

Information Notice Regarding the Processing of Personal Data Relating to Events

Introduction

CEIDA – Centro Italiano di Direzione Aziendale S.r.l. is committed to respecting and protecting the privacy of its clients and course participants in accordance with the provisions of the General Data Protection Regulation (GDPR) and the applicable Italian data protection legislation.

This information notice provides details on how the Company collects, uses, and manages personal data in relation to the following activities:

- Organization and management of promotional and training events:**
 CEIDA S.r.l. processes personal data for the organization and management of promotional and training events, both in-person and online. This process involves the collection of information required for event registration, such as first name, last name, email address, telephone number, job position, and company/organization affiliation.
 Some events may be organized in collaboration with partners and may provide recognized training credits. In such cases, additional information may be requested to ensure the correct issuance of the relevant credits.
- Marketing activities directed at clients and course participants:**
 CEIDA processes participants' personal data to send targeted promotional communications, such as newsletters, special offers, and information about new products or services. This process may involve the collection of contact information, including first name, last name, email address, and telephone number, as well as data relating to previous interactions between clients and the Company.

In both cases, this information notice provides details regarding the nature of the personal data collected, the specific purposes of the processing, the rights of individuals concerning their personal data, and the contact points available for further information or to submit specific requests.

Data Controller

	The Data Controller is CEIDA Centro Italiano di Direzione Aziendale S.r.l., with registered office at Via Palestro, 24 – 00185 Rome (RM), Italy. Email: privacy@ceida.com
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Categories of Personal Data Processed

	The personal data processed may include:
	The personal data collected relates to the data subject and may include: personal information such as first name, last name, place and date of birth, tax identification number/VAT number, residential address, email address/certified email address (PEC), and telephone contact details; any banking and financial data, such as bank account details and/or IBAN, for paid events; information necessary to plan training sessions or promotional events, send communications regarding schedules, event venues, and educational materials. In the case of online courses, the Company may process technical data, such as IP addresses and device information, in order to ensure secure access to e-learning platforms. For events granting professional

training credits, any related data may also be processed (such as membership in a professional association or register). Images and audio recordings; any statements, comments, or feedback voluntarily provided by the data subject.

Purposes of Processing and Legal Bases for Processing

Purpose of Processing	Legal Basis	Retention Period
Purposes related to the performance of the contractual relationship, in particular the organization and management of events. This also includes any communications and interactions necessary for the management and fulfillment of contractual obligations, as well as the management of related administrative and accounting activities.	Article 6(1)(b) GDPR – Performance of a contract.	For the entire duration of the contractual relationship and thereafter for the period required by applicable laws and statutory limitation periods.
Purposes related to market research and surveys, including statistical analyses carried out on aggregated and anonymized data for management control purposes and for the improvement, development, or modification of existing services.	Article 6(1)(f) GDPR – Legitimate interest.	For the duration of the contractual relationship and thereafter for the maximum period permitted under applicable laws.
Purposes related to the monitoring and prevention of fraudulent activities and the management of the risk of non-payment.	Article 6(1)(f) GDPR – Legitimate interest.	For the duration of the contractual relationship and thereafter for the maximum period permitted under applicable laws.
Purposes related to the establishment, exercise, or defence of legal claims.	Article 6(1)(f) GDPR – Legitimate interest.	For the duration of the contractual relationship and thereafter for the maximum period permitted under applicable laws.
Compliance with legal obligations arising from	Article 6(1)(c) GDPR –	Personal data shall be

applicable laws, regulations, and European Union legislation, as well as from orders issued by competent public authorities or supervisory bodies.	Compliance with a legal obligation.	retained only for the period necessary to comply with the applicable legal obligations.
Marketing activities directed at existing customers for the purpose of promoting services similar to those already purchased or services that may reasonably be of interest to the data subject (soft spam).	Article 6(1)(f) GDPR – Legitimate interest.	For the duration of the contractual relationship and, after the termination of the contractual relationship and upon expiry of the retention periods required by applicable laws, regulations, and European Union legislation, for an additional period of two (2) years, unless the data subject objects to such processing.

Once the above-mentioned retention periods have expired, personal data shall be destroyed, deleted, or anonymized, in accordance with the applicable technical procedures for deletion and backup management, and in compliance with the GDPR and applicable data protection laws.

Methods of Processing Personal Data

Personal data shall be processed in accordance with the principle of data minimization, pursuant to Article 5(1)(c) and Article 25 of Regulation (EU) 2016/679. This means that personal data shall be processed lawfully, fairly, and transparently, collected for specified, explicit, and legitimate purposes, kept accurate and updated where necessary, and limited to what is adequate, relevant, and necessary in relation to the purposes for which they are processed. The processing of personal data shall be carried out in a manner that minimizes the risks of destruction, loss, unauthorized access, or unlawful processing, and ensures that data are not used for purposes incompatible with those for which they were originally collected.
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Mandatory Nature of Data Provision

The provision of personal data is mandatory for the purposes described above and for the establishment, management, and performance of the contractual relationship. Failure to provide, partially provide, or provide inaccurate personal data may result in the impossibility of establishing the relationship and fulfilling any related contractual or legal obligations.

