	<b>INFORMATIVA SULLA PRIVACY</b> (ai sensi e per gli effetti di cui all'art. 12, 13 e 14 del Reg. UE 2016/679)	<b>MDP 08.D</b> Rev. 00 del 27/05/2025
	<b>PRIVACY POLICY</b>	

MSM PET FOOD S.r.l. is committed to protecting the Personal Data entrusted to it. Therefore, their management and security are guaranteed with the utmost attention, in compliance with the requirements of privacy legislation (e.g., EU Regulation 2016/679).

This document ("Notice") has been drawn up in order to allow you to understand how your Personal Data will be processed within the context of using the application and to provide you with all the necessary information so that you can express explicit and informed consent to the processing carried out.

In general, the processing of any information or Personal Data you provide to the Data Controller through the website will take place according to the internationally recognized principles of lawfulness, fairness, transparency, purpose limitation and storage limitation, data minimization, accuracy, integrity, and confidentiality, and will be aimed at providing the services offered on the website itself.

#### **a) Data Controller**

The Data Controller, or the party responsible for making decisions regarding the purposes, methods, and security of personal data, is the company **MSM PET FOOD S.r.l.** (VAT no.: 03137390989) in the person of its legal representative, Luca Mognetti, with registered office in **VIA DELL'AGRICOLTURA 5 - 25028 - VEROLANUOVA (BS)**.

#### **b) Purpose of the Processing**

MSM PET FOOD S.r.l. will use your data exclusively for the following purposes:

CONTACT FORM/REQUESTS FOR INFORMATION.

With your specific consent, your ordinary personal data will be processed for the management of the request sent by you.

Mandatory data to be provided are highlighted with an asterisk (\*).

It is possible that your Personal Data may be used to carry out surveys regarding customer satisfaction, and you may be contacted (by phone, email, or other means) with the purpose of knowing your opinion on the service provided by MSM PET FOOD S.r.l.

MSM PET FOOD S.r.l. will carry out the processing based on your consent.

The defined purposes do not derive from a legal obligation, and the granting of the relevant consents is optional.

However, your consent to data processing is necessary to avail yourself of the services offered. We will not use your personal data for purposes other than and in addition to those described in this notice, unless we inform you beforehand and, where necessary, obtain your consent.

No Special Categories of Data (formerly sensitive data) are requested on the website <https://msmpetfood.com/>. We invite you not to enter such types of data unless strictly necessary.


#### **c) Methods of Data Processing**

MSM PET FOOD S.r.l.'s goal is to protect the Personal Data entrusted to it, basing its processing on the principles of fairness, lawfulness, and transparency. Therefore, we inform you that your personal data will be processed, through the use of tools and procedures suitable to ensure maximum security and confidentiality, with the aid of paper and digital media, IT, and telematic means. Communications may take place using traditional methods (e.g., paper mail, phone calls with an operator), automated and similar methods (e.g.: fax, e-mail, SMS, MMS).

You are, however, granted the right to exercise the right to object which, in the absence of an indication to the contrary from you, will refer to both traditional and automated communications.

#### **d) Data Retention Period**

Your personal data will be kept, starting from their receipt/update, for **5 years**, unless different legal requirements apply. After this period, you will be asked for confirmation of consent to processing, otherwise they will be deleted or anonymized.

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#### **e) Communication and Disclosure of Data**

We inform you that for the purposes referred to in point b), Your Data may be communicated to third-party Companies that work in collaboration with MSM PET FOOD S.r.l., exclusively to carry out the requests sent by you. The data will also be processed by internal resources within the Company's offices, adequately instructed, who act as personnel authorized to process the data. Your personal data are not subject to disclosure (general publication).

#### **f) Rights of Data Subjects**

At any time, you will have the right to request:

- Access to your personal data;
- Their rectification in case they are inaccurate;
- Their erasure;
- The restriction of their processing.

You will also have:

The right to object to their processing:

1. If processed for the pursuit of a legitimate interest of MSM PET FOOD S.r.l.

The right to data portability, i.e., to receive the personal data provided by you in a structured, commonly used, and machine-readable format.

We will handle your request with the utmost commitment to ensure the effective exercise of your rights. Finally, you will have the right to lodge a complaint with the national Supervisory Authority (Privacy Guarantor).

You may withdraw your consent at any time without this, however:

Prejudicing the lawfulness of processing based on consent given before withdrawal;

Prejudicing further processing of the same data based on other legal grounds (e.g., contractual obligations or legal obligations to which MSM PET FOOD S.r.l. is subject).

To view the full text of the rights of data subjects, you can directly read Articles 15 to 22 of EU Reg. 2016/679 at the following link:

<https://eur-lex.europa.eu/legal-content/IT/TXT/PDF/?uri=CELEX:32016R0679&from=IT>

For further information on this notice or on any privacy issues, or if you wish to exercise your rights or withdraw your consent, you can contact the following email address: [info@msmpetfood.com](mailto:info@msmpetfood.com)

#### **g) Changes**

The Data Controller reserves the right to modify or simply update the content, in part or completely, including due to changes in the applicable legislation. The Data Controller will inform you of these changes as soon as they are introduced, and they will be binding as soon as they are published on the Website. The Data Controller therefore invites you to regularly visit this section to become aware of the most recent and updated version of the privacy policy, so that you are always updated on the data collected and the use the Data Controller makes of them.

**MSM PET FOOD S.r.l.**