





Privacy Policy & Cookie Law of the users visiting the website

Pursuant to Article 13 of the EU Regulation 2016/679

	<p>INFORMATION ON THE PROCESSING OF PERSONAL DATA AND THE USE OF COOKIES</p> <p>for users visiting this website pursuant to Article 13 of Regulation (EU) 2016/679</p> <p>WHY THIS INFORMATION IS PROVIDED</p> <p>The following notice, regarding the use of cookies and the processing of personal data on this website, is provided to the user/visitor in compliance with the decision of the Data Protection Authority and in accordance with Art. 13 of the EU Regulation 2016/679 for the protection of personal data.</p> <p>In accordance with Regulation (EU) 2016/679 (hereinafter "Regulation"), this page outlines the methods of processing personal data of users/visitors, also following the decision of the Data Protection Authority "Guidelines on cookies and other tracking tools" no. 231 of June 10, 2021, and in full compliance with Art. 13 of the EU Regulation 2016/679 for the protection of personal data, concerning users visiting the following websites accessible electronically at the following addresses:</p> <p>https://www.whiteshow.com</p> <p>This information does not concern other websites, pages, or online services that can be accessed via hyperlinks that may be published on the sites but refer to resources outside these domains.</p> <p>Following the consultation of the sites listed above, data related to identified or identifiable natural persons may be processed.</p>
	<p>CONTROLLER</p> <p>Under the law on the protection of personal data, IL TITOLARE DEL TRATTAMENTO M.Seventy Srl Via Medici 13 - 20123 Milano C.F. e P.Iva 02579501202 mseventy@pec.it</p> <p>as Controller of the processing of your personal data is required to provide you with information about the use of your personal data.</p>
	<p>DPO (DATA PROTECTION OFFICER)</p> <p>The Controller has nominated as the Data Protection Officer, pursuant to Art. 37 of the European regulation on the Protection of Personal Data, EU 2016/679, and in particular as foreseen by paragraph 6, Schmidt Consulting Privacy Srl – Benefit Company, with registered office in Via Bagutta 13, 20121 Milano, who can be contacted via email at dpo@schmidtconsulting.it</p>
	<p>TYPES OF DATA PROCESSED AND PURPOSE OF THE TREATMENT</p> <p>Data communicated by users</p> <p>Sending messages, on the basis of the user's free, voluntary, explicit choice, to the Controller's contact addresses, or sending private messages to the Controller's social media pages and profiles (where this option is available), and filling in and sending the forms made available on the Controller's websites entail the acquisition of the sender's contact information – which is necessary to provide a reply – as well as of any and all the personal data communicated in that manner.</p> <p>Specific information notices will be displayed on the pages of the Controller's websites that are used for providing certain services.</p> <p>Technical navigation functions and specific actions of cookies</p> <p><u>Navigation data</u></p> <p>The computer systems and software procedures used to operate this site acquire,</p>

during their normal operation, some personal data whose transmission is implicit in the use of Internet communication protocols.

This category of data includes, in an explanatory but not exhaustive way, the IP addresses or domain names of the computers and terminals used by users, the URI / URL (Uniform Resource Identifier / Locator) addresses of the requested resources, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response given by the server (successful, error, etc.) and other parameters relating to the user's operating system and IT environment.

These data, necessary for the use of web services, are also processed for the purpose of:

- obtain statistical information on the use of services (most visited pages, number of visitors by time or day, geographical areas of origin, etc.)
- check the correct functioning of the services offered.

The navigation data do not persist for more than seven days and are deleted immediately after their aggregation (except for any need to ascertain crimes by the judicial authorities).

Data communicated by the user

The optional, explicit and voluntary sending of messages to the contact addresses of the Data Controller, as well as the compilation and forwarding of the forms on the site, involve the acquisition of the sender's contact data, necessary to reply, as well as all data personal data included in communications.

Specific information will be published on the pages of the Data Controller's sites prepared for the provision of certain services.

Cookies and other tracking systems

Cookies for third-party profiling are used on the site, as further specified in the dedicated section.

Session cookies (non-persistent) are used strictly limited to what is necessary for the safe and efficient navigation of the sites.

The storage of session cookies in terminals or browsers is under the user's control, where on the servers, at the end of the HTTP sessions, information relating to cookies remains recorded in the service logs, with retention times strictly necessary for correct operation.

Operation of the banner

The privacy management banner activated on this site does not allow any profiling cookies to be activated before the user has given their consent. If the user clicks the I agree button, all profiling cookies will be activated.

If, on the other hand, the user decides to click the customize button, he will personalize his choices and decide which profiling cookies to activate. If you click on the reject button or on the X at the top right of the banner, no profiling cookies will be activated.

The user's choices will be stored for six months through a technical cookie that will be installed on the device used by the user to access the site. It is important to explain that if the user changes device, so maybe he switches from the computer to the mobile phone, the choices will not be found on the new device, for technical reasons. and then they must be selected on the new device.

User choices can be changed at any time by accessing the control panel from the privacy control icon. The new configuration will last for six months.

What cookies are used on these sites?

Cookies are used on this website to ensure the correct use of the website contents.

In addition, the following cookies are also installed:

ga# _ga	whiteshow.com	Marketing
wp- wpml_current_language	www.whiteshow.com	Preferences

CookieConsent	whiteshow.com	Necessary
__cf_bm	vimeo.com	Necessary
_cfuvid	vimeo.com	Necessary

How many types of cookies are there?

