


data controller	Document	Classification
	Privacy (SGP): PRIVACY POLICY INFORMATION	Code SGP03 Rev.0 DATA: 25.05.2018 Revisione 0

Cesena 25.05.2018

Dear customer

and kind supplier

Privacy policy

Art. 12 and 13 of EU Regulation 2016/679 (below "GDPR"), aim to protect people from unauthorized using and processing of their personal data; therefore we inform you that personal data you provided to us will be processed by various "treatments" such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction for the purposes described below, in accordance with the regulations and duties of confidentiality

Data controller

Mase Generators S.p.A. whose legal representative in charge is Dr. Ombretta Sequino, is the data controller: she is our Responsible for the treatment you may contact in case of need.

Contact data : ombretta@masegenerators.com.

Legal basis

Personal data are collected to purchase and sale products or in order to perform a contract, in accordance with the current regulations; moreover they are collected to fulfill obligations and laws .


They will always be:

- a) processed lawfully, fairly and in a transparent manner in relation to the data subject ('lawfulness, fairness and transparency');
- (b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall, in accordance with Article 89(1), not be considered to be incompatible with the initial purposes ('purpose limitation');
- (c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed ('data minimisation');
- (d) accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay ('accuracy');
- (e) | kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) subject to implementation of the appropriate technical and organisational measures required by this Regulation in order to safeguard the rights and freedoms of the data subject ('storage limitation');
- (f) | processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures ('integrity and confidentiality').

Purpose of treatment

The data collected are processed only for the following purposes:

- products purchasing and related services such as after-sales support;

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- contract satisfaction ;
- to send advertising material, commercial communications and direct marketing but only based on express consent;
- fulfillment of mandatory obligations, in order to safeguard the interests of the data subject, in case it becomes necessary,
- pursuit of MASE GENERATORS's rights and interests, such as getting the payment of products and the services price , including legal action;
- the defense of MASE GENERATORS in court or in the preparatory stages of trial;
- prevention of activities or initiatives aimed at discrediting the professional reputation of Data Controller, his employees or collaborators;

Data type

Personal data collected by MASE GENERATORS consist of:

- master data;
- tax code;
- profession (possible);
- residential address and/or home address;
- telephone numbers, FAX and e-mail addresses;
- extreme and/or photostatic copies of the identification document and/or passport;
- data about the details and payment methods.

Sensitive personal data and/or particular categories

Art. 9 EU Regulation 2016/679, define "sensitive" data or data that qualify as " personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation .

GE SET does not collect any of those who qualify as special categories under the above legislation related to its customers and suppliers.

Process and storage methods

The process carried out by the consent given by the owner is based on principles of fairness, lawfulness and transparency and is carried out in a computerized and/or paper form by specially appointed persons, according to security criteria.

Retention time


The time of retention of the data is closely linked to the execution of the contract, and has to respect as well legal obligations and charges Mase Generators assumed and the rules of the tax and administrative laws; therefore, by legal point of view retention time can't be less than 10 years.

Specific authorization for those who access to personal data

Employees who are authorized to access and process the data collected (they follow the instructions given by MASE GENERATORS), are charged with specific authorization.

External Processors

Third parties may be charged with the treatment through specific instructions where it is essential to comply with the obligations and charges assumed; this data transmission will be done in accordance with the terms of the contract and/or the relevant legal rules.

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The legal basis for the treatment carried out by third parties is the execution of the contract, or the fulfilment of obligations and obligations assumed by MASE GENERATORS in accordance with the contract and/or with civil laws.

The processing of the data by the third parties in charge is based on the same principles of fairness, legality and transparency as the treatment carried out by MASE GENERATORS.

In particular, it is explicitly prohibited to external contractors to disclose o public processed data.

External suppliers

The data collected from the data subjects may be processed by external suppliers who offer support for the delivery of the product or after-sales assistance; they will be designate, if necessary, responsible for the treatment.

Other third parties

The data collected by MASE GENERATORS may be communicated to the following third parties :

- public authorities or administrations if mandatory obligations exist ;
- professionals (lawyers, accountants, consultants and/or insurance agents, etc.) for judicial, extrajudicial and/or counselling activities ;
- Banks

Transferring personal data to third countries

In accordance with the terms of GDPR, personal data strictly necessary may be trasferred abroad

1. In case of shipments abroad
2. for the execution of the contract
3. for the fulfillment of other obligations arising from contracts or laws
4. in order to safeguard the interests of the person in the event of intervention of insurance companies or other .

Existence of automated decision-making-profiling

MASE GENERATORS does not adopt any automated decision-making, nor does it carry out profiling operations, referred to in Article 22, paragraphs 1 and 4, of eu Regulation 679/2016.


Rights of the data subject

At any time, the data subject has the right to:

- ask the controller for access to personal data
- ask for confirmation of whether or not your personal data exists and whether it is the origin of it;
- obtain information about the purpose and manner of the treatment, the categories of personal data, the recipients or categories of recipients or distributors to whom the personal data has been or will be communicated and, when possible, the retention period;

and, if not inconsistent with the above-mentioned requirements for compliance with the law, the rights of:

- get the adjustment and deletion of the data;
- get the limitation of treatment;
- obtain the portability of the data, that is, receive it from a treatment Data Controller, in a structured format, commonly used and readable by automatic device, and transmit it to another controller without impediments;
- oppose treatment at any time and also in the case of treatment for direct marketing purposes;

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- revoking consent at any time without prejudging the legality of the consent-based treatment provided prior to withdrawal;
- complain to a regulator.

To exercise the rights mentioned above please write a request to MASE GENERATORS S.p.A. , at the postal address of legal office or the email address listed in the contact information.

Mase Generators Director
Luigi Foresti