



Casa Fondata nell' Anno 1612
Firenze

GENERAL TERMS OF USE OF THE OFFICINA PROFUMO-FARMACEUTICA DI SANTA MARIA NOVELLA WEBSITE, PRIVACY POLICY AND TRADEMARK

General terms of use of the Officina Profumo-Farmaceutica di Santa Maria Novella website

Legal notice.

Please read the following terms and conditions carefully before using this website.

Browsing and use of the website accessible via the www.smnovella.com URL (hereinafter the "Site") constitutes full acceptance of these General Terms of Use, which are published in the appropriate pages and sections of the Site for the use of individual services and/or contents and/or materials of any type (hereinafter the "Contents"). The user confirms that they have read and accept these General Terms of Use and/or any other note, legal notice, privacy statement or disclaimer wherever published on the Site.

The user represents the following obligations and warranties both on his/her own behalf and on the behalf of any related third party whom he/she has authorised to use the Site.

1. OBJECT.

These General Terms govern the conditions of use of Site Contents, which is the property of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A.

Use of the Site and ability to access the Contents is subject to acceptance of the following General Terms. If you do not agree with these terms and conditions, please do not use the Site or download any material. Browsing and/or use of the Site implies acceptance of these General Terms.

Access to some Site Contents may constitute user acceptance of further terms and conditions of use, which, depending on the circumstances, may replace, supplement and/or modify these Terms.

2. MANDATORY GENERAL INFORMATION.

Mandatory general information within the meaning of art. 7 of legislative decree no. 70 of 9 April 2003 and of art. 2250 of the Italian Civil Code, is listed below.

The Site is the property of:

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A.

Registered office: Via della Scala 16 - 50123 Florence

Taxpayer ID and VAT no.: 00459370482

Florence business register number: 00459370482 - Chamber of Commerce for Industry, Crafts and Agriculture no. 1820 -

E.A.I. no. EN0909000006252 Fully paid-in share capital: EUR 2,000,000 (Euro two million/00)

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. can be contacted directly at the following address and e-mail address:

Tel. +39. 055/4368315

Fax. +39. 055/4222432

e-mail: officina@smnovella.com

3. USE OF CONTENTS AND INFORMATION. USER WARRANTIES AND RESPONSIBILITIES.

The information and Contents available on the Site can be used free of charge, unless there are specific indications to the contrary. The information and Contents available on the Site is provided for information purposes only and, unless otherwise and specifically provided (e.g.: commercial offers, discounts, promotions, etc.), does not, within the meaning of art. 1336 of the Italian Civil Code, constitute a contractual proposal or an offer to the public of the products and/or services described, and cannot be considered binding for the purposes of any negotiation or business relationship.

To the extent permitted by applicable law, and unless otherwise specified on the basis of ethical constraints and/or generally recognised business practices, users acknowledge that the use of the Site is at their sole risk. The Site is provided on an "as is" and "as available" basis. Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. provides no specific warranty in terms of the results that are expected, expected, desired or achieved with the use of the Site.

Within the limits of art. 1229 of the Italian Civil Code, users represent and warrant to indemnify and hold harmless Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., its representatives, employees and collaborators, consortium members and partners from any claims or demands, including legal expenses, that may be made against them in relation to use of the Site. If the applicable legislation does not allow exemption from liability, the liability of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. must, in any case, be limited to the extent permitted by the law.

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. accepts no liability for any user claims relating to inability to use the Site and/or the Contents for any reason. Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall not be held in breach or liable for direct or indirect damages, claims or losses of users arising from failure and/or defective operation of the electronic equipment of the users themselves or of third parties, including Internet Service Providers, telephone and/or telematic connections not directly managed by Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. or by subjects to whom Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. must report, or for the actions of other users or other individuals who have access to the network.

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. reserves the right to permanently or temporarily disconnect the Contents (or any part thereof), at any time. The user acknowledges that Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall not be held liable, in any way, to users or third parties for the suspension or interruption of its Contents, unless other relevant, specific, different and additional contractual commitments have been agreed with the users.

