

**Doc. INF-DPMS.05.IT - Rev. 1 del 12/04/2023**  
**Privacy Policy of the website [www.msadamper.com](http://www.msadamper.com)**  
(hereinafter simply "Site")

This information is issued pursuant to art. 12, 13 and 14 of EU Regulation 2016/679 GDPR and is aimed at users of the company website. This site is intended to be used in a B2B context and is not aimed at an audience of minors.

The following applies only to websites, apps, social profiles and services, the domains or properties of which are registered or attributable to the publisher **MSA Damper srl**. In particular, to the [msadamper.com](http://msadamper.com) domain and all third level domains connected to it.

## **1 Notes for the reader**

In order to make this document more understandable and transparent to our users, we felt it was necessary to use simple and colloquial language. Therefore, the use of a less formal tone should not be interpreted as a lack of respect or courtesy towards the user but simply a way to facilitate communication.

If you are a minor, you should know that this Site was not designed to be consulted by minor users and the information contained, including this information, may be difficult for you to understand.

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### 3 Who is this document aimed at?

This Information (hereinafter «Policy»), provided pursuant to articles. 13 and 14 of Regulation (EU) 27 April 2016 n. 679 (so-called “GDPR”), is aimed at illustrating how **MSA DAMPER srl** (hereinafter also «Company» or simply «**MSA DAMPER**» deals with personal data collected as part of the user's use of the applications and services offered through this website.

### 4 Who are we and how can you contact us?

**MSA Damper srl.** as Publisher and Data Controller, it is primarily responsible towards the user for any questions, doubts or complaints regarding this Policy or the processing of personal data. If you, as a User and "interested" subject, need any clarification regarding the processing of your personal data, please contact us at the following addresses:



#### **MSA Damper s.r.l.**

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PEC: msadampersrl@legalmail.it

Telephone +39 011 9350260

e-mail: [info@msadamper.it](mailto:info@msadamper.it)

### 5 Data Protection Officer – DPO

**MSA Damper** is not required to appoint the DPO pursuant to art. 37 of the GDPR.

### 6 Data Protection Coordinator

**MSA Damper**, also pursuant to art. 2-quaterdecies of Legislative Decree 196/2003 (so-called “Privacy Code”), has appointed a company Data Protection Coordinator with the task of supervising the compliance of processing with the GDPR.

The Data Protection Coordinator is at your disposal for any clarification or information regarding the processing of your personal data and to facilitate the possible exercise of the rights recognized by the Regulation.

You can contact the Data Protection Coordinator at the following email address: [dataprotection@msadamper.com](mailto:dataprotection@msadamper.com)

### 7 Our company policy on the processing of personal data

**MSA Damper** has always been dedicated to protecting the security of the information managed, in particular with regard to personal data (ex art. 4.1 GDPR). For this reason, it decided to adopt an organizational model called Data Protection Management System (DPMS or System), based on the guidelines of the ISO 27001 standard.

Taking into account the organizational context, the needs of the supply chain and the expectations of the interested parties, the System defines the organizational roles, internal and external responsibilities and the authority of the subjects involved, guaranteeing the leadership and commitment of the Data Controller. Inside, the safety objectives have been identified and the actions necessary to achieve them have been planned. Furthermore, the resources and skills necessary for constant and continuous improvement of the System over time are guaranteed, through periodic checks of its field of application and alignment with company objectives.

## 8 Why can we process your data?

You should know that the processing of your personal data is only lawful if there is a valid legal basis under the GDPR. The following legal bases are used for the processing taken into consideration in this information:



### **Consent** -art. 6.1 letter a) of the GDPR

You have expressed consent to the processing of your personal data for one or more specific purposes.



### **Contract** -art. 6.1 letter b) of the GDPR

The processing is necessary for the execution of a contract of which you are a party or for the execution of pre-contractual measures adopted at your request.



### **Legal obligation** -art. 6.1 letter c) of the GDPR

The processing is necessary for compliance with a legal obligation to which you or our company is subject.



### **Legitimate interest** -art. 6.1 letter f) of the GDPR

The processing is necessary for the pursuit of a legitimate interest of our company or of a third party, provided that your interests, fundamental rights or freedoms do not prevail.

For more information about our legitimate interests in processing your personal data, please contact us using the information we have provided above.

