Bocconi

PRIVACY POLICY

SDA BOCCONI – SCHOOL OF MANAGEMENT
ORIENTATION AND ADMISSION

We 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 contacted at the following mailbox: dpo@unibocconi.it

3. Processing of personal data

Purpose of processing	**Legal basis**	**Personal data processed**	**Conservati on period**
A) Sending electronic communications, calls, and WhatsApp messages for guidance purposes, invitations to events, and promotion of SDA courses.	• Consent of the data subject (Art. 6(1)(a) GDPR)	• name • email address • date of birth • workplace • email address • password	• Until revocation of any consent given
B) Managing the selection and orientation process	• performance of a contract to which the data subject is party (Art. 6(1)(b) GDPR)	• name • surname • email address • tax code • home address • nationality • degree • *curriculum vitae* • photography • access test	• personal data of non-admitted or non-enrolled students are kept for 5 years, unless the data are then anonymised and used for statistical purposes • Only the personal data of those who have not completed the application will be used until they *opt out.*

Purpose of processing	Legal basis	Personal data processed	Conservati on period
		• films, voice recordings and images • use of video and photo assets for promotional purposes • Association of identification and personal data with identification data of the initiative in question (e.g. Open Day 27/1/2024) • high school diploma	• Only the personal data of participants in orientation events will be used until the data subject *opts out.* • the personal data of admitted students will be entered into Esse3 and will follow the timetable set out in the following letters of this table

4. Modalities of data processing

Personal data is processed by manual, computerised and telematic means in accordance with the stated purposes, 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. Disclosure of personal data

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

a) departments 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 companies appointed as 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 at which 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 appropriate safeguard clauses and guarantees for the protection of personal data - Standard Contractual Clauses - approved by the European Commission, as provided for by Chapter V, Art. 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 protection of personal data.

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. cancellation, 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 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.