Any information (text or graphics) relating to the goods and/or services offered on the Site but that originate directly from Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. suppliers, shall not entail any liability on the part of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., the individual suppliers being exclusively liable for the information, specifications and descriptions provided therein. Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall not therefore be liable for any inaccuracies, graphical errors or express or implied warranty on the information, contents and software, marketability and suitability for specific purposes of the data, goods and services communicated or offered by suppliers on the Site, it being nevertheless pointed out that it shall, on request and within the limits of the law, provide the names, addresses and any other necessary data to identify the supplier and/or the manufacturer of the goods and services that may be offered.

The user undertakes to use the Site and the Contents diligently, correctly and in accordance with the law and, by way of a non-exhaustive example, undertakes to refrain from:

- (a) any improper use of the Site in conflict with the law, these terms of use and all the other indications published in this Site, or contrary to good morals and accepted principles of morality;
- (b) any action that may be detrimental to the rights and interests of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., and/or third parties, including intellectual or industrial property rights, or that may in any way damage, impair or impede normal use of the Site, computer media or documents, files and each category of content stored therein;
- (c) reproducing, copying, converting, distributing, making available or disclosing in any other form to other sites or to the public any material and/or information contained on the Site, unless such action has been expressly authorised by Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A.

The user agrees that any information or material he/she provides Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., via e-mail or other means of communication shall not be considered confidential. By providing such information or materials to Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., the user assigns and fully and gratuitously transfers all intellectual property rights relating to such information and materials to Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. (save for cases of previous property rights and application of the rules on the protection of know-how contained in legislative decree 30/2005 and for those cases generally applicable to protecting trade and business secrets); within the limits envisaged, Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall therefore be free to use, reproduce, transmit, distribute, modify, assign and license such information and materials. Subject to the limits specified above, Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall be free to use any ideas, concepts, know-how or technical knowledge contained in such information and materials, for any purpose, including the development, production and marketing of products using such information and materials.

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall not be held liable for the information (text or graphics), documents or materials placed on the Site by the users when using specific Contents.

The user acknowledges and agrees that all information, data, software, music, sounds, photographs, images, videos, messages or any other material, either publicly accessible or privately transmitted, is the sole and exclusive responsibility of the persons providing such Contents. This means that the user (and its employees, collaborators, assignees etc.), and not Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., is solely and exclusively responsible for any content he/she uploads, posts, e-mails, transmits by any other means or disseminates via the Site.

The user undertakes not to use the Contents or any other service or functionality provided on the Site to: a. upload, post, send or otherwise transmit or disseminate content that is unlawful, harmful, threatening, abusive, harassing, defamatory and/or slanderous, vulgar, obscene, invasive of another's privacy, racist or otherwise objectionable; b. inflict harm on minors in any way; c. misrepresent his/her identity by, for example, introducing himself as a representative of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., or lie about his/her relationship with other parties; d. create letterheads or otherwise manipulate distinctive marks or indications so as to disguise the origin of a content transmitted or disseminated through any type of functionality available on the Site; e. upload, post, send privately or otherwise transmit or disseminate any content he/she has no right to transmit or disseminate by virtue of a legal or contractual provision or by virtue of a fiduciary relationship (such as confidential information, confidential information he/she has become aware of by virtue of a contract of employment or that is protected by a confidentiality agreement); f. upload, post, privately or otherwise transmit or disseminate any content that infringes any patent, trademark, secret, copyright or other third party industrial and/or intellectual property rights; g. upload, post, privately or otherwise transmit or disseminate advertising, promotional materials, junk mail, spam, chain mail, pyramid schemes or any other form of unauthorised or unsolicited canvassing; h. upload, post, affix or otherwise transmit or disseminate any material that contains viruses or other codes, files or programs created to disrupt, destroy or limit the functionality of third party software, hardware or telecommunications equipment; i. disrupt normal communications or, in any case, act so as to affect the ability of other users to use the Site; j. interfere with or disrupt the Contents and/or servers connected with the Contents; k. intentionally or unintentionally breach any applicable law or regulation; l. pursue or otherwise harass third parties; collect or store the personal data of other users.

It is, in any case, expressly understood that Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall, at the request of the competent authorities, take immediate steps to promptly remove such content, in compliance with the technical timeframes required for this operation, by revoking the Site access permissions of the user responsible.

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. reserves the right to take the necessary action against users who fail to fully comply with particular reference to the provisions of this section.

