






PRIVACY POLICY
ACCORDING TO EU REGULATION 2016/679 ("GDPR") AND APPLICABLE DATA PROTECTION REGULATIONS
 (ver. 01-07/2021)



PRIVACY POLICY PRIZE CONTEST "NEW PLAYER UNLOCKED"

Dear user, according to GDPR, **Milan Entertainment S.r.l** (hereinafter also referred to as "**Company**"), with legal offices in Via Aldo Rossi no. 8, 20149 Milan, in its capacity of **Data Controller**, provides you information regarding the modalities of usage of your personal data.

CATEGORIES OF PERSONAL DATA PROCESSED
"Data" refers as example to name, surname, e-mail address, delivery or residence address and the other personal data necessary to participate in the prize contest "New Player Unlocked" (" Contest ").

SOURCE OF THE DATA
Data are collected directly from the data subject at the time of signing up to MyMilan and of his/her participation in the Contest.

 PURPOSES OF THE PROCESSING	 LEGAL BASES OF THE PROCESSING	 DATA RETENTION PERIODS
Participation in the Contest: Data are processed in order to allow the participation in the Contest and to manage its phases, including the selection of winners and the prize delivery.	Execution of contractual obligations.	5 years from the closing of the Contest.
Fulfilment of all legal obligations in prize contests matters.	Fulfilment of legal obligations.	
If necessary, ascertain, exercise or defend rights of the Data Controller in court.	Legitimate interest of the Company.	Expiration of the time-limit for the handing down of the judgment.
For all the eventual purposes of processing further to those hereby mentioned, you may make reference to privacy policy available at the moment of registration into MyMilan (<i>i.e.</i> marketing and profiling).		
The processing of data is carried out, by electronic and paper methods, by means of the operations of collection, registration, organisation, conservation, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, cancellation and destruction of data. Once the above-mentioned retention periods have expired, the data will be destroyed, cancelled or made anonymous, compatibly with the technical procedures of cancellation and backup.		

DATA CONFERRAL	Except for Data provided for those purposes requesting your consent within your MyMilan registration, Data conferral is necessary to participate in the Contest and in the prize draw.
 RECIPIENTS OF DATA	Data could be communicated to subjects acting as independent controllers , such as: <ol style="list-style-type: none"> a. Authorities and supervisory bodies (e.g. revenue agencies, Chambers of Commerce, financial police); b. Other public or private bodies entitled to request data. Data could be processed by subjects appointed as data processors , acting on behalf of the Controller, such as: <ol style="list-style-type: none"> a. Companies or professionals providing support in implementing or maintenance of operating IT systems; b. Companies supporting in Contest management; c. Companies, even belonging to Milan Group, providing intercompany services.
 AUTHORIZED SUBJECTS TO DATA PROCESSING	Data can be processed by corporate functions and employees specifically appointed and instructed to pursue the above mentioned processing purposes.



	DATA TRANSFER AND DISCLOSURE Data are not transferred outside the EU territory.
	DATA SUBJECTS RIGHTS – COMPLAINT WITH THE SUPERVISORY AUTHORITY By e-mailing the Company at privacy@acmilan.com , data subjects are entitled to: <ul style="list-style-type: none">• request confirmation from the data controller as to whether or not data relating to them are being processed and, if so, to obtain access to the data relating to them and to information on the processing, such as: the purposes, the categories of personal data, the recipients or categories of recipients to whom the data are disclosed, the storage period, the existence of an automated decision-making process and of the logic used, and the existence of adequate safeguards in the event of data transfer to a non-EU country;• obtain the updating, rectification, integration or deletion of data, as well as the restriction of the data processing operations;• object to data processing in case of legitimate interest of the controller;• to receive the data in a structured, commonly used and machine-readable format and, if technically feasible, to transmit them to another data controller without hindrance ("right to data portability");• withdraw at any time the consent given, eventually also by logging into the MyMilan profile. Data subjects are also entitled to lodge a complaint with the competent supervisory authority.
	Furthermore, Milan Entertainment S.r.l. has appointed the Data Protection Officer (DPO), specialized figure, who will supervise the modalities adopted by the Company to protect your data. You can contact the DPO by writing at dpo@acmilan.com .