Bocconi

PRIVACY POLICY

UNIVERSITÀ COMMERCIALE LUIGI BOCCONI AND SDA BOCCONI EVENTS AND NEWSLETTERS

We would like to inform you that your personal data will be processed in compliance with the legislation on the protection of personal data (EU Regulation 2016/679, "GDPR"), and D. Legislative Decree 196/2003 and ss.mm.ii. ("Privacy Code").

1. Data controller

The Data Controller is the Università Commerciale "Luigi Bocconi", with registered office in Via Sarfatti 25, 20100 Milano (MI).

2. Data Protection Officer

Bocconi has appointed a *Data Protection Officer* (hereinafter DPO) who can be reached at the following mailbox: dpo@unibocconi.it

3. Processing of personal data

	Purpose of processing	**Legal basis**	**Personal data processed**	**Retention period**
	A) Use of the image or video for information and promotional purposes of the University and the SDA, including via *social networks*	Consent given by the data subject (Art. 6(1)(a) GDPR)	Photographs and videos	Until revocation of consent given
	B) Communication of data to third parties for networking purposes and to initiative partners	Consent given by the data subject (Art. 6(1)(a) GDPR)	• name • surname e-mail address	Until revocation of consent
	C) collection of information on food allergies or intolerances for the management of meals organised at events or courses	Consent given by the data subject (Art. 6(1)(a) GDPR)	Allergies and/or intolerances indicated by the user during registration	For the time of the event or course management
Events organised by the University	**A)** follow up the request to participate in the event organised by the University, including those organised by Chapters in Italy	Performance of a task carried out in the public interest (Art. 6(1)(e) GDPR)	• name • surname • email address • registration number	For the duration of the event, unless participation in the event is tracked in the student's and alumnus' career

	Purpose of processing	Legal basis	Personal data processed	Retention period
	and abroad and by the University's research centres			
	B) sending further electronic communications relating to University events to data subjects who are already members of the University as Students, Alumni or Faculty and Staff members	Performance of a task carried out in the public interest (Art. 6(1)(e) GDPR)	• name • surname • e-mail address under University domain • registration number	For as long as they remain at the University and until they specifically opt-out to this processing in the case of Alumni and non-Alumni participants
	C) Managing *speaker* participation at events	Performance of a contract to which the data subject is party (Art. 6(1)(b) GDPR)	• name • surname • email • job title • company	Until the end of the event
	D) Sending further electronic communications concerning events organised by the University to non-University parties	Consent given by the data subject (Art. 6(1)(a) GDPR)	• name • surname • email	Until revocation of consent given
	E) Sending notices of further events organised by the research centers	Consent given by the data subject (Art. 6(1)(a) GDPR)	• name • surname • email	Until revocation of consent given
	F) Sending of newsletter-type communications by the University‘s research centers	Consent given by the data subject (Art. 6(1)(a) GDPR)	• name • surname • email	Until revocation of consent given
	G) Sending communications by phone (sms or instant messaging) concerning events and initiatives	Consent given by the data subject (Art. 6(1)(a) GDPR)	• name • surname • telephone number	Until revocation of consent given

	Purpose of processing	Legal basis	Personal data processed	Retention period
	organised by the Alumni community.			
Events organised by SDA Bocconi	**H)** follow up on the request to participate in the event organised by SDA Bocconi	Performance of a contract to which the data subject is party (Art. 6(1)(b) GDPR)	• name • surname • email address • registration number	Until the end of the event
	I) sending further electronic communications relating to events organised by SDA Bocconi to data subjects who are part of the SDA Bocconi community (because Students or Alumni)	Performance of a contract to which the data subject is party (Art. 6(1)(b) GDPR)	• name • surname • email address • personal details • event-related data • films, voice recordings and images	As long as the school's domain e-mail accounts are active
	J) Sending electronic communications, calls, and WhatsApp messages for guidance purposes, invitations to events, and promotion of SDA courses to interested parties who are not part of the SDA community	Consent given by the data subject (Art. 6(1)(a) GDPR)	• name • surname • email address	Until revocation of consent given
	K) Managing *speaker* participation at events	Performance of a contract to which the data subject is party (Art. 6(1)(b) GDPR)	• name • surname • e-mail address • Job Title	Until the end of the event

4. Methods of data processing

In relation to the aforementioned purposes, personal data are processed by means of manual, computerised and telematic tools in a manner strictly related to those purposes and, in any case,

in such a way as to guarantee the security and confidentiality of the data, in addition to compliance with the specific obligations laid down by law.

