






PRIVACY POLICY
PURSUANT TO (EU) REGULATION 2016/679 ("GDPR") AND THE APPLICABLE NATIONAL LEGISLATION
CONCERNING THE DATA PROTECTION
 (ver. 01/10/2025)

Dear supporter,

pursuant to the GDPR, **Verona Volley SSD S.r.l.**, with legal office in Piazzale Atleti Azzurri D'Italia 1 – 37138, Verona (Italy), as data controller (hereinafter, the “**Company**”), is pleased to provide information about how your personal data is "used".

	DEFINITION OF “DATA”		
	<p>"Data" means:</p> <ul style="list-style-type: none"> - Common data: personal data processed by the Company while browsing the website or using the app following user registration, such as identifying and contact details, information about products/services purchased and any other data (such as tax code and payment information) required for the purchase of our products, the issue of match and/or season tickets, etc. If you are a minor, the data processed will be non-sensitive data of the person who exercises parental responsibility; - Browsing data: information acquired from computer systems and software procedures that is used to ensure routine operation of the website and of the app; this information is not collected in order to be associated with identified data subjects but may, through processing and association with data held by third parties, allow identification of users; this category of data includes IP addresses or domain names of computers used by users who connect to the site, URI addresses (Uniform Resource Identifier) of requested resources, the time of the request, the method utilized to submit the request to the server, the size of the file obtained in reply, the numerical code indicating the status of the response from the server (successful, error, etc..) and other parameters related to the operating system and the IT environment of the user. You can find more information about the processing of such data within the Cookie Policy. 		
	SOURCE OF THE DATA		
	Data are collected from the data subject (and thereby directly shared by you) while browsing the website, using the app and any other web pages or platforms in which this Privacy Policy is published, as well as within the scope of services and products provided by them.		
			
PURPOSES OF PROCESSING	LEGAL BASIS	DATA RETENTION PERIOD	
1. Website and support			
Browsing the website and using the app: browsing data are only used to obtain anonymous statistical information about the use of the website and of the app and to verify correct operation. Browsing data may be used to ascertain responsibility in the event of possible computer crimes against the website and the app.	Fulfilment of a service.	Browsing data are deleted immediately after processing or made anonymous.	

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<p>Registration in the restricted area of the website and of the app and management of the personal account: common data (i.e. first name, last name, e-mail) are used for the creation and the management of the account, necessary to access all areas and services of the website and of the app exclusively for registered users.</p>	<p>Required to execute a request by the data subject or fulfil contractual obligations.</p>	<p>For the duration of the contract and thereby until the user closes the account.</p>
<p>Support to the data subject: common data are processed to recognize the data subject and thereby help in response to specific requests of the said party regarding products or services provided by the Company or in order to optimize the use of services and send service notices regarding the user's profile. Support can be provided through all the different channels made available by the Company.</p>	<p>Fulfilment of precontractual and/or contractual obligations to fulfil a data subject's request.</p>	<p>Depending on the assistance required, Data may be stored for different periods of time, in any case never longer than 10 years from the activity performed.</p>
<p>2. Ticketing and sporting events</p>		
<p>Ticket management: identifying and contact common data (e.g. first name, last name, e-mail) are processed for the issue of the match and/or season ticket and the provision of related services.</p>	<p>Fulfilment of contractual obligations.</p>	<p>5 years from the end of the sporting season to which the ticket refers.</p>
<p>Pass release: common data such as name, surname, place and date of birth, job and company, are required and processed for the issue of the passes for the subjects who must enter the stadium for service reasons.</p>	<p>Fulfilment of contractual obligations.</p>	<p>For the duration of the current season.</p>
<p>Documentation of the sporting event: during the sporting event, the Company may take photographs and/or audio and video recordings to be used and/or broadcast and/or published to document the sporting event through its social channels, websites, or other means of communication and dissemination.</p>	<p>Legitimate interest of the Company as also recognised by copyright law.</p>	<p>3 years from the end of the sporting season.</p>
<p>3. E-commerce</p>		
<p>Purchase of products and management of the order: Data are processed to allow the purchase of products through the e-commerce platform and to manage all the steps of the order process (e.g. preparation, possible customisation, shipping, customer service, etc.).</p>	<p>Fulfilment of contractual obligations.</p>	<p>Except in the case of litigation – which results in data being stored for the duration of the legal limitation period – Data is stored for 10 years from the time of purchase.</p>
<p>4. NoiVerona</p>		

