

**INFORMATION ON PROCESSING PERSONAL DATA (OF THE CUSTOMERS)
PURSUANT TO ARTICLE 13 OF THE EU REGULATION 2016/679**

We wish to inform you that the UE Regulation 2016/679 establishes the protection of natural persons with regards to the processing of personal data. According to the law, processing of personal data must be based on the principles of fairness, lawfulness, transparency and protection of confidentiality and the rights of the data subjects.

We also wish to inform Customers that Ali Group S.r.l. a Socio Unico, located in Via Gobetti 2A, Fr.Villa Fiorita, 20063 CERNUSCO S/N (MI), to which the following brands belong [Alphatech, Comenda, Krefft, Lainox, Mareno, Oem, Polaris], in the role of Data Controller, collects and processes the data for the following purposes:

- 1) in order to comply with legal obligations to which the Controller is subject;
- 2) in order to manage and to execute purchase orders;
- 3) in order to comply with the contract obligations to which the Controller is subject;
- 4) in order to manage commercial risks;
- 5) in order to answer customer questions and verify customer satisfaction;
- 6) in case of customer purchase, in order to communicate promotions directly to customer through e-mail/ SMS/ traditional mail and in order to send our Aliword magazine.

The provision of personal data, with regards to the purposes mentioned in points 1), 2), 3), 4), 5), is necessary for the supply of products / services of the Data Controller; it is necessary in order to ensure a full performance of the contract; it is necessary in order to satisfy any data subject request (technical information, commercial information, etc.).

Any refusal in the provision of the data could result in a failure or a partial execution of the contract.

With regards to point 6), the Customer is free to oppose the use of their own personal data .

The personal data will be processed - both with manual tools and electronic tools - by data processors or by authorised persons, acting on specific instructions concerning purposes and arrangements of the processing. The complete list of them is available at the headquarters of the Data Controller.

Ali Group S.r.l. will be allowed to communicate the Customer's personal data only:

- to third parties who need the data in order to comply with the contract obligations;
- to consultants who provide professional advice or services, that are necessary for the purposes indicated above;
- to subjects who process data in execution of specific legal obligations.

In the event that the data should be transferred to our service providers located in the United States, the data transfer will be performed in compliance with the principles and the rules established by the EU Regulation 2016/679.

The Customer can request more information about data transfers by contacting our company.

The personal data of each Customer will be stored for the duration of the contractual obligations and for the duration of any other period required by law.

Pursuant to articles 15 to 22 of the Regulation (EU) 679/2016 data subjects have the right to obtain from the Data Controller, where appropriate, access to their personal data to understand how they are processed. The Customers have the right to obtain from the Data Controller the erasure or rectification of inaccurate personal data concerning themselves. They also have the right to request the restriction of data processing concerning them, and to object to the processing by writing to the following email address privacy@aligroup.com or by calling the number +39 02 921991.

With regard to the right to request the Data Controller to end the sending of information on products, services and business initiatives (point 6, above mentioned), each communication will include a special option that will allow the recipient to easily cancel himself from the distribution list.

In case of failure of the mentioned requests, the Customer has the right to lodge a complaint with the competent Supervisory Authority, pursuant to article 77 of the Regulation.