, marketing and data transfer, but will not affect your ability to use the services provided on a contractual basis.</p>

	<p>DATA RECIPIENTS</p>
	<p>The Data may be processed by external parties operating as autonomous data controllers such as, for example, supervisory and control authorities. All subjects offering electronic services on their own circuits are also autonomous data controllers.</p> <p>The data may also be processed, on behalf of the Company, by external parties designated as Data Processors pursuant to Article 28 of the GDPR, to whom appropriate operating instructions are given. These subjects are essentially included in the following categories:</p> <ul style="list-style-type: none"> a. companies offering e-mail services; b. companies that offer services instrumental to the pursuit of the purposes indicated in this notice (media agency, IT suppliers, forwarding agents, etc.); c. companies offering support in carrying out market studies. <p>Finally, the Data may be communicated/transferred to other Mapei S.p.A. group companies for the purposes indicated above and only with the consent of the interested data subjects, which is optional and revocable at any time.</p>

	<p>SUBJECTS AUTHORISED TO PROCESS DATA</p>
	<p>The Data may be processed by employees of the company departments responsible for pursuing the above-mentioned purposes, who have been expressly authorised to process the data and who have received adequate operating instructions pursuant to Articles 29 of the GDPR and 2 quaterdecies of Legislative Decree 196/2003, as amended by Legislative Decree 101/2018.</p>

	<p>TRANSFER OF PERSONAL DATA TO COUNTRIES OUTSIDE THE EUROPEAN UNION</p>
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The Data provided by users will not be transferred outside the European Economic Area or 'EEA' (i.e. the Member States of the European Union plus Norway, Iceland and Liechtenstein).

Should it be necessary to transfer your Data to countries outside the EU, the Data Controller will undertake to ensure that such transfer takes place in accordance with the provisions of CHAPTER V of the GDPR. In particular, appropriate security measures and transfer mechanisms (e.g. standard contractual clauses approved by the European Commission) will be adopted to ensure a level of data protection equivalent to that provided within the EEA.



RIGHTS OF THE DATA SUBJECT - COMPLAINT TO THE SUPERVISORY AUTHORITY

By contacting the Privacy Office by post at U.S. Sassuolo Calcio S.r.l., Piazza Risorgimento n. 47, 41049, Sassuolo (MO), for the attention of the Privacy Officer, or by email to privacy@sassuolocalcio.it, data subjects may ask the Data Controller for access to their personal data, its deletion, the correction of inaccurate data, the integration of incomplete data, the limitation of processing in the cases provided for by Article 18 of the GDPR, as well as the opposition to processing in cases of legitimate interest of the Data Controller.

Furthermore, where the processing is based on consent or contract and is carried out by automated means, data subjects have the right to receive the data in a structured, commonly used and machine-readable format and, if technically feasible, to transmit them to another data controller without hindrance.

Data subjects have the right to revoke the consent given at any time for marketing and/or profiling purposes and to object to the processing of data for marketing purposes, including profiling related to direct marketing. The possibility for the interested party who prefers to be contacted for the above-mentioned purpose exclusively through traditional methods, to express his opposition only to the receipt of communications through automated means, remains unchanged.

Data subjects shall have the right to lodge a complaint with the competent supervisory authority in the Member State where they habitually reside or work or in the State where the alleged infringement has occurred.