

# PRIVACY POLICY

## Mocren Interart Collection SRL



### Introduction

Mocren Interart Collection is committed to protecting your privacy and we take seriously the privacy of those that visit our web site and use our services. We have established this Privacy Policy to communicate what information we collect and how that information is used and safeguarded. This privacy policy applies to our website, customer database, registration systems and all ways in which we communicate and store information. This Privacy Policy governs our data collection, processing, and usage practices. It also describes your choices regarding use, access, and collection of your personal information. If you do not agree with the data practices described in this Privacy Policy, you should not use our services.

By accessing this website and Privacy Policy at [www.mocreninterart.it](http://www.mocreninterart.it) and/or working with our sales team you acknowledge the terms and conditions expressed herein. We reserve the right to change this policy at our sole discretion and without notice.

If you have any questions about this Privacy Policy or our treatment of the information you provide us, please write to us by email at [info@mocreninterart.it](mailto:info@mocreninterart.it) or by mail to:

Mocren Interart Collection SRL  
Lungotevere Pietra Papa 99  
00146 Rome  
Italy

### What information is collected, and why?

When a user visits our website, we collect information about the visit that does not identify the user personally. We track information such as the domain from which the user is visiting and the user's browser type. We also collect specific information regarding the user's session on our website. This includes items such as the date and time of the visit and the pages viewed.

Sometimes we ask a user to voluntarily provide personally identifiable information (PII). This information generally includes, but is not limited to, name, e-mail address, postal address, and telephone number. We request this information when the user requests one of the following:

- To register to attend an on-line seminar
- To register to attend an event hosted by Mocren Interart Collection SRL
- To receive specific information from us such as a whitepaper or code sample
- To sign up for a mailing list
- To correspond with us
- To send us your brief or Request for Proposal (RFP)
- Or any other such activity that we deem necessary

Mocren Interart Collection does not collect any personally identifiable financial or health-related information unless it pertains to your attendance at a specific event. We do not intentionally collect information from children under the age of 13.

## **How is the information used?**

### **Website**

Non-personally identifiable information (non-PII) is collected to allow us to analyze how our website is used and to improve the content and service the website provides.

Personally identifiable information is collected for analysis to improve the content of the website and the services we provide the user. Mocren Interart Collection owns the collected information and will not sell, trade, or rent the information to others. We may use the information to continue contact with the user. This may include contact such as follow-up calls, e-mail correspondence, or mail correspondence to follow-up on the contact or to provide marketing information about Mocren Interart Collection company news, service provider news, promotions, new services, or important website changes. Mocren Interart Collection may share this information with its service provider partner for the specific purpose of a promotion or service offering.

### **Customized Internal Database**

Personally identifiable information (email, phone, address information) is collected over email or phone when a client provides information about an upcoming program to a Mocren Interart Collection representative. This information is collected and stored in our customer database indefinitely. For more information about how this information is stored and protected in our database, please contact our DPO. The service provider partner will collect and store the information following their specific privacy policies. Please refer to the specific service provider partner's privacy policy for more information on how your information is stored and protected by that specific service provider.

### **Newsletter and Communication**

By working with Mocren Interart Collection and allowing us to store your information in our Customized Internal Database, you acknowledge that Personally Identifiable Information will be securely stored by Mocren Interart Collection indefinitely for occasional communication from our sales and marketing team via personalized emails and newsletter communications. Users have the right at any time to unsubscribe from Mocren Interart Collection communication. This can be done by clicking the "unsubscribe" link in marketing emails, replying "unsubscribe", or emailing [info@mocreninterart.it](mailto:info@mocreninterart.it) and asking to be removed from all communication.

### **Event Registration for Live and Online Events**

Personally identifiable information is collected from you in order to provide and oversee registration services to you. The information will be used to email event-related information, provide customer service, create name badges and potentially book travel accommodations (if applicable). Necessary travel information, such as date of birth, will be encrypted after it is collected. Mocren Interart Collection owns the collected information and will not sell, trade, or rent the information to others. We may use the information to continue contact with the user. This may include contact such as follow-up calls, e-mail correspondence, or mail correspondence to follow-up on the contact. Mocren Interart Collection may share this information with its service provider partners to execute the event, oversee registration services, provide customer service, and book travel and hotel accommodations (if applicable).

Your consent to provide your personally identifiable information will be collected for each separate event via online registration provided by EventRebels, etouches, or GoToWebinar.

## **Tradeshow and Event Participation**

By agreeing to have a badge scanned at Mocren Interart Collection booth at all tradeshows where Mocren Interart Collection is exhibiting, you are giving consent to Mocren Interart Collection to access and store your registration data. By scheduling an appointment, holding a meeting or exchanging a business card at any event where Mocren Interart Collection is in attendance, you are giving consent to Mocren Interart Collection to access and store your information. All Personally Identifiable Information that the user supplied when registering for the event will be securely stored by Mocren Interart Collection indefinitely for occasional communication from our sales and marketing team. This information will not be shared with any third party vendors.

## **Are "Cookies" used on the website?**

"Cookies" are small pieces of information that are placed on a web user's hard drive. We may use cookies to provide you with better service. Cookies are pieces of information that a Web site transfers to your computer's hard disk for record-keeping purposes. Cookies can make the Web more useful by storing information about your preferences for a particular site. The use of cookies is an industry standard, and many major Web sites use them to provide useful features for their customers. Cookies in and of themselves do not personally identify users, although they do identify a user's computer. Most browsers are initially set to accept cookies. If you prefer, you can set your browser to refuse cookies. However, you may not be able to take full advantage of the functionality of the Mocren Interart Collection site if you do so.

## **How is personally identifiable information safeguarded?**

Mocren Interart Collection utilizes industry standard methods and mechanisms such as firewalls, intrusion monitoring, and passwords to protect electronic information. Multiple physical security methods such as locking devices and 24 hour premise monitoring are also employed. Finally, access to PII is limited to a small number of personnel and on a need-to-know basis. All customer information is collected and stored in our customer database indefinitely.

## **Links to other web sites**

Mocren Interart Collection web site may contain links to other internet web sites. Mocren Interart Collection neither controls nor endorses external sites and is not responsible for the content of such sites. This policy does not cover the privacy policies and data collection practices of non-Mocren Interart Collection web sites.

## **How to opt out of correspondence**

Based on the information a user has provided, Mocren Interart Collection may send e-mail correspondence to the user. Each correspondence will contain an easy means to opt out of further correspondence.

## **How to access & control your personal data**

You have the following data protection rights:

- You can request access, correction, updates or deletion of your personal information
- You can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information.
- If we have collected and process your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the

lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

- You have the right to complain to a data protection authority about our collection and use of your personal information.
- You have the right to opt-out of all newsletter communications.

To exercise any of these rights, please write to us by email at [info@mocreninterart.it](mailto:info@mocreninterart.it) or by mail to:

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