Possible Recipients of Personal Data

Your personal data may be disclosed to the following categories of recipients acting as independent Data Controllers: public entities, authorities, and supervisory and control

bodies that have access to such data due to legal or administrative obligations; banks and companies managing national or international payment systems; public and private entities, natural persons, or legal entities (universities, certification bodies, judicial offices, mediation bodies, chambers of commerce, etc.) where necessary to fulfill contractual or legal obligations. Your personal data may also be disclosed to private entities acting as Data Processors, operating on behalf of the Company in order to provide services necessary for the performance or management of the contractual relationship. These may include providers of video conferencing software, such as Zoom Video Communications Inc. and Microsoft Corporation (Teams). Zoom Video Communications, Inc. is a US technology company specialized in video conferencing and online communication services. Further information on Zoom's privacy policy is available at: <https://explore.zoom.us/en/privacy/> The relationship with Zoom as Data Processor is governed by the following agreement:

https://explore.zoom.us/docs/doc/Zoom_GLOBAL_DPA.pdf Microsoft Teams is a communication and collaboration platform developed by Microsoft and included in the Microsoft 365 productivity suite. Teams integrates chat, video conferencing, file storage, and other applications. Further information on Teams' privacy policy is available at: <https://privacy.microsoft.com/en-gb/privacystatement> The relationship with Microsoft as Data Processor is governed by the following agreement:

<https://www.microsoft.com/licensing/docs/view/Microsoft-Products-and-Services-Data-Protection-Addendum-DPA> Furthermore, in order to pursue the purposes described above, your personal data may be accessed by third parties acting on behalf of the Company, such as companies, consultants, or professionals appointed to manage information systems, workplace safety, legal, accounting, tax, or other professional services related to the Company's activities. These entities shall process personal data as external Data Processors on behalf of the Company.

Authorized Persons

Your personal data may be processed by employees or collaborators belonging to the Company's departments and functions responsible for pursuing the purposes described above. These individuals have been expressly authorized to process personal data, have received appropriate training, and have been provided with specific operational instructions for carrying out their assigned tasks.

Transfer of Personal Data Outside the European Union

Some of the personal data collected may be transferred to countries outside the European Union (in particular, through video conferencing software provided by Zoom Video Communications Inc. and Microsoft Corporation). Such transfers are authorized on the basis of specific adequacy decisions adopted by the European Union and the Italian Data Protection Authority, in particular pursuant to the European Commission Adequacy Decision C(2023) 4745 concerning the EU-US Data Privacy Framework (EU-US DPF). The companies involved guarantee their adherence to this framework.

Data Subject Rights

The data subject has the following rights:
To obtain confirmation as to whether or not personal data concerning you are being processed and to access such data, receiving information on the purposes of processing, categories of personal data, recipients, retention period, the existence of automated decision-making processes, and transfers outside the EU/EEA, as well as a copy of the personal data (right of access);
To request the rectification or completion of inaccurate or incomplete personal data (right to rectification);
To request the erasure of your personal data where they are no longer necessary, have been unlawfully processed, or must be deleted pursuant to a legal obligation, unless processing is necessary for reasons of public interest or for the establishment, exercise, or defence of legal claims (right to erasure/right to be forgotten);
To obtain restriction of processing, meaning that personal data shall be retained but not further used (right to restriction of processing);
To receive your personal data provided to the Company in a structured, commonly used, and machine-readable format and to transmit such data to another Data Controller, where technically feasible and where processing is based on consent or on a contract (right to data portability);
To withdraw consent to the processing of personal data, where consent has been provided (right to withdraw consent).
To object to the processing of your personal data where such processing is based on the legitimate interest of the Data Controller (right to object).

To exercise your rights regarding the processing of personal data, you may contact the Data Controller, **CEIDA Centro Italiano di Direzione Aziendale S.r.l.**, using the following contact details:

Email: privacy@ceida.com

Telephone number: +39 06 492531

Address: Via Palestro, 24 – 00185 Rome, Italy

Data Subject Rights

Data subjects have the right to lodge a complaint with the competent supervisory authority if they believe that the processing of their personal data has been carried out unlawfully. In Italy, the competent supervisory authority is the Italian Data Protection Authority (Garante per la protezione dei dati personali) . Further information and the complaint form are available on the Authority's website: www.garanteprivacy.it

Amendments to this Privacy Notice

The Data Controller reserves the right to amend or update this Privacy Notice at any time.
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Cookie Policy updated on 20 July 2026.