




**NOTICE REGARDING THE PROCESSING OF PERSONAL DATA OF ONLINE USERS -
PRIVACY POLICY UNDER REGULATION (EU) 2016/679 ("GDPR")**

	DATA CONTROLLER
	Atalanta Bergamasca Calcio S.p.A., via Giorgio e Guido Paglia n. 1/D, 24122 Bergamo, Italy, fiscal code 80000130163, VAT no.00699780169 E-mail: privacy.atalanta@percassi.com (" Company ").
	DATA PROTECTION OFFICER (DPO)
	E-mail: dpo.atalanta@percassi.com


	PERSONAL DATA PROCESSED
	Navigation data (collected, for example, through pixels and/or cookies - with reference to the latter see the Cookie Policy which can be accessed from the link in the sidebar at the bottom of the page), as well as data obtained through the use of widgets/social buttons.
	The computer systems and software procedures used to operate this Web Site acquire, in the course of their normal operation, certain personal data whose transmission is implicit in the use of Internet communication protocols. This is information that is not collected in order to be associated with identified interested parties, but which, by its very nature, could, through processing and association with data held by third parties, allow users to be identified.
	This category of data includes the IP addresses or domain names of the computers used by users connecting to the site, the URI (Uniform Resource Identifier) notation addresses of the requested resources, the time of the request, the method used in submitting 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 computer environment.
	These data are used for the sole purpose of obtaining anonymous statistical information on the use of the site and to check its correct operation, and are deleted immediately after processing.
The data, moreover, could be used to ascertain responsibility in case of hypothetical computer crimes against the site.	
Such data are as a rule deleted immediately after processing.	


	SCOPE OF THE PROCESSING		LEGAL BASIS OF THE PROCESSING		DATA RETENTION PERIOD	
Purchase of goods or services online	Performance of a contract to which you are a party	Contractual term and, after termination, for the ordinary limitation period of 10 years.	Registration and/or access to the www.atalanta.it website and our social pages, membership of any loyalty programs and/or data registration in the Company's CRM, sending of newsletters and/or promotional communications	Activation of any additional services requested (order tracking, wishlist...)	Participation in events, prize shows, loyalty programs, online initiatives and social networks	Management of reporting activities and complaints, customer care, verification of your identity
Standard operation of the website, operating system and IT environment			Performance of a contract to which you are a party	For the duration of navigation		
Compliance with obligations under applicable regulations and national and supranational legislation			Need to fulfill legal obligations	Statutory duration (10 years for administrative-accounting compliance)		
If necessary, to ascertain, exercise or defend the rights of the Owner in judicial and/or extrajudicial proceedings			Legitimate interest (legal protection)	In the case of litigation, for the entire duration of the litigation, until the exhaustion of the time limits for appeal actions		
Debt recovery						
Direct marketing purposes: by way of example, sending - by automated contact methods (such as sms, mms, e-mail, social networks, instant	Consent of the data subject (optional and revocable at any time).	Personal data and contact details: until consent is revoked				


<p>messaging apps, push notifications) and traditional methods (such as telephone calls with operator and traditional mail) - promotional and commercial communications relating to services/products offered by the Company or notification of company events, as well as customer satisfaction surveys, market research and statistical analyses.</p>		<p>Purchase detail data: 7 years after collection of each piece of data</p>
<p>Localization for the use of the Store Locator service</p>	<p>Consent of the data subject (optional and revocable at any time).</p>	<p>Until consent is revoked</p>
<p>Communication/distribution of data to parent companies, subsidiaries, affiliates, franchisors: your personal and contact details will be communicated to our parent company Odissea S.r.l., as well as to its subsidiaries or affiliates, even indirectly, by the latter (Womo S.r.l., Bullfrog S.r.l., D-retail S.r.l., L'Innominato S.p.a., Hexagon S.p.a., etc.), and/or to third parties indicated by the latter, to allow these companies to carry out marketing activities (for example, sending - by automated contact methods such as sms, mms, e-mail, social networks, instant messaging apps and traditional methods such as telephone calls with operator and traditional mail - promotional and commercial communications relating to the services/products offered by the companies or notification of company events, as well as carrying out market studies and statistical analyses) concerning their products.</p>	<p>Consent of the data subject (optional and revocable at any time).</p>	<p>Until consent is revoked</p>
<p>Profiling purposes: analysis of your preferences, habits, behaviour, interests, also through the installation of cookies (e.g. analysis of navigation, monitoring of the products selected and of the virtual shopping cart... see Cookie Policy which can be accessed from the link in the sidebar at the bottom of the page) in order to send you personalised commercial</p>	<p>Consent of the data subject (optional and revocable at any time).</p>	<p>Personal data and contact details: until consent is revoked</p> <p>Purchase detail data: 7 years after collection of each piece of data</p>


communications/targeted promotions/offers and services tailored to your needs/preferences.		
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After the aforementioned retention periods have elapsed, the Data will be destroyed, deleted or anonymized, consistent with the technical procedures for deletion and backup and the accountability requirements on the part of the owner.


