

PRIVACY POLICY

**related to the L.B.V S.r.l. – MAAM newsletter registration
pursuant to the Art. 13 2016/679/EU Regulation and the Legislative Decree n. 196/2003 (as modified by
Legislative Decree 101/2018)**

The L.B.V. S.r.l. – MAAM newsletter is published on the website www.lifeed.io and shared via e-mail - automatically and free - to those who request to receive it by registering with the form on the website indicated above.

The data provided will be used with IT and telematic tools for the unique purpose of providing the requested service, aimed to keep the data subject updated on the products and services of the data controller, and, for this reason, the data will be stored exclusively for the period in which the service will be active.

Pursuant to and for the purposes of the Art. 6 lett. a) of the 2016/679/EU Regulation, the legal basis for this process of data is the consent of data subject, freely given by completing the form on the L.B.V. Srl – MAAM website, structured with the "double opt-in" method.

The data controller is L.B.V. S.r.l. – MAAM, with HQ in Via Cadore n. 26 – 20135 – Milan (MI); e-mail: amministrazione@lifeed.io; tel.: 340.88.78.516. Pursuant to and for the purposes of the Art. 37 of the 2016/679/EU Regulation, the data controller designates the Lawyer Savino Menna as data protection officer, who can be contacted at the e-mail address dpo@lifeed.io.

The data will be processed exclusively by L.B.V. S.r.l. – MAAM employees and partners or companies expressly designated as data processor (for example IT company with the aim to website maintenance or storage) and can be freely transferred outside the national territory to countries located within the European Union and/or to extra-EU countries, subject to the verification of their use of adequacy standards regarding the protection of personal data.

The data subject have the right to obtain from the data controller, in the cases provided by law, access to personal data and the correction or cancellation of the same, or the limitation of the processing that concerns them or to oppose the processing (articles 15 and following of the 2016/679/EU Regulation). Data subject can exercise their rights by sending a communication to the Data Protection Officer (via Cadore n. 26, 20135, Milan; e-mail: dpo@lifeed.io).

Data subject who consider that the processing of their personal data carried out through this service is in violation of the provisions of 2016/679/EU Regulation and/or national privacy legislation in force have the right to lodge a complaint with the Guarantor, pursuant to the Art. 77 of the same Regulation, or to sue the data controller in a judicial court.

SERVICE CANCELLATION

To stop receiving the newsletter, data subject could send a communication to the e-mail address dpo@lifeed.io, with the request to exercise the revocation of the previous consent given on the website www.lifeed.io.

In case of technical problems, it is possible to send an e-mail notification to: amoravchick@lifeed.io.

MODIFICATIONS AND UPDATES

This Privacy Policy is valid from the date indicated below. The data controller may also change and/or add this policy, also as a consequence of any subsequent amendments and/or regulatory supplements in force on privacy matters. If substantial, the changes will be notified in advance and the data subject can view the wording of the policy constantly updated on the website www.lifeed.io or send an explicit request to the e-mail address dpo@lifeed.io.

Milan, 17 june 2020