

## PRIVACY DISCLAIMER RELATED TO PHOTOS AND VIDEOS

### 1. CONTROLLER AND CONTACTS

Personal data's Controller is Kardia S.r.l., specifically its legal representative Mr. Davide Longoni – mail address: [info@kardia.it](mailto:info@kardia.it) – physical address: Via Cormons 18 – 20151 Milan (Italy).

### 2. DATA PROTECTION OFFICER AND CONTACTS

Data Protection Officer (or DPO) is Ms. Virginia Basiricò – mail address [dpo@kardia.it](mailto:dpo@kardia.it) – physical address: Via Cormons 18 – 20151 Milan (Italy).

### 3. PRIVACY INTERNAL CONTACT

Internal privacy contact is Ms. Simona Bruni – mail address: [amministrazione@kardia.it](mailto:amministrazione@kardia.it) – physical address: Via Cormons, 18 – 20151 Milan (Italy)

### 4. DATA, PROCESSING PURPOSES, LEGAL FOUNDATIONS

Data	Purposes	Legal foundations	Keeping terms
Photos	Document and advertise Kardia's services, products and scientific techniques during fairs and congresses, trainings sessions and clients' support initiatives	Art 6, paragraph 1, letter a) Consent to the treatment/photo and video release	For a period of time in any case not longer than the one needed to fulfil the following purposes: - Permanently in the company's archives; only a specific selection of photos and video will be stored; - 6 months to the utmost in case photos and videos are related to resigned employees (if possible); - Until the subject revokes the consent (art. 7, paragraph 3 of GDPR).
Videos		Notice in areas where making photos and videos is possible (short disclaimer)	

Photos and video harming subjects' dignity and decorum will not be processed at all.

### 5. DATA PROVISION'S NATURE AND CONSEQUENCE FROM REFUSAL

Consent to make photos and videos for the above-mentioned purposes is not mandatory; therefore, subjects can decide to provide no data at all – hence, they will not allow the Controller to use their photos and videos for the above-mentioned purposes – or to deny using data previously provided. In any case, providing data will not prevent the activities agreed and in place with the Controller.

During fairs and congresses with free access, in case it is not possible to gather consents, a warning will be shown in the areas where making photos and videos is possible.

### 6. RELEASE OF PHOTOS AND VIDEOS

Photos and videos may be released:

- On the company website;
- On the company social media channels (LinkedIn).

### 7. COMMUNICATION/RELEASE SCOPE

Data will be communicated if strictly necessary to achieve the purposes stated above, in compliance with the laws in place and/or with an agreement with the Controller, to:

- Internal employees of the Company authorized to manage social media channels;
- Suppliers of services related and/or consequent to the agreed one, acting as Processor, such as companies in charge of IT technical support;
- Third parties acting as Separate Controllers, such as:
  - o Social media users;
  - o Website users;
  - o Public authorities, limited to what the law in place, or their orders, require, or to exercise, ascertain or defend a right during legal proceedings

Subjects' data will be diffused:

- Through digital contents used by the company for the above-mentioned purposes;
- Through contents uploaded or shared on social media channels, that every user can use freely in compliance to the law, that is using the options "like", adding "tags" and sharing contents on the company channels, including

subjects' media contents. Please note that in this case, the company cannot be held responsible for privacy terms applied by single social media.

## **8. AUTOMATED PROCESSES AND PROFILING**

Personal data are not subject to automated decision-making processes, including profiling.

## **9. PERSONAL DATA TRANSFER ABROAD**

Personal data will not be voluntarily transferred abroad; any transfer outside the European Union will happen only to parties able to ensure adequate process protection levels and/or to countries whose authorities decided about the adequacy of the parties, that had given acceptable guarantees that the personal data process will happen through adequate law/contractual methods.

## **10. DATA SUBJECT'S RIGHTS**

Within the limits of the laws in place and the activities specifically related to the processing purposes, pursuant to articles 15-22 of GDPR, subjects have the right to exercise the following rights related to the processing of their personal data, including photos and videos:

Access Right: subjects can ask whether their personal data is being processed and access that data, including details about processing purposes and methods.

Correction Right: subjects can ask their photos' and videos' correction and update, in case they include wrong or out of date information;

Cancel Right: subjects can ask to delete their data, including their photos and videos, as stated in GDPR, for example in case of revoking the consent, or if data are no longer needed for the purpose they were gathered or processed.

Processing Limit Right: subjects can ask to limit the data processing in case they do not agree with their photos' or videos' accuracy or, in case they oppose the process itself, for the time required by Controller's verifications.

Portability Right: subjects have the right to receive, in an understandable and common format, their photos and videos, in case the process is based on consent or a contract and is made through IT means.

Opposition Right: subjects can oppose their photos' and videos' processing, in case data are processed for marketing reasons or in any other legitimate case.

Consent's revocation Right: subjects can revoke the consent to photos' and videos' processing in any moment, without damaging the right process based on their consent until revoked.

Complaint Right: subjects have the right to submit complaints to the Privacy Authority in case they deem their photos' or videos' processing unlawful.

## **11. HOW TO EXERCISE RIGHTS**

Written requests shall be submitted to the Controller at the addresses listed in paragraph 2 and 3. Exercise your rights is free pursuant to art. 12 of GDPR. However, in case of requests that are excessively expensive, including for their repetitiveness, the Controller could ask for a reasonable expenses refund, or could deny the request.

**CONSENT/RELEASE FORM**

I

SURNAME ..... NAME.....  
TAX CODE ..... COMPANY NAME.....  
**As:**  
 Employee  Freelance  Attendee of the event dated: .....  Other: .....

Confirm to receive all the information included in art. 13 of the (EU) Regulation no. 679 of 2016 through the **“PRIVACY DISCLAIMER RELATED TO PHOTOS AND VIDEOS”** and to:

**ALLOW**  **NOT ALLOW**  
*(sign with an X)*

the release and diffusion of my photos and videos with the methods and for the purposes stated above with no compensation.

**This consent/release can be revoked at any time, standing that the contents already published will not be cancelled on channels where they had been already shared.**

Date..... Signature(leggibile).....

**Kardia will not use photos and videos in ways harming subjects’ dignity, reputation and decorum.**