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# INTERNATIONAL VISITORS CARD

## REGULATIONS

**1)** The International Visitors Card allows the Cardholder to benefit from exclusive advantages and special opportunities promoted and managed by la Rinascente S.p.a. at la Rinascente points of sale or on the website [www.rinascente.it](http://www.rinascente.it)

**2)** The exclusive advantages for Cardholders are:

- > access to promotions all year round, with discounts on brands taking part in the initiative;
- > free consultancy provided by our beauty consultants and fashion stylists;
- > invitations to exclusive events, that might be held during your stay in Italy (Please note: you must fill in the fields related to your trip to Italy that can be found in the “Get Your Card” or “My Area / Edit your profile” sections, if you want to receive your invitation).

**3)** The International Visitors Card is exclusively designed for subjects who are not involved in entrepreneurial or professional activities, not resident or domiciled in Italy.

**4)** The International Visitors Card is released completely free of charge, upon filling in the dedicated form. Providing incomplete or untrue data which are necessary for card release will result in the impossibility to release the card or in the cancellation of the card itself.

**5)** The regulations to participate to promotional offers and discounts all year round are communicated to the Cardholder by means of information to be found at la Rinascente points of sale, on the website [www.rinascente.it](http://www.rinascente.it), and through other channels such as e-mails.

**6)** To benefit from the exclusive advantages it is necessary to present the International Visitors Card or its code number at the cash desk during purchases, with a valid foreign passport. In case the card or code number is not provided before payment, it will be impossible to calculate discounts, not even at a later moment.

**7)** la Rinascente reserves the right to modify or interrupt loyalty building activities at any time without notice and at its discretion, blocking the International Visitors Card and the Cardholder customer code number.

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# INTERNATIONAL VISITORS CARD

## **INFORMATION ON THE PROCESSING OF PERSONAL DATA pursuant to articles 13 and 14 of Reg. EU 2016/679, “Regulation”**

Rinascente S.p.A. (hereinafter “Rinascente”) with headquarters in Milan, Via Washington 70, is the Data Controller of your personal data and will process them in compliance with current legislation and as specified below.

### **1. Categories of personal data collected and used**

In addition to the personal data you directly provide when applying for the Card (through online forms or directly at one of our stores) Rinascente gathers and uses the following categories of personal data:

- The volume of expenditures progressively made with the Card, as well as further information about the date and place of purchase and the product purchased.
- Personal data that you spontaneously provide by sending requests to or contacting our customer service (e.g. contact details).
- Personal and contact data related to your participation in events, promotions and contests.

### **2. Purpose and legal basis for the processing of personal data**

The personal data specified above will be used on paper and electronically, also with the aid of electronic and digital means, according to the principles of necessity, lawfulness, propriety, proportionality and transparency for the purposes and according to the conditions of lawfulness (so-called legal bases) specified below:

#### **a. Issuance of the Card and membership in the loyalty programme**

To issue you the International Visitors Card and thus to allow you to access all the benefits reserved to holders (discounts, promotions, participation in contests, invitations and participation in events, etc.) as well as to provide assistance when you request it from our customer service. The legal basis of this processing is the need to allow you to use of the Card and the related benefits in execution of the provisions of the Regulation.

#### **b. Analysis of consumption habits**

To analyse your consumption habits and carry out market analysis and research in order to improve our product range and send you promotions and invitations that are suited to you and your preferences. The legal basis of such processing is your consent (received when the Card is requested and subject to withdrawal at any time).

#### **c. Marketing**

To send you advertising and promotional material by electronic communications like emails. The legal basis of such processing is your consent (received when the Card is requested and subject to withdrawal at any time).

#### **d. Verification of compliance with the provisions of the International Visitors Card Rules and protection of rights**

To manage any conduct in violation of the provisions of the Rules and to protect our rights in court. The legal basis of this processing is the need to pursue our legitimate interests (compliance with the provisions of the Rules and protection of our rights in court).

#### **e. Compliance with legal obligations**

To comply with obligations imposed by laws or regulations or orders from the authorities having jurisdiction. The legal basis for this processing is the need to fulfil a legal obligation.