4. LINKS TO OR FROM OTHER INTERNET NETWORK RESOURCES (LINKING)

The Site may offer links to other websites or other internet network resources. The user hereby acknowledges and recognises that Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. cannot be held in any way responsible for the functionality of said external sites or resources.

Hyperlinks or any other type of links or technology-based links to the Site cannot be created to the Site without the prior written consent of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. In any case, even where authorised, the creation of said links shall not give rise to any liability on the part of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., without prejudice to the fact that the company reserves the right to request the removal of such links at any time.

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. is under no obligation to monitor, and indeed does not monitor, the content of such sites and shall not be held liable for the content and/or material, including advertising material, disclosed on such sites or external resources or for the products or services offered. Such products or services shall not, in any way, be deemed as sponsored, promoted, or supported by Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., and the User shall therefore be fully liable for the use and or any purchase of said products and services.

5. INTELLECTUAL AND INDUSTRIAL PROPERTY.

The Site and all its Contents are the exclusive and reserved property of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., and/or of its assignees and/or of third parties, where specified, and are protected by applicable national and international standards for the protection of intellectual and/or industrial property rights.

For the purposes of application of the provisions of this section, Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. uses the term "Site" to refer to any content and technical-computer element at the basis of the Site, including but not limited to, the software that allows site operation and the relevant codes, the electronic databases, wording, photographs, press releases, animations, audio and video files regardless of the format, reproductions of trademarks, logos, trade names of products and/or services etc., as well as the technical solutions implemented, the graphic design, the structure and every other part that has already been or is yet to be created.

In relation to the Site, Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. uses the phrase "Intellectual and Industrial Property Rights" to refer to the set of rights recognised and protected by the national and international standards currently in force, including - but not limited to, in all Counties throughout the world and without time-limit, all patent rights (including the right to file the relevant patent application), present and future copyright, trademarks and/or service marks (registered trademarks and *de facto* trademarks used by Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A.), brands, names, trade names, know-how, domain names, databases and all related applications.

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. uses the term "Materials" to refer to all the Contents of the Site and to all other content consisting of - but not limited to - text, images, graphic designs, files, software of any type, audio and video materials, virtual animations, multimedia and/or hyperlink elements, regardless of the format, of the containing media, of the extension (including but not limited to: mp3, wav, jpg, mpeg, gif, doc, etc.), of the size, of the versions in use, of their distribution and/or transmission methods.

The Materials published on the Site may be subject to the following conditions:

- 1) a written authorisation request that does not unreasonably deny such use must be submitted to Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. prior to use, as appropriate;
- 2) the Materials must remain in their original format and, if reproduced, must always specify that it is the property of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. and/or of third parties or must specify copyright or author information;
- 3) the use, for any reason and for any purpose, must not be on a for-profit basis;
- 4) the source, author and/or holder of the rights on the Materials and the internet address from which the Materials were obtained must be cited;
- 5) the use, by any method and for any reason, of Materials consisting of legal documents (e.g.: information, contractual terms, etc.) published online is prohibited. Any breach shall be pursued in accordance with the law.

The reproduction and use of the articles and the information materials contained in the "Print" section and in the "Events" section of the Site must comply with the provisions of art. 65 and art. 101 of Law no. 633 of 22 April 1941 as amended and extended, which envisage: (art. 65) "news items of a financial, political or religious nature, published in newspapers or magazines, or broadcast on the radio or made available to the public, and other material of the same type may be freely reproduced or communicated to the public in other magazines or newspapers, including televised broadcasts, if the reproduction or use has not been expressly reserved, provided that an indication of the source from which they are drawn, as well as the date and name of the author, if reported, are provided"; (art. 101) "the reproduction of news and information is permitted provided that it does not take place through acts contrary to fair use for journalism and so long as the source is cited".

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. holds all rights to the consultable electronic databases on the Site, and allows their consultation only. Unless otherwise specified, extraction, reproduction and any other use is prohibited, within the limits of art. 64-*quinquies* and art. 64-*sexies* of Law no. 633 *et seq* of 22 April 1941, as amended and extended. On this point, it should be borne in mind that within the meaning of art. 102-*ter* of the cited law, legitimate users of the electronic database available to the public may not cause detriment to the holder of the relevant copyright or other associated right in relation to the works or services contained in the database. Moreover, the legitimate user of a database made available to the public by whatever means, may not carry out transactions that conflict with normal database management or that are unjustifiably detrimental to the database creator.