## 9 For what purposes do we process your personal data and on what lawful basis?

We process your personal data to offer you the best possible experience when you access our website, use our services and interact with us. This includes the following purposes:

### 9.1 Allow consultation of our website

**Description of treatment:**When you visit our website, we automatically collect certain information, including your IP address, login information, browser type and version, browser plug-ins, operating system and platform. While you browse our site, we may also collect other data such as the Clickstream URL, the articles viewed or searched for, any display and download errors, the times and duration of visits to certain pages and the interaction with the page itself. To collect this data, we use various technologies, including cookies. More information on cookies is available in a specific paragraph of this policy. If you need further information regarding the processing of your personal data,



**Acquisition Mode:**The data is automatically provided by your navigation devices via Internet communication protocols (e.g. TCP/IP, UDP)



**Basis of lawfulness:**We process this data by virtue of our Legitimate Interest - art. 6.1 letter f) of the GDPR - to provide and improve navigation on our Site, offer efficient and secure web services trying to guarantee the continuous improvement of your browsing experience over time.



**How long do we keep your data:**We keep your personal data only for the time necessary to allow you to browse the Site. In particular, some data are stored for the duration of your stay on the Site itself and others until you decide to delete them by eliminating technical and functional cookies (e.g. language setting). For more information on cookie management, see our Cookie Policy in the site footer;

### 9.2 Manage communications

**Description of treatment:**We collect your personal data when you communicate with us in person, through our website, by email, by telephone, or by any other means using the contact information we have issued to you

through this Site. For example, we collect your personal data contact details and details of our messages to you and from you including details of when you sent them, when we received them and in some cases also where you sent them from.



**Acquisition Mode:**The data is partly automatically provided in the communication protocol used by the tool you have chosen and partly is provided by you in the content of the communication.



**Basis of lawfulness:**We mainly process this data by virtue of our Legitimate Interest - art. 6.1 letter f) of the GDPR - to respond to your requests and manage the necessary communications. However, in some cases we may be required to respond by virtue of specific contractual or legal obligations - articles. 6.1 letter b) and letter. c) of the GDPR.



**How long do we keep your data:**Following up on the contact or support requests you decide to send us, your personal data is processed only for the time necessary to provide you with the information and/or assistance you need.The data is deleted 12 months after the last response we send you.

### 9.3 Manage communications through forms

**Description of treatment:**As a user you can provide us with your personal data, including those that allow your identification when you fill out specific forms (so-called "Forms") published on our pages such as the "Contact US" contact form (<https://www.msadamper.com/contact-us>). These forms are designed to facilitate your requests and guarantee quick and precise responses.



**Acquisition Mode:**the data are voluntarily provided by you when completing our request or registration forms. Failure to provide them will make it impossible for us to provide you with the requested service.



**Basis of lawfulness:**The processing is necessary for the execution of pre-contractual measures adopted at your request - art. - 6.1 lett. b) of the GDPR.



**How long do we keep your data:**We store your personal data on the site only for as long as necessary to deal with your request.

### 9.4 Allow access to our electronic catalog

To access our catalog, you must create a User Account "Account". The information you provide when setting up your Account may include your name,your email address, company name, your or company contact details, telephone numbers and other contact details. If you register to create an Account, subject to our verification and authorization, you will obtain a unique credential that will allow you to access your Account and use our catalogue. We therefore process your data for the creation and management of your account, to allow you access to our reserved area of the site such as, for example, your user profile. We also process your data to communicate with you about your Account and the services for which you registered with it.



**Acquisition Mode:**The data is voluntarily provided by you when creating your Account. Failure to provide them will make it impossible for us to create your Account.



**Basis of lawfulness:**The processing is necessary for the execution of a contract of which you are a party or for the execution of pre-contractual measures adopted at your request - art. - 6.1 lett. b) of the GDPR.



**How long do we keep your data:**We retain your personal data until you delete your account or until the non-use period expires (**5 years** since last login). Cancellation of the account will make it impossible to access the reserved area of the site and the catalogue.

## 9.5 Manage your LinkedIn profile

When you follow our LinkedIn channel or interact with our LinkedIn profile, leaving a comment or advice or sharing one of our posts, we use your data to interact and communicate with you through our LinkedIn profile in order to propose products and services and develop the our "Brand" also on this channel. We inform you that the information you voluntarily provide us on LinkedIn and the expressions of interest will be used exclusively for the analysis and communication purposes declared in this information. offensive comments or in violation of any applicable law and to protect their interests in court.



