

**PRIVACY POLICY– website [www.vivabiocell.it](http://www.vivabiocell.it)**  
**ART. 13-14 EU REG. NO. 2016/679 (GDPR)**

## **1. DATA CONTROLLER**

The Data Controller is VivaBioCell S.p.A. with registered office in Via del Cotonificio 127 – 33100 Udine (UD), which can be contacted at tel. 0432 545674 and at the e-mail address: [info@vivabiocell.it](mailto:info@vivabiocell.it) (hereinafter also the "Data Controller"). The Data Controller has designated as Data Protection Officer pursuant to art. 37 of the GDPR, the company Heiko Srl Società Benefit (ref. Alessandro Natolino), reachable by e-mail at [alessandro.natolino@heikosrl.it](mailto:alessandro.natolino@heikosrl.it).

## **2. PURPOSE AND LEGAL BASIS OF THE PROCESSING**

VivaBioCell S.p.A. processes the data collected through the website for the following purposes:

1. Publish a website with information about the company, activities and related updates; the legal basis is the legitimate interest of the Data Controller to publish information on its activities via the Internet (art. 6(1)(f) of the GDPR);
2. Answer the questions received through the form in the "Contact" section; the legal basis is given by the execution of pre-contractual obligations carried out at the request of the data subject art.6(1)(b) of the GDPR;
3. Evaluate the CVs received through the forms in the "Careers" section according to the provisions of the information at [this LINK](#); the legal basis is given by the execution of pre-contractual obligations carried out at the request of the data subject, art. 6(1)(b) of the GDPR and art. 111-bis of the Privacy Code (Legislative Decree 196/2003);
4. Carry out marketing activities (through profiling); the legal basis is the consent of the data subjects (art. 6(1)(a) of the GDPR).
5. Use the e-mail address entered in the "Contact" form for commercial communications on the activities of the Data Controller; the legal basis is the consent of the data subjects (art. 6(1)(a) of the GDPR) expressed by placing the appropriate flag before sending the data.

## **3. PROCESSING METHODS**

The processing of personal data is carried out in compliance with the principles set out in art. 5 of the GDPR. The data are processed using computerized methods, using technical and organizational tools and measures appropriate to guarantee their availability, integrity and confidentiality, in compliance with the provisions of art. 32 of GDPR no. 2016/679, by subjects expressly designated and instructed by the Data Controller.

This information applies to the website [www.vivabiocell.it](http://www.vivabiocell.it) and not for sites that may be linked to or mentioned on the site itself.

## **4. NATURE OF DATA PROVISION**

During navigation, using Internet browsing protocols, computer systems necessarily exchange personal data (e.g. IP address, characteristics of the user's device, operating system, browser type, date and time of the request, status of the response, etc.). The transmission of this data is implicit and inevitable in the use of such communication systems.

The provision of data voluntarily left by users in the contact forms is optional. Failure to provide such data (in particular contact details) may make it impossible for the Data Controller to follow up on user requests.

The provision of data for marketing purposes is subject to the consent of the data subjects. Failure to give consent to one or more cookies or tracking tools does not prevent correct navigation within the site. You may withdraw your consent to the use of cookies and tracking tools at any time, without affecting the processing carried out before the withdrawal. More information in the [Cookie Policy](#).

## **5. DATA RECIPIENTS**

The data subject to processing may be communicated to the recipients indicated in this section for the purposes described:

- to the employees and collaborators of the Data Controller in their capacity as authorised to process and/or system administrators;
- to third-party companies or other parties (by way of example: webmasters, hosting providers and other services related to the site, professional firms, consultants, software houses that provide management systems, etc.) that carry out outsourced activities on behalf of the Data Controller, in their capacity as external data processors. The complete list of data processors is available, on request, from the Data Controller.

## **6. DATA TRANSFER**

The cardholder does not make direct transfers to third countries or international organizations. The Data Controller may resort to technical suppliers (hosting services, backups, newsletters, other cloud services connected to the site) who may carry out, directly or through subcontractors, data processing in third countries outside the EEA (e.g. backup service providers). These transfers will be guaranteed by an adequacy decision of the Commission or by standard contractual clauses as provided for in Chapter V of EU Reg. 2016/679 (GDPR).

## **7. DATA RETENTION**

The data processed for the purpose under (1) are normally stored until the end of the browsing session.

The data processed for the purpose under (2) are kept for 24 months from the date of the contact request of the data subjects.

The data processed for the purpose under (3) (CV data) are kept for 12 months from the date of receipt.

The retention period of the data processed for the purpose under (4) (marketing) depends on the type of cookie or tracking tool. More details can be found in the Cookie Policy of this site and in the tool for managing cookies and consents. You can decide at any time to delete cookies stored for marketing purposes by changing the "Settings" section of your browser.

The data processed for the purpose under (5) are stored until the revocation of the consent given.

## **8. RIGHTS OF THE DATA SUBJECT**

EU Regulation 2016/679 guarantees data subjects the rights referred to in Articles 15 – 22. These rights can be exercised free of charge against the Data Controller, by sending an e-mail to the address indicated in this privacy policy. More details on the exercise of rights pursuant to EU Reg.

2016/679 can be found on the website of the Italian Data Protection Authority [www.gpdp.it](http://www.gpdp.it) in the "Rights" section.

If the data subject believes that personal data processing is carried out in violation of applicable regulations, he/she has the right to lodge a complaint with the competent Supervisory Authority, pursuant to art. 77 of EU Regulation 2016/679.

The consent to the processing referred to in point 5 of section 2 may be revoked at any time, following the instructions received from the Data Controller in the commercial e-mails themselves.

## **9. HOW TO EXERCISE RIGHTS**

You may exercise your rights at any time by contacting the Data Controller at the following e-mail address: [info@vivabiocell.it](mailto:info@vivabiocell.it).

## **10. CHANGE TO THE CURRENT POLICY**

This information was drawn up on 06<sup>th</sup> July 2026 and may vary over time also depending on additions or changes to the laws and regulations on the subject.