



Tales Of THE Museum

Pursuant to Article 13 of EU Regulation 2016/679 (GDPR)

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## Privacy Notice

In compliance with the provisions of Article 13 of EU Regulation 2016/679 (hereinafter the “EU Regulation” or “GDPR”), concerning the protection of natural persons with regard to the processing of personal data, as well as the free movement of such data, this notice is provided to users of the website of **TOM – Tales Of the Museum** (hereinafter the “Website”).

### Note

During browsing on the Website, specific notices may be provided whenever the user is asked to supply personal data.

## Definitions

“Personal data” (Article 4(1), GDPR) means any information relating to an identified or identifiable natural person (“data subject”).

“Processing” (Article 4(2), GDPR) means any operation or set of operations performed on personal data, whether or not by automated means, such as collection, recording, storage, consultation, use, disclosure, erasure, or destruction.

## Identity of the Data Controller

Pursuant to Article 4(7) of the EU Regulation, the Data Controller is:

**TALEORMADE di Alessandro Basanisi**

Registered office: Via Lipari, 7 – 20144 Milan (MI), Italy

E-mail: [hello@taleormade.com](mailto:hello@taleormade.com). A Data Protection Officer (DPO) has not been appointed.

For any request relating to the processing of personal data, you may contact the Data Controller using the contact details above.

## **Data Subject to Processing**

For the purposes set out below, the Website may process, depending on the case, the following categories of personal data:

### **Browsing Data**

The IT systems and software procedures used to operate the Website acquire, during their normal operation, certain personal data whose transmission is implicit in the use of Internet communication protocols.

Such data are also collected through cookies.

For detailed information on the cookies used, please refer to the Cookie Policy available on the website [www.taleormade.com](http://www.taleormade.com), accessible via the cookie banner and through the "Cookie Policy" link in the website footer.

## **Purposes of Processing and Data Retention Period**

### **Purposes Based on the Data Subject's Consent**

Measurement of traffic and analysis of browsing behavior to improve the services offered by the Website.

Data processed for these purposes are retained as specified in the Cookie Policy.

### **Purposes Based on the Legitimate Interest of the Data Controller**

- Ensuring the proper functioning and security of the Website;
- Protection of the Data Controller's rights in judicial or extrajudicial proceedings.

Data are processed and retained as provided in the Cookie Policy and, where necessary, for the time strictly required to protect the Website's rights.

### **Note**

In the event of litigation, data may be retained until the final conclusion of the proceedings.

## **Legal Bases for Processing**

The processing of personal data is based on the following legal grounds:

- Data subject's consent (Article 6(1)(a) GDPR);
- Legitimate interest of the Data Controller (Article 6(1)(f) GDPR).

## **Disclosure of Data to Third Parties**

Personal data may be disclosed to external parties that support the Website in carrying out its activities, such as:

- IT and hosting service providers;
- Consultants and professionals;
- Parties collaborating in various capacities with the Website for the purposes indicated.

An updated list of Data Processors and data recipients may be requested from the Data Controller using the contact details above.

## **Transfer of Data Outside the EU**

Personal data may be transferred to non-EU countries exclusively in compliance with GDPR provisions and the required safeguards (such as Standard Contractual Clauses approved by the European Commission).

The data subject may request information about the destination countries by writing to **hello@taleormade.com**.

Personal data will not be publicly disclosed.

## **Rights of the Data Subject**

The data subject may exercise at any time the rights provided by the GDPR, including:

- Withdrawal of consent (Article 7);
- Access to data (Article 15);
- Rectification (Article 16);
- Erasure (Article 17);
- Restriction of processing (Article 18);
- Data portability (Article 20);
- Objection to processing (Article 21);
- Not to be subject to automated decision-making (Article 22).

These rights may be exercised by sending a written request to:

**hello@taleormade.com**.

The Website will respond within one month of the request, except in particularly complex cases.

## **Complaint to the Supervisory Authority**

The data subject has the right to lodge a complaint with the **Data Protection Authority** if they believe that the processing of personal data violates applicable law.

## **Nature of Data Provision**

Providing data is optional. Failure to provide data does not affect browsing of the Website, except for the use of technical cookies necessary for its proper functioning.

## **Methods of Processing**

Personal data are processed using IT and telematic tools, in compliance with the principles of lawfulness, fairness, transparency, security, and data minimization provided by the GDPR.

## **Changes and Updates**

This notice may be subject to changes and updates.

The updated version will be published on the Website and will take effect from the date of publication.