**Acquisition Mode:**The data is voluntarily provided by you through our LinkedIn profile.



**Basis of lawfulness:**We process this data by virtue of our Legitimate Interest to promote our brand through social channels and respond to any requests for information - art. 6.1 letter f) of the GDPR.



**How long do we keep your data:**We retain your personal data until you delete your LinkedIn account or to the deletion of your comment or post in which you tagged us.

## 9.6 Manage your Google My Business profile

When you use our Google My Business channel or interact with our profile, leaving a review or comment, we use your data to interact and communicate with you through our profile in order to protect, promote and develop our "Brand" on this channel. Also for the purpose of protecting its own interests or those of third parties, MSA Damper reserves the right to request the deletion of comments that are offensive or in violation of any applicable law and to protect its interests in court.



**Acquisition Mode:**The data is voluntarily provided by you through our My Business profile.



**Basis of lawfulness:**We process this data by virtue of our legitimate interest in promoting contact with our company and our brand through the management of the Google-art My Business profile. 6.1 letter f) of the GDPR.



**How long do we keep your data:**We retain your personal data until you delete your Google account or to the cancellation of your commendation or.

## 9.7 Newsletters and other direct marketing communications

We may use the information you provide to send you newsletters or other communications which we believe may be of interest to you. Where required by law, the sending of commercial communications will take place only after obtaining your consent. In any case, we offer you the possibility to unsubscribe from any communication sent.

**Description of service:**If you want to keep up to date on our products and choose to subscribe to our newsletter or other form of direct automated communication, it is necessary to provide some data such as your name, your e-mail address or other specific data declared from time to time in the registration form. If you sign up for our newsletter service, you give us your consent to send commercial communications (e.g. information notes, promotions, etc.) to your email address in an automated manner. Such communications will never be invasive and will be carried out exclusively for the purposes of commercial promotion of our Brand and our products

and/or services. You can revoke your consent to processing for these purposes at any time, free of charge and easily via the appropriate link found in each of our emails or using the contact information indicated in this information. The effectiveness of the communications carried out through the newsletter service is periodically monitored in order to also understand your interest in the communications carried out. In particular, the correct delivery to your mail server, your interaction with the landing page such as, for example, whether or not you open our newsletters, and the number of openings over time are monitored.



**Acquisition Mode:** The data necessary to activate the communication service, such as your name and e-mail address, are voluntarily provided by you in the specific registration form. Information regarding the delivery of our communication to your mail server is provided automatically by the communication protocol. The data relating to your interaction with the communication service is obtained from special markers inserted by the newsletter service used by us within the landing page.



**Basis of lawfulness:** We process the data automatically provided in the communication protocol and those obtained from the newsletter management system, by virtue of our Legitimate Interest - art. 6.1 letter f) of the GDPR - to carry out personalized communications based on your interests. However, pursuant to art. 130 of the Legislative Decree. 196/2003, commercial communications carried out in an automated or systematic way (without the intervention of an operator) can only be carried out if the recipient has given his consent. This consent is equated by us to that provided for by art. - 6.1 lett. a) of the GDPR and is managed in the manner established by art. 7 of the GDPR.



**How long do we keep your data:** the data will be processed and stored until you decide to revoke your consent or request its deletion.

## **9.8 Soft Spam – Sending commercial communications relating to services or products already purchased**

If you are one of our customers, we may use the email address you provided to complete your purchase, to occasionally send you commercial communications about products or services similar to those you purchased. You have the possibility to object to this processing at any time, free of charge and easily via the appropriate link found in all our communications (e.g. e-mail). This direct marketing action (so-called **Soft Spam**”), is permitted within the limits of current legislation.



**Acquisition Mode:** The contact details used for communication were provided by you to complete a purchase.



**Basis of lawfulness:** We process this data by virtue of our Legitimate Interest - art. 6.1 letter f) of the GDPR to promote services and products similar to those you have already purchased and of the art. 130 c.4 of the Legislative Decree. 196/2003.



**How long do we keep your data:** The data will be processed for the entire duration of the commercial relationship. They will no longer be processed for this purpose if you decide to object to this processing.

## **9.9 Site administration and security**

We process your data to administer and maintain the security of our Site also to ensure its correct functioning, including troubleshooting and to understand any errors encountered during its use by you or other users; Furthermore, we process the data collected on our website to appropriately maintain, manage and administer the IT systems and services necessary for its operation; We also collect this data through our security systems (for example Antivirus and Firewall) when you browse our web pages or if you use our services or our web applications.



