

**INFORMATIVE PURSUANT TO ART. 13 OF REG. EU 2016/679 and ART. 13 OF THE D. LGS. 196/2003  
(Privacy Code)**

Pursuant to art. 13 of EU Reg. 2016/679 (concerning the protection of natural persons with regard to the processing of personal data, as well as the free circulation of such data - GDPR) and art. 13 of the Legislative Decree. 196/2003 (Privacy Code) we wish to inform you that the personal data you provide will be processed in compliance with the aforementioned law and the confidentiality obligations to which the Data Controller is bound.

**PREMISE**

FH55 Hotels Group owns four establishments: Grand Hotel Palatino in Rome, Grand Hotel Mediterraneo in Florence, Hotel Calzaiuoli in Florence and Park Hotel Villa Fiesole in Fiesole (FI). The establishments former part of Group FH55 Hotels are properties owned by the company "Montecarlo S.p.A. Immobiliare",

**1. Data controller**

The data controller is MONTECARLO S.P.A. REAL ESTATE, Lungarno del Tempio 44 - 50121 Florence - Italy, Fiscal Code and VAT Number 00434210480, Tel. +39 055 660241 Fax +39 055 679560 E-Mail [privacy@fhotels55.com](mailto:privacy@fhotels55.com) PEC [montecarლოსpaimmobiliare@dadapec.com](mailto:montecarლოსpaimmobiliare@dadapec.com).

**2. Responsible for data processing**

The person in charge of data processing is the Company FLORENCEHOTEL S.R.L., with registered office in Florence Italy - 50125 - Lungarno del Tempio 54, Fiscal Code and VAT Number 04076920489, Tel +39 055 5326401 E-Mail [info@fhotels55.com](mailto:info@fhotels55.com), PEC [florencehotelsrl@pec.florencehotel.com](mailto:florencehotelsrl@pec.florencehotel.com), which provides for the treatment and storage of the same.

**3. Data Protection Officer (DPO)**

For all matters relating to the processing of your data and the exercise of your rights under the European Privacy Regulation, you may contact the Data Protection Officer (DPO) at the following e-mail address: [dpoflorencehotel@gmail.com](mailto:dpoflorencehotel@gmail.com).

**4. Object of the Treatment**

The processing will concern personal data, identifying (for example, name, surname, address, telephone, e-mail, bank and payment details) provided by you at the time of establishment and during the contractual relationship.

**5. Purpose of the treatment**

The processing of personal data supplied by you is aimed solely at the conclusion and correct and full execution of the contractual relationship, as well as for the purposes connected and / or instrumental to the performance of the same and the obligations required by law

**6. Particular categories of personal data**

Pursuant to art. 9 (and / or 10) of EU Reg. 2016/679, as well as art. 26 (and / or 27) of the Legislative Decree. 196/2003, you could provide data that qualify as "particular categories of personal data", that is data that reveal racial or ethnic origin, political opinions, religious or philosophical beliefs, or union membership, as well as data genetic, biometric data intended to uniquely identify a natural person, data relating to the health or sexual life or sexual orientation of the person.

These categories of data may be processed only upon your free and explicit consent, expressed in writing at the end of this information.

**7. Processing methods**

The treatment will be carried out in an automated and / or manual form, in compliance with the provisions of art. 32 of EU Reg. 2016/679 and Annex B of Legislative Decree no. 196/2003 (articles 33 - 36 of the Code) on the subject of security measures, by the Data Controller and / or specifically appointed persons and in compliance with the provisions of art. 29 of the EU Reg. 2016/679.

### **8. Provision of data**

The provision of common personal data, or of particular categories of data, is mandatory, as necessary for the purposes of carrying out the activities referred to in point 4. (Purpose of processing).

Any refusal by the interested party to provide such personal data, therefore, will make it impossible to apply to the activities referred to in point 4 with consequent failure to continue the contractual relationship.

### **9. Data retention**

The data will be kept for the period of time strictly necessary for the performance of the service and subsequently, in implementation of the obligations established by law.

### **10. Data communication**

Personal data may be disclosed to the persons in charge of processing and may be communicated for the purposes referred to in point 4 (Purpose of the treatment), to designated processors, any managers, external collaborators including collaborators and staff, and in general, to all public and / or private subjects to whom communication is necessary for the proper fulfillment of the aforementioned purposes and for the fulfillment of legal obligations.

### **11. Dissemination of data**

The data collected are not subject to disclosure with the exception of the company " FLORENCEHOTEL S.R.L in charge of data processing.

For promotional and marketing purposes, the Company will be able to create and use interviews, images, photographs and / or videos through social channels (Facebook, LinkedIn, Instagram, Google Business, Youtube) as well as through the Group's blog [www.fh55blog.it](http://www.fh55blog.it).

#### *Transfer of personal data abroad*

Your data will not be transferred either to Member States of the European Union or to third countries outside the European Union.

### **12. Existence of an automated decision-making process, including profiling**

No automated decision-making process, including profiling, as per art. 22 par. 1 and 4 of EU Reg. 679/2016.

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

At any time, you can exercise, pursuant to art. 15 - 22 of EU Reg. 2016/679, in addition to art. 7 of the Legislative Decree. 196/2003, the right to:

- ask for the answer that a personal data processing is being processed and obtain access to them;
- obtain the correction, the deletion of data, the limitation of processing;
- oppose the treatment at any time;
- submit a complaint to a supervisory authority;
- Obtain the indications about the existence of an automated decision-making process, including profiling, and, at least in these cases, have significant information on the logic used; in such cases, you have the right to oppose at any time;
- obtain data portability, in a structured format, in common and automatic use, and transmit them to another data controller without hindrance;

- revoke the consent at any time without prejudice to the lawfulness of the processing of the loan before the revocation, in the case of processing of personal data (articles 6 paragraph 1 letter a) and 9 par. 2 lett. a).

The provisions of art. 7 of the Privacy Code (Right to access personal data and other rights):

1. The operator has the right to obtain the answer to the existence or not of personal data, even if not yet registered, and their communication in intelligible form.
2. The interested party has the right to obtain the indication:
  - a) of the origin of personal data;
  - b) of the purposes and methods of the processing;
  - c) of the logic applied in case of treatment with the aid of electronic instruments;
  - d) of the identifying details of the holder, of the responsible and of the designated representative according to article 5, paragraph 2;
  - e) of the subjects or categories of subjects to whom the personal data may be communicated regarding the status of responsibility or persons in charge.
3. The interested party has the right to obtain:
  - a) updating, rectification or, when interested, integration of data;
  - b) cancellation in accordance with the law, which are not necessary or processed;
  - c) the attestation that the operations referred to in letters a) and b) have been brought to the attention, also with regard to their content, of how the data have been communicated or disseminated, etc. the case in which disclosure fulfillment is revealed impossible or not a commitment of means manifestly disproportionate to the protected right.
4. The interested party has the right to object, in whole or in part:
  - a) for legitimate reasons the processing of personal data;
  - b) to the processing of personal or commercial sales data for the market or commercial communication market.

Code of Right of subscription by registered letter A/R above or a PEC or e-mail to the addresses indicated above.

*Last update date 01/02/2019*