	MANDATORY NATURE OF PROVIDING DATA
	Browsing data are necessary to give effect to computer and telematic protocols; therefore, failure to provide them would not allow the operation of this website.

	RECIPIENTS OF DATA
	<p>The data may be processed by external parties acting as autonomous data controllers such as, by way of example, authorities and supervisory and control bodies. Autonomous data controllers are also all subjects offering electronic payment services on their own circuits, as well as social networks present or referred to on the website www.atalanta.it , and subjects offering services necessary for the operation of the website.</p> <p>Data may also be processed, on behalf of the Company, by authorised subjects, as well as by external subjects designated as data processors, to whom appropriate operating instructions are issued. These subjects are essentially included in the following categories: a. companies that offer e-mailing services; b. companies that offer services instrumental to the pursuit of the purposes indicated in this statement (media agencies, IT suppliers, forwarding agents, e-commerce platform companies, call centers, customer care etc.); c. companies that offer support in the conduct of market studies; d. individuals, professional firms or companies that offer professional services in accounting, tax, legal, banking and payment service providers, anti-fraud services, etc. Finally, the data may be communicated/disseminated to our parent company Odissea S.r.l., as well as to companies controlled or participated in, even indirectly, by the latter (Womo S.r.l., Bullfrog S.r.l, D-retail S.r.l., L'Innominato S.p.a., Hexagon S.p.a., etc.), and/or to third parties indicated by the latter, for the purposes indicated above and only with the prior consent of the party concerned, which is optional and revocable at any time.</p>

	SUBJECTS AUTHORIZED TO PROCESS
	The data may be processed by employees of the company functions assigned to the pursuit of the above purposes, who have been expressly authorized to process the data and have received appropriate operational instructions.

	TRANSFER OF PERSONAL DATA TO COUNTRIES OUTSIDE THE EUROPEAN UNION
	<p>Your personal data may be transferred outside the European Union to the entities indicated in the paragraph "Recipients of the Data" when required for the purposes indicated in this policy. The Company guarantees that transfers of your personal data will be made in accordance with the requirements set forth in applicable data protection legislation. Such transfers may be based on the adequacy decision or Standard Contractual Clauses approved by the European Commission. For further information you may contact privacy.atalanta@percassi.com</p>

	RIGHTS OF THE INTERESTED PARTY - COMPLAINT TO THE SUPERVISORY AUTHORITY
	<p>By contacting the Privacy Office, by mail at Atalanta Bergamasca Calcio S.p.A., via Giorgio e Guido Paglia n. 1/D 24122 Bergamo, to the kind attention of the Privacy Contact, or by e-mail at privacy.atalanta@percassi.com, data subjects may ask the data controller for access to the data concerning them, their deletion, the rectification of inaccurate data, the integration of incomplete data, the limitation of processing in the cases provided for by Article 18 GDPR, as well as the opposition to processing in cases of legitimate interest of the data controller.</p>
	<p>Data subjects also have the right, in cases where the processing is based on consent or contract and is carried out by automated means, to receive in a structured, commonly used and machine-readable format the data, as well as, if technically feasible, to transmit them to another data controller without hindrance.</p>
	<p>Data subjects have the right to withdraw their consent at any time for marketing and/or profiling purposes, as well as to object to the processing of their data for marketing purposes, including profiling related to direct marketing. This is without prejudice to the possibility for the data subject who prefers to be contacted for the aforementioned purposes exclusively by traditional means, to express his or her objection limited to the receipt of communications by automated means.</p>
	<p>Data subjects have the right to lodge a complaint with the competent supervisory authority in the Member State in which they usually reside or work or in the State where the alleged breach occurred.</p>

	MODIFICATION OF THIS POLICY
	<p>The Company reserves the right to change this Privacy Policy, in whole or in part, or simply update its contents, for example when there are changes in applicable law. The Company therefore encourages you to consult this Privacy Policy regularly for the most recent and up-to-date version of it.</p>