<p>Participation in the loyalty programme: Personal Data is processed to enable participation in the initiative, to receive communications relating to it, to collect and use points by using discounts and benefits. etc.</p>	<p>Fulfilment of contractual obligations.</p>	<p>Except in the case of litigation - which results in data being retained for the duration of the legal limitation period - Personal Data is retained for 10 years from the time of purchase. In the event that no purchase is made as part of participation in the loyalty programme, the Personal Data is deleted at the time of un-subscription from the initiative and within the period specified in the rules.</p>
<p>5. Participation in initiatives and events</p>		
<p>Participation in promotions, competitions and prize contests: common data required will be processed for involvement in the initiative. Any further detailed information on the processing of personal data and the related means carried out on the occasion of each different initiative will be provided in the context of the regulations of that initiative or in dedicated privacy policies.</p>	<p>Fulfilment of contractual obligations.</p>	<p>5 years from the termination of the initiative.</p>
<p>Registration for events: common data provided also through dedicated forms, will be used for registration requests and for the management of entry lists</p>	<p>Fulfilment of contractual obligations.</p>	<p>Data are cancelled at the end of the relevant event.</p>
<p>6. Carrying out promotional activities and statistical analyses</p>		
<p>Direct Marketing: sending by the Company using automated contact (such as text messages, e-mails, social networks, instant messaging apps, push notifications) and conventional methods (such as telephone calls with operator and surface mail) promotional and commercial communications and/or newsletter relating to the products/services offered by the Company and its partners (an updated list of which is available on the dedicated page of the website) addressed to all supporters, as well as customer satisfaction surveys, market surveys.</p>	<p>Consent of the data subject.</p>	<p>Processing is carried out until consent is revoked based on personal data for the last 2 years. Said data, if not kept for other purposes covered by this policy, are in any case deleted after 2 years or, if earlier, in case of revocation of consent possibly also by means of an unsubscribe request at the link of the bottom of each newsletter.</p>
<p>Soft Spam: sending to the e-mail address provided while making a purchase, commercial communications aimed to</p>	<p>Legitimate interest of the Company.</p>	<p>2 years from the last purchase. Each sending will allow you to refuse further communications.</p>

sell products or services similar to those already purchased.		
Profiling: sending of customized sales communications promotional actions and/or offers and services tailored to your needs and preferences, habits, behaviour patterns and interests. To this aim, we will analyse your purchases (including for example tickets and merchandising products), the participation in events and initiatives as well as online navigation (including using databases in the controllership of third parties such as social networks of Meta, LinkedIn, X, etc.).	Consent of the data subject.	Processing is carried out until consent is revoked based on Data for the last 2 years. Said data, if not kept for other purposes covered by this policy, are in any case deleted after 2 years or, if earlier, in case of revocation of consent.
Communication to Partners for marketing purposes: communication of identifying and contact data to the Company's partners (an updated list of which is available on the dedicated page of the website) to allow them to send promotional communications related to their own products and services.	Consent of the data subject.	Withdrawal of consent.
Statistical analysis and classification: Data collected may be processed in a manner that is not fully automated for carrying out aggregate statistical analysis, which are not used to support measures or decisions regarding specific individuals (e.g., for marketing, predictive and behavioural models).	Legitimate interest of the Company.	The activity is carried out based on Data from the last 2 years.
7. Compliance purposes and prevention of abuse and fraud		
Legal obligations: processing of data, including data related to dispositions, to fulfil the obligations defined by national and supranational legislations in force (laws, regulations, including sector-related ones).	Execution of legal obligations to which the Company is subject.	Data shall be kept for as long as required by law from time to time.
Defence before the court and recovery of extrajudicial expenses: all Data may be processed, if necessary, ascertain, exercise or defend the rights of the Company before the Court or to recover claims against the data subject.	Legitimate interest of the Company to defend themselves in court against the data subject.	Data are stored for the duration of the legal limitation period.
Data processing is carried out electronically by means of collection, registration, organization, storage, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, cancellation and destruction of data. Once the above storage terms have elapsed, Data will be destroyed or rendered anonymous, in keeping with technical cancellation and backup procedures.		

