

Personal Data Processing Notice

Pursuant to Articles 13 and 14 of EU Regulation 2016/679 ("GDPR"), the Pro Loco Association for Brenzone, as the Data Controller, provides the following information regarding the processing of personal data for the issuance of the Brenzone Guest Card, which is issued to all guests staying in the Municipality of Brenzone sul Garda (VR) through affiliated facilities.

1. Data Controller Identity and Contact Details

Pro Loco Association for Brenzone

Via XX Settembre, 8 – 37010 Brenzone sul Garda, Verona

Email: info@brenzone.it

2. Contact Details

Email: info@brenzone.it

Phone: 045 7420076

Address: Via G. Zanardelli – 37010 Brenzone sul Garda Verona

3. Types of Personal Data Processed

Only personal data such as name, surname, email address, and mobile number will be processed.

4. Purpose and Legal Basis for Processing

1. Your personal data will be processed for the following purposes:
 - a) Issuance of the "Brenzone Guest Card" (BGC). The legal basis is Article 6(b) GDPR: performance of a contract to which the data subject is party or to take steps at the request of the data subject prior to entering into a contract. Providing data is not mandatory but is necessary to access the service. Failure to provide data will make it impossible to use the service;
 - b) To comply with a legal obligation to which the data controller is subject; legal basis is Article 6(c) GDPR.
2. With your consent, your data will also be processed to send newsletters about events, promotional initiatives, and general tourism promotion of the Garda area, and the best holiday offers. The legal basis is Article 6(a) GDPR: the data subject has given consent for one or more specific purposes. Providing data is not mandatory but is required to receive the newsletter. Failure to provide data will only mean you will not receive the newsletter. Consent can be withdrawn at any time by unsubscribing from the newsletter.

5. Categories of Data Recipients

For the above purposes, your personal data may be accessed by authorized internal collaborators, duly appointed external suppliers, judicial authorities, supervisory and control authorities, administrations, entities, and public bodies (national and foreign).

6. Processing Methods

Your personal data will be processed using the operations indicated in Article 4(2) GDPR, with or without IT systems: collection, registration, organization, structuring, updating, storage, adaptation or modification, extraction and analysis, consultation, use, communication by transmission, comparison, interconnection, restriction, deletion, or destruction. Security and confidentiality will always be ensured.

7. Disclosure and Profiling

Your personal data will not be disclosed or profiled.

8. Data Storage and Transfer Abroad

Data will be managed and stored in the cloud and/or on servers located within the European Union, owned or available to the Data Controller and/or duly appointed third-party companies.

9. Data Retention Period

Personal data collected for the purposes in section 4.1.a will be processed and stored for the duration of the relationship and until the end of the service, after which they will be deleted. The QR code generated for the BGC is not linked to the data subject's name and surname.

Personal data collected for the purposes in section 4.1.b will be stored until actual deletion by the data subject via communication to info@brenzzone.it.

Personal data collected for the purposes in section 4.2 will be processed and stored as necessary to fulfil the purpose and until actual deletion by the data subject.

10. Exercisable rights

According to Articles 15–21 of the GDPR, you may exercise the following rights:

- Right of access (Article 15, GDPR)
- Right to rectification (Article 16, GDPR)
- Right to erasure (Article 17, GDPR)
- Right to restriction (Article 18, GDPR)
- Right to portability (Article 20, GDPR)
- Right to object (Article 21, GDPR)

You also have the right to lodge a complaint with the supervisory authority (Article 77, GDPR).

You may exercise these rights by sending a written request or email to Pro Loco.

ASSOCIAZIONE PRO LOCO per BRENZONE
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