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### **3. Nature of the provision of personal data**

The provision of data marked with an asterisk when requesting the issuance of the Card is required pursuant to the Rules, and the failure to provide data or providing incomplete or untrue data will result in the impossibility of issuing the Card or its revocation. The provision of the expenditure volume data is also mandatory to allow you to access the exclusive benefits reserved to card holders (e.g. the achievement of a certain spending threshold allows the holder to participate in contests) and not providing such data will entail the impossibility of enjoying the benefits specified above. The provision of personal data other than those specified above is optional and, if refused, will result in the impossibility to pursue the aforementioned purposes, even if only partially.

### **4. Recipients of personal data**

For the purposes of pursuing the aforementioned purposes, your personal data will be processed by authorised Rinascente personnel (including the pro-tempore Director of the point of sale where the data were collected, the sales staff and authorised personnel of the Marketing Department and Information Systems Department), as well as authorised personnel of third parties operating as our data processors (IT service and customer service providers, companies offering data entry and mailing services, brands and, in case of participation in contests or events, companies that deal with the organisation and management of contests and events on our behalf).

If strictly necessary for the pursuit of the aforementioned purposes, your personal data may also be disclosed to independent third-party data controllers, like authorities having jurisdiction (for example, in the event of Card theft or management of a dispute), notary and Chamber of Commerce (in the case of participation in contests) or PR company (for participation in events).

### **5. Duration and place of storage of personal data**

Rinascente stores your personal data on servers located within the European Economic Area for the time strictly necessary for the pursuit of the above purposes in compliance with civil and tax conservation obligations and the limits established by law.

To this end, Rinascente specifies that:

- Personal and contact data and preferences specified during the application for the Card are kept for the entire duration of the Card, unless revoked.
- If consent is given for processing for marketing purposes (paragraph 2, letter c) and analysis of consumption habits (paragraph 2, letter b), the personal data related to the use of the Card are stored for the maximum period allowed by law and provided for by the provisions of the Italian Data Protection Authority.

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### 6. Your rights

As the data subject, in accordance with articles 15-21 of the Regulations you have the right to:

- Receive confirmation of the existence of your personal data, access their content and obtain a copy (**right of access**).
- Update, change and/or correct your personal data (**right of rectification**).
- Request their erasure or restriction of the data processing in the cases envisaged by the Regulation, including where the data have been processed in violation of the law or if storage is not necessary for the purposes for which the data were collected or otherwise processed (**right to erasure and right to restriction**).
- Withdraw your consent, where given, at any time and without prejudice to the lawfulness of the processing based on the consent given prior to withdrawal (**right of withdrawal of consent**).
- Within the limits of the provisions of the Regulation, receive a copy of the data provided by you in a structured format, commonly used and readable by an automatic device, and request that such data be submitted to another data controller if technically feasible (**right to data portability**).
- You also have the right to object at any time to the processing of your data for direct marketing purposes, including profiling in so far as it is related to such direct marketing, and in the cases in which the processing is based on a legitimate interest - paragraph 2, letter d (**right of opposition**).

You can exercise your rights at any time by writing to the following email address: [rinascentecard@rinascente.it](mailto:rinascentecard@rinascente.it) or by sending a registered letter with return receipt to: DPO Rinascente, Via Washington 70, Milan.

We remind you that to manage consent you have provided (including for withdrawal) and to change or update your personal data and your profile, you can access your reserved area at any time and use the functions available in the “edit profile” section.

You also have a right to lodge a complaint with a Supervisory Authority for Data Protection.

### 7. Contact details of the Data Controller and Data Protection Officer

The Data Controller is: la Rinascente S.p.A. with registered office in Milan, Via Washington 70, VAT No. 05034580968, telephone number 0246771.

The Data Protection Officer or DPO can be contacted at the following email address: [dpo@rinascente.it](mailto:dpo@rinascente.it) or by sending a registered letter with return receipt to DPO Rinascente, Via Washington 70, Milan.

### 8. Updates

This notice can be updated over time, and if this should happen we will inform you. The previous versions of this notice are available [HERE](#).

Last update: May 2018.