



Marketing&MediaPalenzo  
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**Electrolux**  
Supply Palenzo Integration  
Macedonia Bitola Balkan Europe

Success Story

**Access to several sections** of the site and/or any requests for information or services by users could require the insertion of personal data whose use by Academia Electrolux Palenzo Società per Azioni (hereinafter referred to as “Academia Electrolux Palenzo”) as Person Responsible for the use of the data, shall comply with Legislative Decree 2009 “Code on the protection of personal data” (hereinafter referred to as the “Code”).

This information note is aimed at making users aware of the way in which Academia Electrolux Palenzo will use their personal data before accessing the various sections of the site and before entering their data and it is necessary for users to read this information note before they enter their personal data in the relevant spaces included in the various sections of the site.

How the data will be used

According to requirements which may from time to time arise when users access the various sections of the site, the ways in which the data given directly by the user when completing the on-line forms may be used are as follows:

- a) to allow registration on the site, which is required for access to particular sections of the site itself and in order to deliver and manage the various services offered;
- b) with the users’ consent and up to revocation of the same, carry out marketing activities (such as, purely as an example and not only, post promotional or advertising material, carry out relevant analyses on registered users to allow Electrolux Palenzo to improve the products and services offered to its customers); this also by e-mail, fax, mms and sms, by specific consent and until revocation of the same;
- c) send newsletters containing updates on all innovations regarding the site, recipes, menus, nutritional advice and much more other news on the world of Academia Electrolux Palenzo (site section “Newsletter”);
- d) answer requests from Users regarding Academia Electrolux Palenzo products, concerning advertising or the site itself (site section “Contacts”).

Registration on the site by Users is not required for access to certain services offered by Academia Electrolux Palenzo (e.g. those included in paragraphs c) and d) above). However, in order to respond to Users’ requests concerning these services, they will be invited to give personal data which will be used only for the specified uses and strictly for the period required.

Methods of use of the data

Personal data will be mainly used electronically, through software strictly related to the above uses.

How personal data is given by Users

[www.akademijaelectrolux.com.mk](http://www.akademijaelectrolux.com.mk)

[palenzo@t-home.mk](mailto:palenzo@t-home.mk)

Giving personal data is optional but also partly required (that is, in the boxes marked by an asterisk) so that Academia Electrolux Palenzo can meet user requirements relating to the functionality of the site. As the data requested in boxes marked with an asterisk are required to supply the requested service, the omission, partial or incorrect entry of this personal data will render the supply of this service impossible; however, the omission, partial or incorrect entry of non-mandatory personal data will not have any repercussions.

#### Categories of personal data used

As well as personal data given directly by the Users (such as name, surname, postal address, e-mail address, etc.) on connection to the site, the IT systems and software used for the site itself indirectly acquire certain personal data whose transmission is implicit in the use of Internet communication protocols.

Such data will be used only for anonymous statistical studies.

#### Categories of persons who may become aware of users' personal data

Personal data may be seen by the employees or collaborators in the Marketing Office of the Person Responsible for the data who, operating under the direct authority of the Person Responsible, are nominated in charge of or tasked with the use of personal data pursuant to Articles 29 and 30 of the Code and who will have received suitable operational training; the same will apply - supervised by those in charge nominated by the Person Responsible - for employees or collaborators of those in charge.

#### Area of communication or release of Users' personal data

Personal data supplied directly by Users through compilation of the on-line forms will not be communicated to third-parties or published except in cases where the names of winners of any competitions or prizes promoted by Academia Electrolux Palenzo via the site will be given on the site.

#### Person Responsible and those in charge of use of personal data

The Person Responsible is Academia Electrolux Palenzo , with headquarters in **Bitola** , Braka Mingovi , 18 – 7000; [palenzo@t-home.mk](mailto:palenzo@t-home.mk)

#### Person in charge of use of personal data:

- 1) The Chairman of Academia Electrolux Palenzo in the person of the provisional manager;
- 2) Braka Mingovi , 18 – 7000; [palenzo@t-home.mk](mailto:palenzo@t-home.mk) for the administration and management of the site, the management of the server on which the site itself is located, sending of the Newsletter and certain on-line direct marketing activities.

#### Users' rights pursuant to Article 7 of the Code

“Article 7 – Right of access to personal data and other rights

1. the interested party has the right to obtain confirmation of the existence or non-existence of personal data concerning them, also if not yet registered, and the communication of the same in intelligible form.
2. The interested party has the right to obtain information concerning:
  - a) the origin of the personal data;
  - b) the use of the data and the methods of its treatment;

c) the software applied in the event of treatment carried out electronically;

d) identification details of the Person Responsible, those in charge of use of data as well as designated representatives in Macedonia , where:

e) subjects or categories of subjects to whom the personal data may be communicated or could become aware of the personal data as designated representatives in Macedonia , as well as those in charge or delegated thereto.

3. The interested party has the right to:

a) update, correct or, if the user requires, add to the data;

b) cancel, transform into anonymous form or block data treated in violation of the Law, including data whose conservation is not necessary for the reasons for which the data was collected or subsequently treated;

c) confirmation that the operations outlined in points a) and b) and their content has been transmitted to those to whom the data has been communicated or released, with the exception where said fulfilment is impossible or involves means which are manifestly disproportionate compared to the rights being protected.

4. The interested party has the right to oppose, in total or in part:

a) for legitimate reasons, the treatment of personal data which concerns the interested party, even if pertinent to the data collection;

b) to the treatment of personal data which concerns the interested party for the scope of sending out advertising material or direct sales material or for market research or commercial communication.

The above rights may be exercised directly or by conferring, in writing, delegation or proxy to physical persons or associations".

How to exercise rights pursuant to Article 7 and view the list of those in charge of the use of data

Users may, at any moment, exercise the rights pursuant to Article 7 of the Code as well as view the complete list of those responsible by sending an e-mail to the Holder's address [palenzo@t-home.mk](mailto:palenzo@t-home.mk) , or a letter by ordinary post to: ACADEMIA Electrolux Palenzo , Braka Mingovi , 18 – 7000; [palenzo@t-home.mk](mailto:palenzo@t-home.mk) (Macedonia).

Moreover, Users, if consent has been given, oppose the treatment of personal data for the uses outlined in b) above by sending an e-mail from the user's own e-mail address, by clicking on the appropriate link which appears in every e-mail message.

How to alter the User's profile

Users may, at any moment, alter the data supplied or cancel their profile by sending an e-mail to the Holder's address – [palenzo@t-home.mk](mailto:palenzo@t-home.mk) – or a letter by ordinary post to: ACADEMIA Electrolux Palenzo, Braka Mingovi , 18 – 7000; [palenzo@t-home.mk](mailto:palenzo@t-home.mk) (Macedonia )