

ONLINE CONTACT FORM PRIVACY NOTICE

Data Controller

The Data Controller is **Panora S.p.A.** – Fraz. Ponteghiara No. 8/a – VAT No. 01691680340 – Email: privacy@panoraseeds.com

Purpose of Data Processing

The personal identification and contact data you provide will be used by the Data Controller for the following purposes:

- a) To respond to your request for information related to the company's activities, submitted via the contact form on the Data Controller's website.

- b) To send newsletters and/or communications about future commercial initiatives, promotions, service announcements, and offers related to the activities of the Data Controller.

Data Provision and Consent

In order to provide the requested information and a clear response, we require all data, including your email address. Therefore, providing your data is mandatory.

Data Processing Methods

Your personal data will be processed in accordance with the principles of fairness, lawfulness, and transparency, safeguarding your privacy and rights. Processing will be carried out using up-to-date IT systems or paper-based methods by authorized personnel. The Data Controller will implement appropriate technical and organizational measures according to the level of risk.

Data Subject Rights

You have the right to request from the Data Controller access to your personal data, as well as its rectification, deletion, restriction of processing, or to object to its processing. You may also request a full explanation of your rights by writing to the Data Controller.

Right to Lodge a Complaint

If you believe that your data is being processed in violation of the GDPR (EU Regulation 2016/679), you have the right to lodge a complaint with the Italian Data Protection Authority (Garante per la Protezione dei Dati Personali), using the contact details available at <https://www.garanteprivacy.it/>.

Withdrawal of Consent

With regard to the purpose described in point b), you may withdraw your consent at any time by writing to the Data Controller. This will not affect the lawfulness of processing based on consent before its withdrawal.

Data Disclosure and Transfer

The collected data will not be disseminated, sold, or exchanged with third parties without your explicit consent, except where necessary to provide the requested service. To fulfill the purposes, your requests will generally be handled by the relevant branch office. However, for organizational reasons or to provide a quicker response, your data may be transferred to other branches, including those outside the EU. These branches are still subject to EU regulations, and the Data Controller remains the entity named above.

Data may also be disclosed to competent authorities as required by law.

Data Retention Period

- a) The data you provide will be stored for a period of 2 years from the date of your request via the contact form, unless you request its deletion beforehand.

- b) Data will be retained until the service is terminated by the Data Controller or until you expressly opt out of receiving further communications.

Panora S.p.A.

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