

Information according to art. 13 Regulation (EU) 2016/679 Personal data protection

1. Identity and contacts of data controller

The data controller is Funivie Folgarida Marilleva S.p.A. with legal seat in Piazzale Folgarida, No. 30 - 38025 Dimaro Folgarida (TN). It is possible to contact the data controller by phone 0463 388400, by e-mail info@ski.it and PEC ffm@legalmail.it.

2. Purposes

Your personal data, including images for the cards which shall last as or more than 9 days, will be processed for the following purposes:

- for the issue of the cards, in order to execute the sale contract;
- for verifying the correct use of the cards in compliance with the terms set forth in the “conditions of sale”, in order to prevent any possible misuse - as to check if the user has effectively the right to be provided with the discount granted to specific categories or if the user is the subject duly entitled to use the card;
- for administrative and accounting purposes.

3. Marketing Purposes

Personal data may also be used for commercial and/or marketing purposes, for receiving information and updates regarding the services offered by Funivie Folgarida Marilleva S.p.A. sending information and/or advertising materials or for commercial communications regarding new products or updates and news on existing products.

Your data will not be transferred to third parties for promotional purposes. The treatment referred to in this point shall be carried out solely with the consent of the person concerned

4. Mandatory or optional nature of the data provision and consequences of failure to provide such data

The personal data as referred to in point 2 and the consent to their processing have to be provided, since in case of contrary it shall not be possible to provide you with the services requested.

5. Modalities of processing

With the sole purpose to verify if the subject who accesses to the facilities managed by Funivie Folgarida Marilleva S.p.A. is the one entitled, numerous turnstiles have been provided with the “*photo compare*” technology which checks the image of the user. The comparison of the images shall be made by Funivie Folgarida Marilleva S.p.A. staff and it shall not involve any kind of processing of biometric data.

The validity and the proper use of the “children” cards shall be also verified by means of a sensor which reveals the passing of the limit equal to 150 cm of height.

The data shall be processed by means of manual and informatics tools. The verifying of the passage in the turnstiles is automatically made by RFID technology inserted in the cards and in the turnstiles. This collection allows the localization at the moment of the passage in the turnstiles by means of an electronic network.

Panoramic Web Cams: some panoramic web cams are present in the ski area managed by Funivie Folgarida Marilleva S.p.A. The panoramic images used solely for promotional purposes are posted on the website www.ski.it.

6. The recipients or categories of recipients of the personal data

For the above mentioned contractual purposes the personal data may be communicated to the following categories: banks, insurance companies, consultants. The data shall not be disclosed.

The personal data included in the Superskirama cards shall be communicated to the “Associazione Skirama Dolomiti Adamello Brenta” which shall process the data as autonomous data controller for administrative and accounting purposes as well as for the control of the proper use of the card.

The personal data included in the Skiarea cards (Folgarida Marilleva, Madonna di Campiglio, Pinzolo, Pejo areas) shall be communicated to the relevant institutions which shall process the data as autonomous data controllers for administrative and accounting purposes as well as for the control of the proper use of the card.

In case of use of the Superskirama cards in the area “Dolomiti Superski”, the personal data shall be communicated to the relevant institution which shall process the data as autonomous data controller for administrative and accounting purposes as well as for the control of the proper use of the card. The personal data may also be processed by Dolomiti Superski as autonomous data controller in case of request of daily card in order to replace a non-functioning seasonal card.

Your personal data shall be processed by the data processors and people in charge of processing duly appointed by the data controller Funivie Folgarida Marilleva S.p.A..

7. Transfer of personal data to a third country or to international organizations

Your data will in no way transferred to a third country nor to international organizations. A copy of your data is available at the same address of the data controller, reachable by the contacts of point 1.

8. Storage period

Your data will be preserved for as long as it is necessary to provide the services by contract, in accordance with civil and tax law, which may impose longer time of preservation.

The images of the users detected by the *photo compare* technology will be stored in our systems for the duration of the current season, after which they will be subject to cancellation.

9. Right of access by the data subject

You can contact in any moment the data controller and the data processor in order to exercise your rights, in accordance with art. 15 ff of Regulation (EU) 2016/679. You have the right to obtain the access, the rectification or the erasure of the data, as well as the restriction of processing concerning the data subject or to object to processin. You also have the right to obtain the portability of your data to another data controller. You can also withdraw consent at any time. In order to withdraw consent you will just need to use the contacts as in point 1. You also have the right to lodge a complaint with a supervisory authority.

10. Automated decision-making

The data controller doesn't use any automated decision-making with regard to your personal data.