No automated decision-making processes will be used during the processing operations.

5. Recipients of personal data

For the pursuit of the above-mentioned purposes, the personal data collected may be communicated to

a) Internal units within the University. Personal data will be processed by authorised personnel, pursuant to Article 29 of the GDPR and Article *2-quaterdecies* of the Privacy Code.

   In detail, the directorates involved are:

   1. SDA Offices

b) third-party companies appointed Data Processors , pursuant to Article 28 of the GDPR.

c) The data may also be communicated to

   - competent ministries and public authorities, according to the law
   - Organisations, including non-European ones, that manage ranking and accreditation and related auditing
   - Companies, organisations or bodies where relative visits or study tours are organised

In any event, the data subject may request further information by writing to the DPO at the addresses indicated in section 2.

6. Transfer of data outside the EU

Some processing operations carried out by the University, for the purposes listed above, involve the transfer of personal data outside the European Union. The transfer of personal data to third parties resident or located in countries that do not belong to the European Union and that do not ensure adequate levels of protection will only be carried out after specific agreements have been concluded between the University and said parties, containing safeguard clauses and appropriate guarantees for the protection of personal data - Standard Contractual Clauses - approved by the European Commission , as provided for by Chapter V, articles 44 et seq. of the GDPR, as well as in compliance with the provisions adopted by the European Court of Justice and by national and foreign Authorities on the subject of personal data protection.

In any event, the data subject may request further information by writing to the DPO at the addresses indicated in section 2.

7. The rights of the data subject

You have the right to exercise the rights recognised by the legislation at any time, pursuant to Articles 15-22 of the GDPR. In particular, as a data subject, you have the right to obtain:

a. confirmation as to whether or not personal data are being processed and access to the data and the following information: purpose of processing, categories of personal data, recipients and/or categories of recipients, storage period;

b. rectification of inaccurate personal data and/or supplementation of incomplete data, including by providing a supplementary declaration;

c. erasure, in the cases provided for by the GDPR;

d. the restriction of processing in the cases provided for by the privacy legislation in force;

e. data portability and, in particular, the possibility of requesting the direct transmission of processed personal data to another data controller;

f. revocation of any consent given, without prejudice to the lawfulness of the processing based on the consent before revocation;

g. opposition, at any time, to the processing, pursuant to Article 21 of the GDPR.

Without prejudice to any other administrative or jurisdictional recourse, you also have the right to lodge a complaint (Art. 77 GDPR) with the Privacy Guarantor (www.garanteprivacy.it), if you consider that the processing concerning you violates the regulations in force on the protection of personal data.

In order to exercise all the above-mentioned rights, the data subject may use the dedicated Privacy Web Form available here (or by scanning the QR code below), or contact the Data Controller or the DPO in writing at the contact details indicated above.

Privacy Web Form

□ I declare that I have read and understood the information on the processing of my personal data

□ I give my consent to the processing of my image, in the form of a photograph or video, also through *social networks*, for purposes of information and promotion of the University and SDA Bocconi

□ I consent to the processing of my personal data for networking purposes also with event partners

□ I consent to the processing of my personal data concerning food intolerances or allergies

Events organised by the University

□ I consent to the processing of my personal data to receive electronic communications regarding further events organised by the University

□ I consent to the processing of my personal data to receive electronic communications relating to events organised by the research centres of the University

□ I give my consent to the processing of my personal data to receive electronic newsletter-type communications sent by the research centres of the University

□ I consent to the processing of my personal data to receive communications by phone (sms or instant messaging) concerning events and initiatives organised by the Alumni community.

Events organised by SDA

□ I consent to the processing of my personal data for the purpose of receiving guidance communications, invitations to events, and promotion of SDA Bocconi courses by email and telephone.