For any clarification on the use of the Materials and Contents available on the Site and/or on Intellectual and Industrial Property Rights, please contact Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. at the following e - mail address: officina@smnovella.com

The Materials published on the Site have been carefully screened and analysed and have been processed with the utmost care. Errors, inaccuracies and omissions are in any case possible. Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall not be held liable - with reference to Materials freely available for consultation on the Site - for errors and omissions or for any user reliance on the Materials.

Unless otherwise specified, the information contained in the Materials is exclusively provided for information and updating purposes and is not exhaustive. The Materials should not be understood as the expression of an opinion or an indication or premise for making a decision. Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall not be held liable for any user action or omission resulting from use of the information contained in the Materials without first requesting specific clarification or the opinion of Officina Profumo-Farmaceutica di Santa Maria Novella S.r.l. in this regard.

The user undertakes to strictly comply with the terms of use of the Contents and Materials accessible on the Site and to comply with all the Intellectual and Industrial property rights relating thereto. He/she shall be liable for any unlawful or injurious acts attributable thereto and shall hold Officina Profumo-Farmaceutica di Santa Maria Novella S.r.l. harmless, should behaviour that breaches national and/or international intellectual and/or industrial property protection laws - fully referred to herein and applicable to all such matters as not expressly provided for herein- negatively affect the rights of third parties in general.

6. AMENDMENTS, APPLICABLE LAW AND JURISDICTION.

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. reserves the right to make changes to the Site, to these General Terms and to other legal notices published anywhere on the Site at any time. When consulting the site, the user must always refer to the current wording of the General Terms and of the other legal notices published on the site.

Amendments will come into effect when published on the Site. Continued use of the Site by the user following an amendment shall be deemed as acceptance of said amendments.

All users can check the latest version of the terms and conditions of use of the Site, as updated by from time by Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., by connecting to the Site.

The General Terms, other legal notices published on the Site and the relationship between Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. and Site users have been prepared on the basis of and are governed by Italian law. Any disputes arising between Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. and users in connection with or otherwise associated with the use of the Site and/or the Contents shall be subject to the exclusive jurisdiction of the Court of Florence, within the limits of art. 5.1 of the Rome Convention of 1980 and of art.14 and art. 15 of the Brussels Convention and, where applicable, as provided by Council Regulation (EC) no. 44/2001 of 22 December 2000.

Should some of the provisions of the General Terms and/or of the other legal notices published on the Site be deemed invalid or unenforceable, said provisions shall be in any case interpreted in such a way as to reflect the common aims of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. and the users, in accordance with the remaining provisions of the General Terms and/or of the other legal notices published on the Site.

Failure on the part of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. to exercise the rights and provisions envisaged by the General Terms and/or the other legal notices published on the Site shall not constitute waiver thereof unless expressly stated in writing by Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A.

7. MISCELLANEOUS.

Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. is pleased to obtain information or suggestions in relation to Site and/or the Contents from the public. Users can contact Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. at the following e-mail address: officina@smnovella.com or at the address indicated above. Any suggestion or information thus obtained by Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. shall be treated as non-confidential information and may be used without limitation. The user shall be held liable if the information supplied to Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. breaches the rights of third parties.

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PRIVACY POLICY

The aim of this document is to provide a general description of the methods by which the www.smnovella.com (hereinafter, the "Site") is managed with reference to the processing of the personal data of users consulting the site (the document does not include processing performed on other websites that can be consulted by the user via links on the Site).

This general document provides information on the criteria for the correct processing of personal data on or through the Site, criteria that the user will find illustrated in detail in the Privacy Statements - if published - in the various sections of the Site that set out the methods and the purposes of the processing of personal data in connection with the supply of specific services and/or various types of information.

