

# Privacy

## **INFORMATION ON PERSONAL DATA TREATMENT according to the art. 13 of the Legislative Decree N. 196 dated 30th June 2003 (Code regarding personal data protection)**

Dear Mr./Ms.,

The present information is made available for the website "www.listicket.com " (hereinafter, the "Website") owned and managed by the company TicketOne S.p.A., having registered office in Milan, Via Vittor Pisani n. 19 (hereinafter, "TicketOne" or the "Company"), as Holder of the treatment, and not also for other websites eventually consulted by the user through link.

The information is addressed to all parties who interact with the pages of the Website, both those who use the Website without effecting any registration, and those who, at the end of an appropriate procedure, register themselves to the Website and use the online services granted through it. The present information is provided according to the art. 13 of the Legislative Decree 196/2003, as well as according to the Recommendation n. 2/2001 that the European Authorities for the Personal Data Protection, convened in the Group established by the art. 29 of the Directive n. 95/46/CE, have adopted on 17th May 2001 in order to individuate some minimum requirements for the on line collection of personal data.

### **Registration**

The information and the data requested in case of registration will be used both to allow the access to the reserved area of the Website, and to use the on line services offered by TicketOne.

The personal data of the registered users will be treated for the purposes and according to the modalities of the present information.

### **Orders**

In case an order is effected, some data is registered, e.g. the IP address the transaction comes from, the time of the request, the type of browser used, etc.... This data might be used in order to verify the responsibility in case of hypothetical IT crimes to the Website and/or third parties, upon initiative of the inquiring authorities in charge by law.

### **Marketing**

Subject to your agreement, TicketOne may treat personal data provided by Your side for the shipment of advertising material on the services offered by TicketOne or by third parties.

### **Profiling**

Personal data provided by Your side during a purchase on the Website may be treated by TicketOne, subject to Your agreement, with the aim of profiling, that is the survey of your consuming habits through the disclosure of type and frequency of the purchases made by Your side, in order to send You advertising material on the services offered by TicketOne or by third parties having specific interest for You.

### **Soft spamming**

TicketOne may use, for the purpose of providing direct ticketing services through the Website, email contact information provided by Your side during a purchase on the Website, also without

Your agreement, according to the art.130, paragraph 4, of the Privacy Code, only if the service provided is comparable to those subject of sale (i.e. soft spamming). You may however oppose to this treatment at any time by sending a request to TicketOne as indicated in the art. 7 that follows.

### **INFORMATION FOR THE TREATMENT OF THE PERSONAL DATA according to the art. 13 of the Legislative Decree 196/2003**

The registration to the Website owned and managed by TicketOne S.p.A. ("TicketOne" or the "Company") and the eventual subsequent use of the services rendered by TicketOne through the Website, including the reservation, purchase, issuing, ticket shipment (so-called "ticketing"), shipment of information and advertising material, etc..., will involve the treatment of personal data regarding You that are or will be provided by Your side.

Therefore, according to the prescriptions of the Legislative Decree 30/06/2003 n. 196 (so-called "Privacy Code"), herewith we intend to inform You that the Company, as owner of the Website and Holder, will treat the personal data regarding You under the following conditions.

#### **Art. 1. Aim of the treatment**

The treatment of the personal data (including their registration in the data sheets of the Company) is aimed exclusively at reaching the following purposes:

- a) granting the registration to the Website and the correct provision of the services requested to TicketOne through the Website and, therefore, filing in a correct and punctual way any obligations arising from the contractual relationship entered into with You, as well as the obligations arising from law or regulations in place, in particular in the fiscal area, as well as in the public safety area;
- b) for administration and accounting purposes, including the eventual transmission by e-mail of commercial invoices by TicketOne and/or companies associated to it in the provision of the service;
- c.1) for the registration to the mailing list hold by our Company, the performing of market researches and the shipment of advertising and information material on the products and services offered by TicketOne or by third parties, through computerized systems, such as e-mail, fax, sms or MMS, or through traditional methods (e.g.: mail);
- c.2) in order to allow the direct offer of similar products and services by TicketOne (i.e. soft spamming), limited to the email contact information You provided at the moment of the purchase on the website, unless You oppose to this treatment;
- d) for the elaboration of the commercial profile of the customer (through the survey of the consuming habits), finalized at both monitoring the satisfaction level of the customers in order to ensure a better satisfaction of their needs, and shipping information and advertising material having specific interest for the customer, through computerized systems, such as e-mail, fax, sms or MMS, or by mail.