**Acquisition Mode:** The data is partly voluntarily provided by you through registration on our services and partly acquired automatically through communication protocols and your activities on the pages of the Site.



**Basis of lawfulness:**We process this data by virtue of our legitimate interest in administering the Site, the ICT systems and ensuring their availability, integrity and confidentiality. - art. - 6.1 lett. f) of the GDPR.



**How long do we keep your data:**We keep your personal data only for the time necessary to achieve the purposes described above.

## 9.10 Legal reporting obligations

We may process your data for the purpose of making necessary communications, in response to requests that we are legally required to comply with, to law enforcement or judicial authorities or in defense of legal claims.



**Acquisition Mode:**The data is already in our possession as it was collected for other purposes.



**Basis of lawfulness:**The processing is necessary to fulfill a legal obligation - art. 6.1 letter c) of the GDPR to which you or our company is subject.



**How long do we keep your data:**We retain your personal data for as long as necessary to fulfill our obligations.

## 9.11 Further storage of personal data

Upon expiry of the terms indicated above for their conservation, we will be able to anonymize your personal data and store them in this way indefinitely.

## 10 Who can process your personal data?

To achieve the purposes indicated above, the following subjects may have access to your personal data:

- to. Our employees and collaborators are adequately trained on measures to protect your rights and the security of your data. They act as authorized and competent subjects in the matter.
- b. We collaborate with companies, professional firms and consultants specialized in assisting and/or advising MSA Damper regarding privacy, administration, and legal issues. Furthermore, we involve third parties to ensure the correct functioning of our website and its services. For example, we rely on service providers, cybersecurity experts and other third parties to improve, extend and protect our website and our information technology systems. Each external party is carefully assessed in terms of competence and reliability, and is contractually bound to guarantee a level of protection of your personal data no lower than ours. These subjects act as Data Controllers pursuant to art. 4.8 of the GDPR.
- d. We may communicate your data to administrative, institutional, judicial authorities or other subjects for whom communication is mandatory by law or necessary for the purposes described in this information. These subjects will process the data in their capacity as Data Controllers pursuant to art. 4.7 of the GDPR.

The complete list of suppliers who process your personal data is available from the Owner.

## 11 Cookies and other technologies

When you browse the pages of our site, we automatically collect data through the use of "cookies". A cookie is a text file containing small amounts of data that a website can send to your browser, which may then be stored on your computer as a tag that distinguishes your computer but does not identify you. Some of our website pages use cookies to offer you a better service during subsequent uses of the website. You can set your browser to receive a notification before receiving a cookie, so that you have the opportunity to decide whether accept it or not. You can also set your browser to disable cookies; however, if you do this, some pages on our website may not function properly.

Instructions for disabling cookies can be found on the following web pages: [Mozilla Firefox](#)-[Microsoft Edge](#)-[Google Chrome](#)-[Opera](#)-[Apple Safari](#)

For information on the specific cookies used on this website, we invite you to consult the website's Cookie Policy using the appropriate link at the bottom of all pages of the site (Footer).

## 12 Links to other websites and social media

Where we provide links to other websites we do so for information purposes only. Other websites are beyond our control and this Policy does not apply. If you access other websites using the links we have provided, the operators of these sites may collect your data and use it in accordance with their Privacy Policy, which may differ from this Policy.

**Social Network Plugins:** This Site also incorporates plugins and/or buttons for connecting to your social networks (e.g. LinkedIn) in order to allow you to easily share our contents on your favorite social networks. These plugins are programmed so as not to set any cookies when you access our page, to safeguard your privacy. Cookies are possibly set, if so provided by social networks, only when you make effective and voluntary use of the plugin (e.g. when you click on the link button). Please note that if you are authenticated on the social network then you have already consented to the use of cookies installed through this Site when you registered on your social network.

Remember that your Social Network is the independent data controller of your personal data and that, as such, it does not operate under our responsibility. The collection and use of information obtained through the plugins are governed by the respective privacy policies of the social networks, to which we invite you to refer:

LinkedIn - <https://www.linkedin.com/legal/cookie-policy>

Google - <https://policies.google.com/technologies/cookies?hl=it&gl=it>

If you access LinkedIn through our site (e.g. via a special icon in the header or the link in the footer), LinkedIn will be able to know that you have consulted our site by analyzing the data from which the link came from.


