

**AUTHORIZATION TO USE IMAGES and/or AUDIOVISUAL RECORDS AND STATEMENT REGARDING THE PROCESSING OF PERSONAL DATA ACCORDING TO REGULATION (EU) 2016/679 ("GDPR") ART.13-14**

**I HEREBY AUTHORIZE:**

- the free distribution of photos and videos and the processing of personal data for institutional and marketing purposes in accordance with the European Regulation 2016/679 - GDPR (General Data Protection Regulation). By signing this form, I certify the truthfulness of the data herein stated and I agree that the Italian Trade Agency may use photographs and videos freely and without any economic compensation. Free distribution will include any media e.g.: television, web, press, online newspapers, the Italian Trade Agency official website ([www.ice.it](http://www.ice.it)) and the dedicated project website <https://kind-signup-hub.lovable.app>, and all Italian Trade Agency social network accounts (such as Facebook, LinkedIn, Twitter Instagram and YouTube);
- the hardware and/or cloud storage of the above-mentioned photos and videos by the Italian Trade Agency;

**PRIVACY**

European Regulation EU 2016/679 on the protection of personal data applies to the processing of personal data carried out by a Data Controller established in the European Union, regardless of whether the processing is carried out or not in the European Union.

**1. Who are the Data Controller and the Personal Data Protection Officer**

The Data Controller is Agenzia ICE – Italian Trade Agency, with headquarters in via Liszt, 21 - 00144 Rome, Tel. +39 06 59921 (hereafter referred to as "ITA").

The Personal Data Protection Officer may be contacted at the following e-mail address: [privacy@ice.it](mailto:privacy@ice.it).

**2. Purposes of personal data processing**

The data is processed by ITA by the means stated above and for the purpose of carrying out its institutional objective and in the public interest, for the fulfilments required by law or regulation.

**3. Data processing methods**

ITA's objective is to protect personal data in compliance with the principles established by EU Regulation 2016/679, ensuring that its processing takes place fairly, lawfully and in the transparent manner provided for by the Regulation. Processing of personal data is restricted to adequate, pertinent data and limited to what is necessary with respect to the purposes for which it is collected and processed.

The data is processed by adequately trained Agency staff who work as authorized personnel to process the data in a fair, lawful, transparent and relevant manner, and not exceeding the purposes of collection and subsequent processing.

Processing is carried out in such a way as to ensure adequate security of personal data, through the use of automated tools, including confidentiality and protection, through technical organizational measures aimed at preventing the loss of data, illicit or incorrect use and unauthorized access.

The data will not be used for purposes other than those set forth in this statement, unless you have been informed beforehand and, if necessary, given your consent.

The data subject shall have the right not to be subject to a decision based solely on automated processing, which produces legal effects concerning the visitor.

#### ***4. Scope of personal data processing***

Within the limits of the purposes and methods described in this statement, the following categories of data may be treated as personal identifiers (name, surname, date of birth).

#### ***5. Transfer of personal data outside the EU***

For the purposes specified above, pursuant to Article 6(1)(b) of the European Regulation 679/2016, your personal data will necessarily have to be transferred to **Switzerland**, outside the EU and the scope of guarantee and application of the aforementioned European Regulation.

Personal data will not be disclosed to third parties except for:

- strictly necessary activities for the realization of the project you are participating in;
- any legal obligations;
- if this has been previously authorized by you.

#### ***6. Recipients of personal data***

In carrying out its operational and institutional activity, ITA, if necessary, will reserve the right to communicate your data to third parties. You have the right to request the complete list of third parties by writing to [privacy@ice.it](mailto:privacy@ice.it)

#### ***7. Personal Data storage periods***

Personal data will be kept for a period of time not exceeding the achievement of the purposes or on the basis of the deadlines established by law. They may be kept for longer periods on condition that they are processed exclusively for archiving purposes in the public interest, scientific and historical research or for statistical purposes without prejudice to the protection of the rights and freedoms of the interested party.

#### ***8. Rights of the interested party***

The interested party may exercise their rights at any time and specifically access their personal data, request the rectification or limitation, update if incomplete or inaccurate, and deletion if collected in violation of law, as well as oppose the processing, unless the Data Controller has legitimate reasons for the same. You also have the right to portability, that is, to receive the personal data provided by the interested party in a structured format, commonly used and readable by an automatic device.

To this end, you may contact the Data Controller or the Data Protection Officer.

Finally, we wish to inform you that you may lodge any complaints with the Italian Data Protection Authority - Piazza Venezia n. 11 - 00187 Rome Italy



For more information a request may be sent to the following e-mail address: [privacy@ice.it](mailto:privacy@ice.it).