

## **Information notice regarding Art. 13 of Legislative Decree no. 196 / 2003**

Dear User,

As part of its online service offering the possibility to purchase rights to use images from the digital image archive system of the Civic Museums of the City of Rome on this site, Zètema Progetto Cultura s.r.l., (Registered Office Via Attilio Benigni 59, Rome, 00156) will collect personal data necessary at the time of registration for that service (such as name, company name, Tax Code or VAT number, address and city, telephone number, email address, etc.). We therefore inform you, pursuant to Art. 13 of Legislative Decree no. 196/2003, of the following:

- 1) The processing of any personal data collected will be handled respecting the principles of correctness, legality and transparency, safeguarding your privacy and your rights (in accordance with Art. 2 of Legislative Decree no. 196/2003), and will be designed to ensure you, as an "interested party", the rights provided by the Code for the protection of personal data.
- 2) The data provided by you will be processed for the following purposes: to fulfil the obligations arising as the result of the contractual relationship established between you and Zètema Progetto Cultura s.r.l. in order to purchase the rights to use images in the digital image archive system of the Civic Museums of the City of Rome; to archive contracts once they have been finalised, as provided by Art. 12 of Legislative Decree no. 70 of 2003 ("Implementation of Directive 2000/31/EC on certain legal aspects of information society services, in particular electronic commerce, in the internal market "); and to send registered users email communications of an informative nature relating to new additions to the digital image archive, promotional activities, etc.
- 3) Providing personal data is a necessary requirement for registering and making online purchases in accordance with the Terms and Conditions governing the online purchase of rights to use images from the digital image archive system of the Civic Museums of the City of Rome. Refusal to provide such data will result in you not being able to use this service.
- 4) Personal data will not be disclosed to third parties, but may be disclosed to those employees of Zètema Progetto Cultura s.r.l. who are responsible for processing data.
- 5) Personal data will be processed as follows: the data will be processed both by automatic means, through computers networked together and situated at the headquarters of Zètema Progetto Cultura s.r.l., and by non-automated means, always in accordance with current regulations (Legislative Decree no. 196/2003) and in particular respecting the minimum security measures provided for.
- 6) The organisation handling personal data of identified or identifiable persons, as a result of providing the service offered on this site, is Zètema Progetto Cultura s.r.l., (Registered Office Via Attilio Benigni 59, Rome, 00156). The person responsible for processing personal data is Viviana Giovannozzi.
- 7) In accordance with the provisions of Art. 7 of Legislative Decree no. 196/2003, you can, at anytime, exercise your rights relating to personal data processed by the organisation handling personal data. These rights include the right to be informed of what personal data is processed by Zètema Progetto Cultura s.r.l, and the right to request updates, corrections, or deletions in relation to this personal data. You may exercise these rights by sending the relevant request via email to Zètema Progetto Cultura s.r.l, at [foto@museiincomuneroma.it](mailto:foto@museiincomuneroma.it).

Taking into consideration the above, I give Zètema Progetto Cultura s.r.l permission to use my personal data.

I also give my consent for Zètema Progetto Cultura s.r.l to send me emails with news and information about the digital image archive and promotional activities etc as outlined in 2) above.

### **Legislative Decree No. 196/2003, Article 7 - Right of Access to Personal Data and Other Rights**

1. The interested party has the right to obtain confirmation of the existence of personal data concerning them, even if not yet recorded, and their communication in an intelligible form.
2. The interested party has the right to be informed:
  - a) of the origin of the personal data;
  - b) of the purposes and manner of its use;
  - c) of the logic applied to the handling by electronic means;
  - d) of the identity of the organisation and the person responsible for processing personal data pursuant to Article 5, Clause 2;
  - e) of the persons or categories of persons to whom the personal data may be communicated or who may come into possession of such data in their capacity as designated representatives in the territory of the country, their management or employees.
3. The interested party has the right to obtain;
  - a) updates, corrections or, when interested, additions to the data;
  - b) deletion, transformation into anonymous form or blocking of data that has been processed unlawfully, including data whose retention is unnecessary for the purposes for which it has been collected or subsequently used;
  - c) confirmation that the operations described in a) and b) above have been brought to the attention, also as regards their contents, of those to whom the data was communicated or given, unless compliance with this rule proves impossible or involves a clearly disproportionate effort compared to the right that is to be protected.
4. The interested party has the right to object, wholly or in part:
  - a) on legitimate grounds to the use of personal data, even if it is relevant to the purpose for which it was collected;
  - b) to the use of personal data for the purpose of distributing advertising materials or direct sales or for market surveys or commercial communications.

### **Legislative Decree No. 196/2003, Article 13 – Information notice.**

1. The interested party as well as any entity from whom personal data is collected shall be informed in advance, either orally or in writing, as to:
  - a) how and for what purpose personal data will be processed;
  - b) whether the provision of personal data is obligatory or voluntary;
  - c) the consequences of failure to provide the personal data requested;
  - d) the persons or categories of persons to whom the data may be communicated or who may come into possession of such data in their capacity as management or employees in charge of the processing, and dissemination of data;
  - e) the rights as set out in Article 7;
  - f) the identity of the organisation responsible for handling personal data and, where designated, the organisation's representative in the territory of the country, and the person responsible for processing personal data pursuant to Article 5. If more than one data processor has been designated by the organisation, at least one of them shall be referred to and either the site on the communications network or the mechanisms for easily accessing the updated list of data processors shall be specified. If a data processor has been designated to provide responses to interested parties with respect to exercising their rights as per Section 7, such data processor shall be referred to.
2. The information referred to in Clause 1 above also contains the elements required by specific provisions of this Code and might exclude elements already known to the person providing the data. It might also exclude elements, the knowledge of which may hinder the carrying out of supervisory or control activities by public bodies for purposes related to defence or State security or the prevention, detection or suppression of crime.
3. The Data Protection Commissioner may issue a provision to set out simplified information arrangements as regards, in particular, telephone services providing assistance and information to the public.
4. Whenever personal data is not collected from the interested party, the information as per paragraph 1, also including the categories of processed data, shall be provided to the interested party at the time of recording such data or, if its communication is envisaged, no later than when the data is first communicated.

5. Paragraph 4 shall not apply:

- a) if the data is processed in compliance with an obligation imposed by law, regulations or EU legislation;
- b) if the data is processed either for carrying out investigations by defence counsel as per Act no. 397 of 07.12.2000 or to establish or defend a legal claim, provided that the data is processed exclusively for said purposes and for no longer than is necessary for this purpose.
- c) if the Data Protection Commissioner declares that the provision of information to the interested party involves a clearly disproportionate effort compared to the right that is to be protected or that in their opinion it is impossible, then the Data Protection Commissioner will lay down suitable measures.