



INFORMATION ON THE PROCESSING OF PERSONAL DATA FOR THE EVENT "GOLF CUP 2026"

The company Design Management S.r.l. (hereinafter "**DeMa**" or "**Data Controller**"), pursuant to art. 13 and 14 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data (hereinafter, the "**GDPR**") and of Legislative Decree 196/2003 as amended. ii. ("**Privacy Code**"), provides the following information on the processing of personal data as data controller of personal data relating to participants in the event called "The Mall Firenze Golf Cup 2026" which will be held on 6 June 2026 at the Ugolino Golf Club ("**Event**").

1. DATA CONTROLLER

The Data Controller is Design Management S.r.l., with registered office in via San Paolo, 7, 20121, Milan, Tax Code 05063610488, VAT number: 05063610488, email: designmanagement@pec.themall.it.

2. PERSONAL DATA PROCESSED

2.1 The data subject to processing refer to the information entered by participants for registration for the Event on the dedicated page on the Data Controller's website. These data are attributable to the so-called common data (e.g. name, surname, email, club to which they belong, etc.).

3. PURPOSES OF PROCESSING AND LEGAL BASES

3.1 The data provided and communicated to DeMa pursuant to article 2.1 above will be processed for registration for the Event and for the organization of the Event. The processing is to be considered lawful pursuant to art. 6 (1) (b) GDPR (performance of a contract to which the data subject is a party, including pre-contractual measures).

4. PROCESSING METHODS

The processing of personal data is carried out using manual, IT and/or telematic tools with organisational and processing logics strictly related to the purposes and in any case in such a way as to guarantee the security, integrity and confidentiality of the data.

5. STORAGE TIMES

DeMa will retain the data for the time necessary to achieve the purposes for which they were collected pursuant to paragraph 3 above. In any case, the data will be stored for a maximum period of 2 days after the end of the Event, after which the data will be deleted.

6. COMMUNICATION AND DISSEMINATION

DeMa may make the personal data of participants exclusively available to:

- collaborators, employees, duly authorized and instructed to process pursuant to Article 29 of Internal



the GDPR and *2-quaterdecies* of Legislative Decree 196/2003, within the scope of their duties, who operate under the responsibility of DeMa;

- DeMa's suppliers, identified as data processors pursuant to Article 28 of the GDPR.

It is understood that the personal data processed may be communicated to judicial authorities or other competent authorities, in order to comply with legal obligations and/or their requests or orders.

7. TRANSFER OF PERSONAL DATA

Personal data will not be transferred outside the European Union.

8. RIGHTS OF THE DATA SUBJECTS

Pursuant to articles 15 to 21 of the Regulation, the interested party may exercise at any time the rights granted to him or her by law, including the right to obtain:

- from the Data Controller confirmation of the existence of processing of personal data and the right to access such data;
- the deletion of data, where admissible;
- the correction of inaccurate data and/or the integration of incomplete data;
- the limitation of processing, in the cases envisaged;
- data portability, i.e. to obtain data in a structured, commonly used and machine-readable format, as well as the right to transmit such data to another Data Controller without hindrance;
- the objection, for legitimate reasons, to the processing.

In addition, we inform you that the interested party has the right to lodge a complaint with the Data Protection Authority, according to the procedures described on the [www.gpdp.it website](http://www.gpdp.it).

9. CONTACTS

You can exercise the rights described above under the GDPR by contacting us at the following [privacy@themall.it address](mailto:privacy@themall.it).

For any further information regarding the processing of personal data carried out by DeMa, you can also contact the DPO at dpo@themall.it.

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