There are two fundamental macro-categories, with different characteristics: technical cookies and profiling cookies

Technical cookies are generally necessary for the website to function properly and to allow navigation;

without them the navigator may not be able to view the pages correctly or to use some services. For example, a technical cookie is essential to keep the user connected throughout the visit to a website, or to memorize the settings of the language, display, and so on.

Technical cookies can be further divided into navigation cookies, which guarantee normal navigation and use of the website (allowing, for example, to make a purchase or authenticate to access restricted areas); analytics cookies, similar to technical cookies only when used to collect information, in aggregate form, on the number of users and how they visit the site; functionality cookies, which allow the user to browse according to a series of selected criteria (for example, the language, the products selected for purchase) in order to improve the service provided.

Profiling cookies are designed to create profiles relating to the user and are usually used in order to send advertising messages in line with the preferences expressed by the user while surfing the net.

Cookies can, again, be classified as:

session cookies, which are deleted immediately when the browser is closed (for example, Internet Explorer, Safari, Google Chrome, etc.)




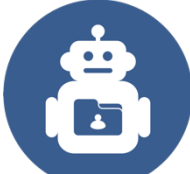




persistent cookies, which - unlike session cookies - remain within the browser for a certain period of time. They are used, for example, to recognize the device that connects to the site, facilitating user authentication operations

first-party cookies, i.e. cookies generated and managed directly by the manager of the website on which the user is browsing

third-party cookies, which are generated and managed by parties other than the manager of the website on which the user is browsing (as a rule, by virtue of a contract between the website owner and the third party)

Information related to the management of personal data through social media platforms used by the Data Controller.

Regarding the processing of personal data carried out by the operators of the social media platforms used by the Data Controller, reference is made to the provisions found in their respective privacy policies. The Data Controller manages the personal data provided by users through dedicated pages on social media platforms, in order to manage interactions with users/customers (such as comments, public posts, etc.), always in accordance with current legislation.

	<p>LEGAL BASIS FOR THE PROCESSING</p> <p>The personal data mentioned on this page are processed by the Data Controller in the execution of the services provided by the site and subsequently, if provided for by the site itself, by contractual or legal obligations and defense in court.</p> <p>In cases where there are specific sections for newsletter subscriptions or marketing services, they will be managed by specific notices and the legal basis will be consent.</p>
	<p>OPTIONALITY OF DATA SUPPLY</p> <p>As provided by the decree of June 10, 2021, "Guidelines on cookies and other tracking tools," the website user is free to authorize or not authorize profiling cookies according to their free choice and will. In some cases, such as the Google reCaptcha cookie, blocking such profiling cookies prevents the submission of requests through data acquisition forms equipped with this tool. If a problem arises with a non-functioning form due to cookie blocking, it can be resolved by reactivating cookies from the privacy settings. Alternatively, if one prefers to maintain the cookie block, the request can be sent via email.</p> <p>In addition to information related to navigation data, users can freely decide whether to provide their personal data through request forms available on the sites or as indicated during contacts with the organization to request newsletters, informational material, or other communications.</p> <p>Without such data, it will be impossible to fulfill the request.</p>
	<p>LEGITIMATE INTEREST</p> <p>The Controller does not make use of legitimate interest for the processing of personal data except for the protection of their own rights, namely, to establish, exercise, or defend a right before the courts.</p>
	<p>METHODS FOR DATA PROCESSING</p> <p>The collected data is processed both in paper form and using computer tools. Appropriate security measures are observed to prevent data loss, unlawful or incorrect uses, and unauthorised access.</p>
	<p>DATA RECIPIENTS</p> <p>The processing of personal data is carried out by authorized personnel or duly appointed data processors. The updated list of data processors or any autonomous data controllers can be requested from the Data Controller or the DPO.</p>
	<p>DATA TRANSFER</p> <p>The data will be transferred only within the EU.</p> <p>Some applications, such as, but not limited to, Google Analytics, ReCaptcha, and Facebook Pixel, may be transferred to the USA to companies that have obtained certification under the Data Privacy Framework.</p>
	<p>DATA CONSERVATION PERIOD</p> <p>The retention time of the user's choices relating to cookies is six months as required by the measures.</p> <p>The storage time of cookies changes according to the type of membership. For third-party profiling cookies, the specifications on the related sites can be consulted directly. Personal data processed for contractual or economic purposes, such as invoicing, will be processed for the mandatory periods required by relevant laws, such as administrative accounting data for 10 years.</p>
	<p>DATA SUBJECTS' RIGHTS PURSUANT TO ART. 15 EU 2016/679</p> <p>Data subjects have the right, where applicable, to obtain from the Data Controller access to their personal data and the rectification or erasure of such data or the restriction of processing concerning them, or to object to processing (Articles 15 and following of the GDPR). Opposition for marketing purposes is always possible and free of charge. Requests should be addressed to the Data Controller using the contact details provided at the beginning of this notice..</p>



COMPLAINTS

Data subjects who believe that the processing of their personal data through this website is in violation of the provisions of the Regulation have the right to lodge a complaint with the Supervisory Authority as provided for in Article 77 of the Regulation, or to take appropriate legal action (Article 79 of the Regulation).



In preparing these privacy notices, we have decided to use icons to “make privacy notices simpler, clearer, and immediately understandable, using symbols and icons”. The icons were created by Sara Vagni and are covered by CC BY License.”