

Fondazione Destination Florence Convention & Visitors Bureau (hereinafter also referred to as "DFCVB"), whose Founding Members are the Municipality of Florence and the Metropolitan City of Florence, with over 25 years of experience in the local area, aims to promote more sustainable tourism development of the Florence destination, while preserving its culture and identity. Through activities targeting the MICE, wedding, leisure, study abroad and sports segments, the Foundation seeks to foster and implement initiatives aimed at the redistribution and deseasonalisation of tourist flows, by activating strategic initiatives and partnerships with local businesses, universities and the academic-scientific community, cultural institutions and other public bodies.

Fondazione Destination Florence Convention & Visitors Bureau, acting as Data Controller, pursuant to Article 13 of Regulation (EU) 2016/679 on the protection of personal data (hereinafter, the "Regulation"), hereby informs you that it processes personal data relating to you.

**1. DATA CONTROLLER
 AND DATA
 PROTECTION OFFICER
 (DPO) CONTACT
 DETAILS**

The Data Controller of your personal data is Fondazione Destination Florence Convention & Visitors Bureau, which may be contacted for any information or request at the following details:
 Registered office: Via del Tiratoio, 1 – Florence (FI), Italy
 Operational office: c/o TSH Collab, Via Lavagnini 70-72, 50129 Florence, Italy
 Telephone: +39 055 29881
 Email: info@destinationflorence.it
 The Data Protection Officer (DPO) can be contacted at:
privacy@destinationflorence.it

**2. TYPES OF DATA
 PROCESSED**

Personal data processed include identification data, contact details and home country.

**3. PURPOSES,
 METHODS, LEGAL
 BASIS AND
 RETENTION PERIOD**

Subject to your explicit consent provided when completing the relevant form, your personal data will be processed in order to send you our newsletter via email and, more generally, to send you promotional and marketing communications relating to the Florence destination, allowing you to stay updated on events and activities in the area.

DFCVB will always be the sender of such communications.

The legal basis for the processing is your freely given, specific and informed consent. Your personal data will be processed for these purposes until you withdraw your consent or unsubscribe from the network database following periodic updates.

**4. RECIPIENTS OF
 PERSONAL DATA**

Your personal data will be processed by authorised personnel, duly instructed and operating under the authority and responsibility of the Data Controller.

Personal data may also be processed by third parties providing supporting services, including communication services, email services, mail delivery services and other service providers connected with the above-mentioned purposes. Only data strictly necessary for the performance of their respective tasks will be disclosed to such recipients.

An updated list of all recipients is available at the Data Controller's registered office and may be provided upon request by contacting: privacy@destinationflorence.it

5. YOUR RIGHTS

We further inform you that, with regard to your personal data, you may exercise at any time the rights set out in Chapter III of the GDPR.

In particular, you have the right to request from the Data Controller the access to your personal data, the rectification or erasure of such data, the completion of incomplete data, the restriction of processing, to receive your data in a structured, commonly used and machine-readable format, to withdraw any consent given, to object, in whole or in part, to the processing of your data, as well as to exercise any other rights provided for by applicable law. You may exercise your rights by contacting: privacy@destinationflorence.it
 Pursuant to Article 77 of the GDPR, you also have the right to lodge a complaint with the competent Supervisory Authority if you believe that the processing of your personal data violates the Regulation.