	<p>PROVISION OF DATA</p> <p>The provision of Data for the abovementioned purposes is:</p> <p>1. Website and support:</p> <ul style="list-style-type: none"> a. Browsing the website and using the app: mandatory; failure to provide data may make it impossible to browse the website and use the app; b. Registration in the restricted area of the website and of the app and management of the personal account: è optional, but failure to provide it does not allow you to use of services exclusively accessible through the reserved area; non-conferment does not affect free navigation of site pages and of sections of the app that do not require registration; c. Support to the data subject: optional, but failure to provide it will make it impossible to receive the requested assistance; <p>2. Ticketing and sporting events:</p> <ul style="list-style-type: none"> d. Ticket management and Pass release: mandatory to issue match and/or season tickets, badge and passes, as well as to meet the contract and allow access to the sport event; any refusal to provide data or incompleteness may make it impossible for the Company to provide services in their entirety and to comply with legal obligations; e. Documentation of the sporting event: mandatory for access to the sporting event and any refusal to provide the data may result in the impossibility to access the sporting event; <p>3. E-commerce:</p> <ul style="list-style-type: none"> f. Purchase of products and management of the order: mandatory to ensure the performance of contractual obligations of the Controller towards the data subject; <p>4. NoiVerona:</p> <ul style="list-style-type: none"> g. Participation to the loyalty program: mandatory in order to ensure the performance of contractual obligations of the Controller towards the data subject; <p>5. Participation in initiatives and events:</p> <ul style="list-style-type: none"> h. Participation in promotions, competitions and prize draws: optional, but failure to provide it does not allow the data subject to take part in promotions, competitions and prize draws; i. Registration for events: optional, but failure to provide it does not allow the data subject to request registration for events. <p>6. Carrying out promotional activities and statistical analyses:</p> <ul style="list-style-type: none"> j. Direct Marketing, Soft Spam, Profiling and Communication to Partners for marketing purposes: optional, but failure to provide it does not allow the data subject to receive promotions, discounts and commercial communications, including those appropriate to your needs/preferences, and to be informed about any marketing initiatives promoted by third party companies; k. Statistical analysis and classification: mandatory to pursue the Company legitimate interest in conducting statistical analysis, subject to the exercise of the right to object; <p>7. Compliance purposes and prevention of abuse and fraud:</p> <ul style="list-style-type: none"> l. Legal obligations: mandatory to allow the data controller to fulfil the obligations defined by applicable regulations and laws (laws, regulations, including by sector) on a national and supranational scale; m. Defence before the court and recovery of extrajudicial expenses: mandatory to ensure the legitimate interest of the data controller to defend itself in court and/or recover a claim against the data subject.
	<p>RECIPIENTS OF DATA</p> <p>Data may be communicated to parties acting as data controllers including:</p>






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	<p>a. Authorities and supervisory and control bodies and, in general, public or private entities having a right to request such data.</p> <p>b. Lawyers, accountants, auditors.</p> <p>Data may be processed, on behalf of the data controller, to allow the performance of the activities described above by parties appointed as data processors including:</p> <p>a. Companies providing management and maintenance services of the website;</p> <p>b. Companies providing management and maintenance services of the app;</p> <p>c. Companies providing ticketing services;</p> <p>d. Companies that manage the online store and handle shipping and invoicing of products.</p>
	<p>INTERNAL PEOPLE AUTHORIZED TO PROCESS DATA</p> <p>Data may be processed by employees of company departments responsible for achieving the foregoing purposes who have been expressly authorized to process such data and have received appropriate operating instructions.</p>
	<p>DATA TRANSFER</p> <p>The Company may transfer the Data outside the European Unions. To this end, pursuant to data protection legislation, the Company assesses the impact of data transfers and adopts, if applicable, the most appropriate safeguards (e.g., adequacy decisions or Standard Contractual Clauses adopted by the European Commission). Further information on data transfers and appropriate safeguards may be requested to the Company.</p>
	<p>DATA SUBJECTS' RIGHTS – COMPLY TO THE SUPERVISORY AUTHORITY</p> <p>Company can be contacted by e-mail at privacy@veronavolley.it, data subjects can:</p> <ul style="list-style-type: none"> ask the Company to confirm the existence or otherwise of data processing concerning them and, if so, to obtain access to such data as well as to information about processing, such as: purposes, the categories of personal data, recipients or categories of recipients to whom data may be communicated, the filing period, the existence of an automated decision-making process and the logic used, as well as the existence of appropriate assurances in the event of data transfer to a non-EU country; obtain updating, correction, integration or cancellation of data, as well as processing restrictions; oppose entirely or in part: a) for reasons associated with their specific circumstances, the processing of data for the legitimate interests of the Company; b) to the processing of personal data concerning them for the purposes of direct marketing and/or soft spam and/or profiling carried out using automated (such as text messages, e-mails, social networks, instant messaging apps, push notifications) and conventional (such as phone calls with operator and traditional mail) contact methods; to receive data in a widely used, structured format that can be read by an automatic device, and, if technically feasible, transmit them to another data controller without impediments (“right to data portability”); withdraw any consent granted at any time. <p>Data subjects also have the right to send a complaint to the competent Supervisory Authority, that’s, in Italy, the Autorità Garante per la Protezione dei Dati Personali.</p>
	<p>DATA PROTECTION OFFICER</p> <p>In addition, the Company appointed a Data Protection Officer (DPO), a specialist figure responsible for monitoring the procedures adopted by our Company to protect data and acts as point of contact for any of your queries or concerns about the processing of personal data. You can contact our DPO by writing to dpo@veronavolley.it.</p>