

Privacy Policy

Personal Data Processing Notice

Last update: 29/05/2025

MEDICALVERSO S.R.L.

Via Francesco Zanardi, 522 – 40131 Bologna (BO)

VAT No. 04045051200

This privacy notice has been prepared pursuant to Regulation (EU) 2016/679 (GDPR) and Article 13 of Italian Legislative Decree 196/2003 (Personal Data Protection Code).

Data Processing Information

Your personal data, provided or acquired within the context of contractual relationships with us, are used to:

- Fulfill obligations under the contract signed with you
- Comply with civil and tax regulations
- Manage accounting, billing, and credit
- For commercial purposes

Where explicitly authorized, your data may also be used by MEDICALVERSO S.R.L. and/or third parties for **promotional and marketing activities**.

The processing includes collection, registration, organization, storage, modification, consultation, processing, extraction, selection, interconnection, comparison, use, blocking, deletion, and destruction of the data — with the principle of data minimization.

Data Security

Processing is carried out using paper and electronic tools, in compliance with applicable laws, and according to appropriate security measures defined by Legislative Decree 196/03 and the outcome of our internal risk assessment.

Special care is taken in selecting third-party service providers who must meet or exceed these security standards. Some processing may occur outside the EU, as explained further below.

Mandatory Data

Providing personal data (e.g., company name, VAT number, tax code, bank details) is mandatory. Without this, MEDICALVERSO S.R.L. will be unable to initiate or maintain contractual relationships.

Data Sharing

Your data will not be publicly disclosed but may be shared with third parties performing tasks on behalf of the company, including accountants, law firms, banks, transport companies, debt collection agencies, and IT service providers.

Data Retention

Unless specifically requested otherwise, your data will be kept for **five years after the end of the contractual relationship**, or longer if required by law.

Data Controller

MEDICALVERSO S.R.L.

Via Francesco Zanardi, 522 – 40131 Bologna (BO)
VAT No. 04045051200

Your Rights (as per GDPR and Art. 7 of D. Lgs. 196/2003)

You have the right to:

- Confirm whether we process your personal data
- Know how your data is processed
- Request updates, corrections, additions, deletions, anonymization, or blocking of unlawful data processing
- Obtain a copy of your personal data
- Object to processing for legitimate reasons
- Lodge complaints with the Data Protection Authority or judicial authorities

You may exercise your rights by contacting us via email. Requests will be handled within a reasonable time depending on complexity.

Privacy Policy – MEDICALVERSO S.R.L.

MEDICALVERSO S.R.L. collects certain personal data from its users. Users may be subject to different levels of protection depending on their jurisdiction. Full details are available in the “Applicability of Higher Protection” section.

Types of Data Collected

Data collected includes:

- Cookies
- Usage data
- Email address

- First and last name
- Phone number

These may be provided directly by the user or automatically collected through the use of the platform.

All data requested is **mandatory**, unless otherwise stated. If users do not provide mandatory data, the service may be unavailable.

Use of cookies or other tracking tools is done to provide the requested service and for additional purposes described in this document and the cookie policy.

Users are responsible for third-party data they share via the platform and must ensure they have the right to do so.

Processing Methods and Location

Processing is carried out via IT and telematic tools, applying organizational and technical measures to ensure data security.

Authorized internal staff and external parties (e.g. IT providers, hosting services, legal consultants) may access the data as data processors. An updated list of processors can be requested from the Data Controller.

Legal Basis for Processing

Data is processed if one of the following conditions applies:

- The user has given consent
- Processing is necessary to fulfill a contract
- It is required to meet a legal obligation
- It serves a public interest
- It is in the legitimate interest of the controller or a third party

You can contact the Data Controller to clarify the specific legal basis for any processing.

Location and Data Transfers

Data is processed at the Controller's operating offices or any other location where involved parties are located.

User data may be transferred outside the EU or to international organizations (e.g., UN), and in such cases, adequate safeguards will be applied.

Data Retention Period

Data is stored as long as necessary for the purposes for which it was collected:

- Contractual data is retained until the contract ends
- Data processed under legitimate interest is retained until that interest is fulfilled
- Data processed under consent is retained until consent is withdrawn
- Legal obligations may require extended retention

Once the retention period ends, data will be deleted, and rights such as access, correction, and portability can no longer be exercised.

Purpose of Processing

Data is collected to provide services and for:

- Contacting the user
- Managing email lists and communications
- Viewing content from external platforms
- Infrastructure monitoring
- Statistics and analytics

Details on Specific Processing

Contact Form

By filling out the contact form, users consent to the use of their data to respond to inquiries, quotes, or other requests.

Statistics – Google Analytics

Google Analytics is used to track user behavior and generate reports.

Data collected: cookies and usage data

Location: USA

See: Privacy Policy and Opt Out

User Rights

Users may exercise the following rights:

- Withdraw consent at any time
- Object to data processing
- Access their data
- Verify and request correction
- Request restriction of processing
- Request deletion of data
- Receive data or transfer it to another controller
- File a complaint with the data protection authority

Right to Object

Users may object to processing based on public interest or legitimate interest.
If data is processed for direct marketing, users can object without giving a reason.

How to Exercise Rights

Users can send a request to the Data Controller using the contact details provided. Requests are free and will be handled within one month.

Applicability of Higher Protection

A higher level of data protection applies when:

- The controller is based in the EU
- The service is offered to EU-based users
- User behavior is monitored within the EU