LinkedIn is the data controller of your personal data

## 13 What are your rights?

In accordance with applicable law and in circumstances determined by the lawful bases on which your personal data is processed, you may exercise the following rights.

- (a) **Right of access to personal data.** You have the right to obtain confirmation as to whether or not we are processing personal data concerning you and, if so, to obtain access to the personal data processed. You have the right to obtain a copy of the data being processed. This right is applicable only if it does not lead to infringement of the rights and freedoms of others. On this point it is specified that in the case of repeated requests, we may charge you an expense contribution based on our administrative costs.  
If you have an account (e.g. catalog reserved area access), you can access your user profile in order to obtain a copy as well as correct, modify or delete inaccurate data. You also have the option to close your Account at any time by writing to [dataprotection@msadamper.com](mailto:dataprotection@msadamper.com)
- (b) **Right to rectify, delete or limit the processing of personal data.** If you wish to rectify, delete or limit the processing of your personal data, please contact us using the information we have provided in the section. It is your responsibility to ensure that you provide truthful, accurate, complete information and keep it up to date (e.g. accounts).
- (c) **Right to withdraw consent.** If you have given us consent to the processing of your data, you can revoke it at any time (e.g. newsletter)
- (d) **Right to data portability.** If the processing is based on your consent or contract and is carried out by electronic means, you have the right to receive the personal data concerning you provided to us in a structured, commonly used and machine-readable format and you have the right to transmit such data to another data controller without impediments on our part. Please note that this right does not apply to processing carried out through our website

- (e) **Right of opposition.** As a user you have the right to object to the processing of your data in certain circumstances. For example, you may benefit from this right if the processing is based on our legitimate interests (or those of a third party). You may contest whether our legitimate interests are based, however, we may have the right to continue to process such personal data on the basis of our legitimate interests or where this is relevant in relation to legal proceedings, or the data is necessary for the investigation, the exercise or defense of a right in court. You also have the right to object to the processing of your personal data for direct marketing purposes.
- (f) **Right not to be subjected to an automated decision-making process.**
- (g) **Compensation.** We also remind you that anyone who suffers material or immaterial damage caused by a violation of Regulation (EU) 2016/679 has the right to obtain compensation for the damage from the data controller or data processor.
- (h) **Right to lodge a complaint with the supervisory authority.** Without prejudice to the possibility of contacting our Company to exercise the rights connected to the processing carried out by us, you can lodge a complaint before the independent administrative authority competent in the Member State of the European Union where you habitually reside, where you work, or where you an alleged violation of the law on the protection of your personal data has occurred. In Italian territory you can submit a complaint to the following supervisory authority:

 <b>Garantor for the protection of personal data</b>
Contact center: +39 06.696771 Email address: <a href="mailto:garante@gpdp.it">garante@gpdp.it</a> PEC address: <a href="mailto:protocol@pec.gpdp.it">protocol@pec.gpdp.it</a> Website: <a href="https://www.garanteprivacy.it">https://www.garanteprivacy.it</a>
<p align="center"><b>Forms for exercising your rights</b></p> <p align="center">To exercise your rights towards the owner, you can use the following form:  <a href="https://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/1089924">https://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/1089924</a>  Remember that to allow you to exercise your rights, we require your identification.</p>

## 14 Data security

We have adopted a series of physical, technical and organizational measures to guarantee adequate levels of security to the personal data processed under our control, so as to prevent all reasonably foreseeable risks, with particular but not limited reference to their destruction, loss, modification or unauthorized disclosure or accidental or unlawful access.

The data provided is stored and archived on secure servers in the European Economic Area

If you have a password that allows you to access our web services, it is your responsibility to keep it secure and confidential.

## 15 International transfers

Our personal data processing operations always take place within the European Economic Area ('EEA'). If for any reason the need arises to transfer data to Third Countries we will implement appropriate security measures and safeguards to ensure that your data is adequately protected in such Third Countries (for example, using standard contractual clauses).

## 16 Changes to the Policy

This Policy was last updated on **12/04/2023**. A notice will be posted on our website home page whenever this Policy changes in a material way.

## 17 Questions about this Policy

The publisher of this site **MSA Damper s.r.l.** which acts as Data Controller of your personal data. If you have any questions, concerns or complaints regarding this Policy or the management of your data, you can contact us by email at: [dataprotection@msadamper.com](mailto:dataprotection@msadamper.com)