

Information Concerning Art. 13 of Law by Decree 196/2003

Dear Sir / Madam,

We wish to inform you that Law by Decree No. 196 of 30 June 2003 (“Protection of Personal Data Code”) provides for the protection of persons and other subjects in regard to the handling of personal data.

In accordance with the above-mentioned normative law, such handling will be characterised by principles of correctness, lawfulness and transparency, as well as the protection of your privacy and rights.

Pursuant to Article 13 of Law by Decree No. 196/2003, we therefore provide you with the following information:

1. The data furnished by you will be handled for the following purposes: promotional and marketing activities (including promo/marketing activities, telemarketing activities, publication on the project’s Website in an area reserved for demand/supply with access by means of an ID and password, the sending of e-mail messages, announcements, invitations and newsletters, the organisation of workshops, fairs, and other events and occasions for a meeting of demand/supply) as provided by the Interregional Project for the promotion of the “Italia for Events” congress/convention system (the project is one of the projects for the development of local tourist systems of interregional/superregional scope co-funded by the State pursuant to Art. 5 of Law 135/2001, which under section e) expressly provides for activities in connection with the telematic marketing of tourist projects so as to optimise their marketing in Italy and abroad).
2. The handling will be performed in the following manners: manually and by computer.
3. The providing of the data is optional and any refusal to furnish such data will be inconsequential.
4. The data will be administered by the Region of Tuscany, leader of the “Italia for Events” project, and may be communicated to subjects taking part in the IFE project for their own institutional promotional activities within the framework of the same project (Regions, ENIT, Federcongressi); such data may likewise be communicated, through publication on the project’s Website (in an area protected by ID and password reserved to the demand/supply sectors) and to other operators interested in such marketing, provided that they are members of the IFE Club, in conformity with the rules of the Club.
5. The controlling authority of such handling is: Regione Toscana – Giunta Regionale, Via Cavour, 18 – 50129 Firenze
6. The person in charge of such handling is the Director of the Tourism Sector of the Region of Tuscany, and other companies as external parties responsible for some technical phases of data handling.
 1. The representatives consist of the employees assigned to the office of the person in charge.
8. You may exercise your rights at any time in the regards of the controlling authority, pursuant to Art. 7 of Law by Decree 196/2003, which we reproduce in full for your convenience:

Law by Decree No. 196/2003, Art. 7 – Right of Access to Personal Data and Other Rights

1. The concerned party shall have the right to obtain confirmation of the existence or not of personal data that regard the same, even if not yet on record, and the communication thereof in intelligible form.
2. The concerned party shall have the right to obtain an indication:
 - a) of the origin of the personal data;
 - b) of the purposes and manner of the handling;
 - c) of the logic applied in the event of handling performed with the aid of electronic instruments;
 - d) of the essential identification data of the controlling authority, the persons in charge and the designated representative pursuant to Article 5, section 2;
 - e) of the subjects or categories of subjects to whom or to which the personal data may be communicated or that may gain knowledge thereof in the capacity of designated representative in the territory of the State, persons in charge or delegates/employees.
3. The concerned party shall have the right to obtain:
 - a) the updating, rectification or, when so-interested, supplement of the data;
 - b) the cancellation, transformation into anonymous form or blockage of data handled in violation of the law, including data whose preservation is unnecessary for the purposes for which the data were gathered or subsequently handled;
 - c) the certification that the operations as per a) and b) have been brought to the attention, including insofar as regards the content thereof, of those to whom the data have been communicated or diffused, except in the event that the fulfilment of this requirement turns out to be impossible or entails the use of means manifestly disproportionate to the right protected.
4. The concerned party shall have the right to object, in whole or in part:
 - a) for legitimate reasons to the handling of personal data that regard the same, even though pertaining to the purpose for which the data were gathered;
 - b) to the handling of personal data that regard the same for purposes of sending advertising material or material for purposes of direct sale or conducting market research or commercial communication.