#### **Art. 2. Provision of data and consequences in case of missed agreement to the treatment**

The provision of the data for the registration to the Website is purely optional, but necessary for the access to the reserved area of the Website and, therefore, to the services offered by TicketOne through the Website.

Therefore, the registration to the Website implicates the agreement by Your side to the treatment of the personal data regarding You for the purposes of execution of the contractual relationship and for the purposes of administration and accounting nature, as indicated at the points "a" and "b" of the art. 1 mentioned before.

With reference to the other purposes of the treatment indicated at the art. 1 mentioned before, we point out that the agreement to the treatment of Your data is purely optional. Anyway, the missed

agreement implies the consequences described below.

In particular, the missed agreement to the treatment of the data for the purposes as per art. 1 letter "c" mentioned before will involve the impossibility for You to receive advertising material, brochure and communications related to the services and products offered by our Company or third parties (e.g. concerts, shows, theatrical representations, sport events, etc...).

Finally, the missed agreement to the treatment of Your data for the purposes as per art. 1 letter "d" mentioned before will involve the impossibility for our Company to elaborate profiles of the consuming habits of the clients (aimed at granting a major satisfaction of the needs of the customers and the continuous improvement of the services offered), as well as to send You information and advertising material having specific interest for You.

Stated as above, it is intended that, in case of not acceptance by Your side of the agreement to the treatment of the personal data regarding you, our Company will anyway be able to use Your data only for the purpose of correctly filing the obligations arising from the laws in force.

We also highlight that Your agreement to the treatment of the data for one or more than one purpose above indicated can be withdrawn in any moment, through notification of the agreement data at any new access of Your account on the Website.

### **Art. 3. Treatment modality**

The treatment of the personal data regarding You will basically be effected through electronic or in any case computerized ways, according to the modalities and with the instruments eligible to grant the safety and the confidentiality of the data, according to the prescriptions of the Legislative Decree 196/2003.

In particular, there will be the adoption of all the technical, IT, organizational, logistical and safety procedural measures, as prescribed by the Legislative Decree 196/2003, so that the minimum protection level of the data prescribed by law is granted, allowing the access only to the persons in charge of the treatment by the Holder or by the Responsible persons appointed by the Holder.

The information received and the treatment modalities will be coherent and not exceeding compared to the kind of services rendered.

The data will also be managed and protected in an environment whose access is under constant control.

### **Art. 4. Data communication and disclosure**

Your data can be communicated:

- a) to all those parties (including the Public Authorities) having access to the personal data according to by-law or administrative provisions;
- b) to third companies whose services are proposed or sold through the TicketOne Website (and, in particular, to companies or promoters of concerts, shows, sport or any other events whose tickets are sold through the Website);
- c) to companies or third parties in charge of printing, fulfilment, shipping or delivering of the tickets bought through the Website;
- d) to postal offices, couriers or forwarding agents in charge of delivering the products bought through the Website;
- e) to banking institution and to companies managing the national or international payment circuits the on line payments of the products bought through the Website are effected through;
- f) to companies, consultants or professionals eventually in charge of the set-up, maintenance, updating and, in general, management of the hardware and software either belonging to TicketOne or the Company provides for its services through;
- g) to companies or Internet providers in charge of sending documentation of information material;
- h) to companies in charge of elaborating and/or sending advertising and information material on

behalf of our Company;

i) to other companies belonging to our Group, having corporate address in Italy or abroad, within the European Union, that may treat them only as external responsible of the treatment of the personal data on behalf of TicketOne for the purposes indicated at the art. 1;

j) to all those public and/or private parties, physical and/or juridical persons (legal, administration and tax firms, Marshals, Chambers of Commerce, Law Chambers and Offices, etc...), should the communication be necessary of functional to the correct filing of the contractual obligations arose, as well as of the by-law obligations.