This document reproduces intentionally reproduces the content of the Privacy Policy implemented by the Italian personal data protection authority with reference to the processing of the personal data of users that connect to the official www.garanteprivacy.it website. It is indeed the intention of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. to bring its privacy protection policies into line with the provisions of both the Consolidating Act of the personal data protection rules (Legislative Decree no. 196 of 30 June 2003, Privacy Code) and the precautions and procedures laid down by the Authority in the Privacy Policy document published on the Authority's official website. These include the information contained in Recommendation no. 2/2001, implemented by the European personal data protection authorities, grouped under the Group established by art. 29 of Directive 95/46/EC on 17 May 2001, to identify certain minimum requirements for the online collection of personal data and, specifically, the methods, timeframes and type of information that Data controllers must provide to users when users connect to web pages, regardless of the purposes of such connection.

Personal Data Controller (art. 28 of the Privacy Code)

Data relating to identified or identifiable persons may be processed after use of the Site.

The Data Controller is Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., with registered office at Via della Scala 16 - 50123 Florence - Tel. +39. 055/4368315
Fax. +39. 055/4222432.

Personal Data Processor (art. 29 of the Privacy Code)

The Data Processor is Mrs. Ester del Vigo, appointed within the meaning of art. 29, paragraph 2 of the Privacy Code.

Location of processing of the personal data.

Processing in connection with the internet services provided by this Site takes place at the above premises and is carried out by technical processing agents or by any agents appointed to carry out occasional maintenance operations.

Personal data is only disclosed and disseminated in accordance with the provisions of the Privacy Code: with the consent of the data subjects or, where the law so provides, on the basis of the provisions of art. 24 and art. 25 of the Code.

Categories and types of personal data processed.

Browsing data

During normal operation, the computer systems and software procedures used in Site operation acquire personal data, the transmission of which is implicit in the use of internet communication protocols.

This information is not collected to be associated with identified data subjects, but could, by its very nature, allow users to be identified via processing and association with data held by third parties.

This data category includes the IP addresses or domain names of the computers used by users connecting to the Site, the URIs (Uniform Resource Identifiers) of the requested resources, the time of the request, the method used to submit the request to the server, the size of the file size received in response, the numerical code indicating the status of the response provided by the server (successful, error, etc.) and other parameters relating to the operating system and the user's computing environment.

This data is used for the sole purpose of obtaining anonymous statistical information on Site usage and to monitor the correct operation thereof and is immediately deleted once processed. The data could be used to ascertain responsibility in the case of hypothetical computer crimes against the Site: except in such circumstances, web contact data, except user requests, is not currently stored on a permanent basis.

Information provided voluntarily by the user

The optional, explicit and voluntary transmission of e-mails to the addresses indicated on the Site entails the subsequent acquisition of the sender's e-mail address, for the purposes of responding to requests, and of any other personal data included in the message.

Specific summary information will be progressively listed or displayed on Site pages dedicated to special on-demand services.

Use of cookies or persistent user tracking/monitoring systems.

No user personal data is purposely acquired by the Site.

Cookies are not used to transmit personal information and no persistent cookies of any type, i.e. persistent user tracking systems, are used.

The use of session cookies (which are not persistently stored on the user's computer and disappear on closing the browser) is strictly limited to the transmission of session identifiers (consisting of random numbers generated by the server) which are required for safe and efficient browsing of the Site.

Optional data provision.

Except as specified for browsing data, the user is always free to provide personal data for the purposes on which basis he/she connects to the Site. However, failure to provide data can, in some cases, result in inability to obtain what has been requested.

Processing method.

Personal data is processed by automated means for the time strictly necessary to fulfil the purposes for which it was collected.

Specific security measures are observed to prevent data loss, unlawful or incorrect use and unauthorised access.

Rights of data subjects.

Data subjects have the right to obtain confirmation of the existence or non-existence of said data at any time and to be informed of the content and provenance of said data, to check the accuracy of said data and request that it be updated, rectified and supplemented (art. 7 of Legislative Decree No. 196/2003).

Within the meaning of said article, data subjects have the right to request that data processed in breach of the law be deleted, converted into anonymous form or blocked and to in any case object to the processing of said data where there are justified reasons for such objection.

Requests can be made to the Data Controller, without formality, or to the Data Processor directly by sending an e-mail to the following e-mail address: ester@smnovella.com.

