

## **PRIVACY NOTICE**

Tenuta di Castelfalfi S.p.A., as the Data Controller, pursuant to Art. 13 of Regulation EU 2016/679 (GDPR), wishes to inform you that, to participate in the “Memories Under the Christmas Tree” event, we will process your personal data.

### **1. TYPES OF DATA PROCESS AND PURPOSES OF PROCESSING**

We will process the data you provide in the registration form for managing the promotion, specifically:

- We will use your name, surname, date of birth, residential address, email address, and phone number for registration, participation in the promotion, and, in case of winning, to assign you the prize.
- Your name and surname, associated with your submission, may be used for promotional purposes by the Data Controller, in accordance with the Terms and Conditions of the “Memories Under the Christmas Tree” promotion.
- We will use your Instagram username to interact with you and publish promotion results, in compliance with your chosen privacy settings and Instagram’s policies available at the following link ([https://privacycenter.instagram.com/policy/?entry\\_point=ig\\_help\\_center\\_data\\_policy\\_redirect](https://privacycenter.instagram.com/policy/?entry_point=ig_help_center_data_policy_redirect)).
- If you win, we will use the contacts provided to request information about your guest, to manage your stay.

### **2. LEGAL BASIS AND DATA PROVISION**

The data processing is based on the execution of contractual and pre-contractual measures requested by you through participation in this promotion and acceptance of its Terms and Conditions. Providing this data is necessary to participate in the promotion; refusal will result in ineligibility.

### **3. RETENTION PERIOD**

We will retain your data for the period required to manage the promotion and in accordance with the relevant regulation.

### **4. RECIPIENTS OF PERSONAL DATA**

The personal data provided will be processed by authorized staff under the authority and responsibility of the Data Controller. The data may also be processed by other Castelfalfi Group companies or by third-party service providers, including communication services, email, correspondence delivery, and other service providers related to the above purposes. By sharing on our social networks, your data may be transferred outside the EU under the terms and conditions of the platform, available at the following link ([https://help.instagram.com/581066165581870/?helpref=uf\\_share](https://help.instagram.com/581066165581870/?helpref=uf_share)). Only necessary data will be communicated to the aforementioned parties. An updated list of recipients is available at the Data Controller’s registered office and will be provided upon request by emailing [privacy@castelfalfi.it](mailto:privacy@castelfalfi.it).

### **5. DATA SUBJECT RIGHTS**

You are informed that you may exercise your rights regarding your personal data under Chapter III of the GDPR. Specifically, you have the right to request access, rectification, deletion, integration of incomplete data, restriction of processing, or to receive your data in a structured, commonly used, machine-readable format. These rights can be exercised by contacting [privacy@castelfalfi.it](mailto:privacy@castelfalfi.it). Under Art. 77 of the GDPR, you also have the right to lodge a complaint with the Supervisory Authority if you believe the processing violates the GDPR.

**6. DATA CONTROLLER AND DPO CONTACT INFORMATION**

The Data Controller is Tenuta di Castelfalfi S.p.A., Località Castelfalfi, 50050 Montaione (FI), [info@castelfalfi.it](mailto:info@castelfalfi.it).  
The DPO can be contacted at [privacy@castelfalfi.it](mailto:privacy@castelfalfi.it).