The data regarding you will only be disclosed in an anonymous and aggregated ways for statistical or research purpose.

#### **Art. 5. Holder and Responsible for the Treatment of the personal data**

The Holder of the treatment of the personal data is the company TicketOne S.p.A., having its registered office in Milano, Via Vittor Pisani n. 19.

The Responsible for the treatment, according to the art. 29 Legislative Decree 196/2003, is the Head of New Media in charge, having his domicile at the registered office of the Holder, in Milan, Via Vittor Pisani n. 19.

All instances and requests related to the treatment of the personal data regarding You can be addressed to the Holder or to the Responsible above indicated, to the following addresses:

- a) TicketOne S.p.A., via Vittor Pisani n. 19 - Milano (Italia);
- b) e-mail address: [privacy@ticketone.it](mailto:privacy@ticketone.it);
- c) fax number: (+39) 02.3922.670.

#### **Art. 6. Archive of the personal data**

The personal data regarding you will be archived only for the time necessary to grant the correct provision of the services offered by our Company.

In case of cancellation, exclusion or revocation of the enablement for missed use of Your account on the Website, Your data will be archived for administration purposes for a period not higher than a quarter, with the exclusion of eventual specific by-law obligations regarding the archive of accounting documentation or for public safety purposes. In such cases, there will be the guarantee of the automatic cancellation of the data also by third parties the data were eventually communicated to.

In any case, it is intended that Your personal data is archived and treated for the purpose of verifying the consumers' and marketing habits for the period of time allowed by law and by the prescriptions of the Granting Authority for the Treatment of the Personal Data.

Expired this period, Your data will be transformed into an anonymous form, in order not to permit – even indirectly – to identify the interested parties.

#### **Art. 7. Access right to the personal data**

According to the art. 7 of the Legislative Decree 196/2003, You have the right – among others - to:

- a) obtain the confirmation about the existence or not of personal data regarding You and its communication in a clear form;
- b) obtain, by the Holder or by the Responsible of the treatment:
  - indications on the origin of the personal data, on the treatment purposes and ways, on the logic applied in case of treatment effected through electronic instruments;

- indication of the identification details of both the Holder of the treatment and the Responsible persons, as well as eventually of the representative granted by a foreign party to the treatment of the data in Italy;
  - indication about the parties or the party categories the data can be communicated to or that can know the data as representatives granted in the territory of the State, as responsible persons or persons in charge;
- c) obtain:
- the update, adjustment or integration of the data regarding You;
  - the cancellation, transformation into an anonymous form or the block of the data not treated according by-law, including the data whose conservation is necessary in relation to the purposes the data has been collected or subsequently treated for;
  - the acknowledgment of the fact that the operations according to the previous points have been communicated, also regarding their content, to those parties the data is been the data is been communicated or disclosed to, except the case where this filing is impossible or involves the use of supports which are visibly disproportional compared to the right under protection;
- d) oppose, wholly or partially:
- for justified reasons, to the treatment of the data regarding You, even though referred to the purpose of the collection;
  - to the treatment of the personal data regarding You, stated for the purposes of commercial information or of deliver of advertising material or of direct sales or for effecting market or commercial communication researches.

The above rights can be exerted with request made without any formality to the Holder or Responsible. The request can be sent to the Holder or Responsible through registered letter, fax (to the number (+39) 02.3922.670) or also through e-mail at the following address: [privacy@ticketone.it](mailto:privacy@ticketone.it).