Privacy statement pursuant to art. 13 of the Privacy Code

(Legislative Decree no. 196 of 30 June 2003 consolidating the rules on the protection of individuals and other subjects with respect to the processing of personal data)

Dear Sir/Madam,

We would like to inform you, within the meaning of art. 13 of Legislative Decree no. 196 of 30 June 2003 consolidating the legislative provisions regulating the protection of individuals and other subjects with respect to the processing of personal data (the "Code"), that the information and data provided by you when filling out the above form shall be processed in accordance with the above-mentioned provisions and confidentiality obligations that inspire the activities of Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A.

Processing of personal data means any operation or set of operations, carried out even without the assistance of electronic instruments, concerning the collection, recording, organisation, storage, consultation, processing, modification, selection, extraction, comparison, utilisation, interconnection, blocking, disclosure, dissemination, deletion and destruction of data, even if not recorded in a database.

Within the meaning of art. 13 of the Code, we therefore provide you with the following information. The processing that we intend to perform:

- a) has the following purposes: handling any type of request received through the "Contact" section of the Site and providing users with the relevant answers. Regardless of the mail addresses made available on the Site from time to time for submitting specific requests (e.g.: contact and general requests, booking Officina Museum tours, event participation, etc.).
- b) shall be performed by the following means: with the assistance of electronic tools.
- c) the data shall be disclosed exclusively to Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. Data Processors or processing agents, so that the processing agents may manage the requests received. Your data shall not be disseminated. Pursuant to art. 13, paragraph 1d), the subjects or categories of subjects to whom your personal data may be disclosed, in their capacity as processing agents are: secretarial staff, administrators and the I.T. staff who manage the internal Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. network.

We would like to inform you that the provision of data is optional, but that failure to provide such data would result in us being unable to process your requests.

The Data Controller is Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A., with registered office at Via della Scala 16 - 50123 Florence - Tel. +39. 055/4368315
Fax. +39. 055/4222432.

The Data Processor is Mrs. Ester del Vigo, appointed within the meaning of art. 29, paragraph 2 of the Privacy Code.

The data will be held at the registered office of the Data Controller for the time established by applicable legislation. We would also like to inform you that such data shall be collected, processed and stored in full compliance with the provisions of art. 31 et seq of the Privacy Code and Technical Specifications – Annex B to the Code – on minimum security measures.

You may contact the Data Processor at any time, without formal obligations (by e-mail, telephone or fax) or by using the dedicated template provided by the Italian personal data protection authority (available on the www.garanteprivacy.it website) to assert your rights as envisaged by art. 7 of the Code, a full copy of which is provided for your reference at the bottom of this document. You hereby acknowledge that each subsequent use of the Officina Profumo-Farmaceutica di Santa Maria Novella S.p.A. e-mail to send us communications and/or requests shall entail the processing of your personal data, in respect of which you hereby provide knowledgeable and informed consent for the purposes specified in this privacy statement.

Art. 7 (Right to access personal data and other rights)

1. A data subject has the right to obtain confirmation of the existence of personal data relating to them, even if they have yet to register, and to obtain disclosure thereof in intelligible form.

2. Data subjects have the right to obtain information on:

- a) the source of the personal data;
- b) the processing purpose and method;
- c) the logic applied in the event of processing assisted by electronic means;
- d) the identification details of the data controller, data processors and designated representative within the meaning of art. 5, paragraph 2;
- e) the subjects or categories of subjects to whom personal data may be disclosed or that may become aware of such data in their capacity as designated representatives in the territory of the State, data processors or data processing agents.

3. The data subject has the right:

- a) to have his/her data updated, rectified or, if desired, supplemented;
- b) to have personal data deleted, transformed into anonymous form or blocked if processed in violation of the law, including data that does not need to be retained in relation to the purposes for which the data was collected or subsequently processed;
- c) to confirmation that the operations pursuant to a) and b), including the content thereof, have been brought to the attention of those to whom the data has been disclosed or distributed, except where this should be impossible or would require the use of means that are manifestly disproportionate to the protected right.

4. Data subjects have the right to object, in whole or in part,

- a) to the legitimate processing of their personal data, even if such data is pertinent to the data collection purpose;
- b) to the processing of their personal data for the purposes of issuing advertising, direct sales, market research material or commercial communications.

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