

Advisory note as per art.13 of Regulation (EU) 2016/679 on the protection of personal data (GDPR) FOR PROCESSING CUSTOMER DATA

ICSEA HELEN SEWARD sas, pursuant to article 13 of European Regulation no. 2016/679, regarding protecting natural persons in terms of processing their personal data (hereafter the “**GDPR**”), which came into effect on 24 May 2016 and has been applicable since 25 May 2018, hereby provides some information regarding the processing of your personal data, collected when you registered at the website www.helenseward.it/it/academy/be-a-model.it (hereinafter the “Site”).

In the event that this document is modified or adapted, it is the Controller’s responsibility to advise you by email, telephone or traditional post/mail service. The latest version of this document is always available at the following link: www.helenseward.it/it/academy/be-a-model.it.

1. **Purposes for processing personal data and the legal basis for the processing**

Personal data requested at the time of registration is collected and processed for the following purposes:

1.1. **Registration via the site to use the ‘Be A Model’ service**

1.1.1. Registration is done by email. You will be asked to provide certain mandatory personal information on the registration page (name, telephone, length and colour of your hair, the presence of any grey hair and any chemical treatments done on your hair) as well as some optional data (e.g. photo, email, etc.). You will then be sent, at the email address that you provided, an email containing possible dates to use the service and the proposed treatment.

By completing the form, you will be contacted to receive further information or to arrange, directly, an initial appointment in the technical area at our offices. The Helen Seward experts, on the basis of your needs, will assess the specific professional treatment.

1.1.2. Registration involves the possibility that our staff may contact you and may send more information about the service being offered or to arrange, directly, an initial appointment in the technical area of our offices.

1.1.3. In addition, Helen Seward may process your data in order to send you communications about the service by email or by SMS text message. You may choose, at any time, to no longer receive these communications about the service in accordance with the methods indicated under point 6 of this advisory note.

1.1.4. The legal basis for processing personal data referred to in points 1.1.1, 1.1.2 and 1.1.3 is the execution of a contract to which the interested party is a party pursuant to article 6(1)(b) of the GDPR.

1.2. **Marketing purposes**

1.2.1. Your personal data (the data collected for the purposes referred to in point 1.1, above, as well as the additional contact information that you may freely decide to provide when registering) will be processed for marketing purposes, that is, to send informational and promotional material, even of a commercial nature, advertising material and/or offers of products and services promoted by the Controller and to carry out market surveys and research through automated means of contact (electronic mail, SMS text message) by the Controller.

1.2.2. The legal basis for processing personal data referred to in point 1.2.1. is the consent granted pursuant to article 6(1)(a) of the GDPR.

2. **Providing data and the consequences of refusing to do so**

2.1. With regards to processing personal data for the purposes indicated in paragraph 1.1, providing data is mandatory to fulfil the obligations connected with the company’s economic activity, to fulfil pre-contractual and/or contractual requirements, and to fulfil any legal obligations. If you refuse to provide your personal data, it will render it impossible to fulfil the legal and contractual obligations. Providing the data marked with an asterisk in the collection form is mandatory in order to be able to contact you and to send you more information regarding the service being offered or to arrange, directly, an initial appointment in the technical area of our offices. If you refuse to provide the data marked with an asterisk, you may not be able to receive any information, nor to arrange an appointment.

2.2. With regards to processing personal data for the marketing purposes indicated in paragraph 1.2, providing personal data is optional and processing it is subject to you granting consent. If you refuse to provide data or to grant your consent, this does not constitute a valid prerequisite for processing your personal data referred to in point 1.1.

3. **Methods of processing**

3.1. Processing personal data is based on the principles of correctness, lawfulness and transparency. Processing personal data may also be done using automated means aimed at storing, managing and sending data and will be done using suitable technical and organisational measures to guarantee, amongst other aspects, the security, confidentiality, integrity, availability and robustness of the systems and services, through the use of appropriate procedures designed to prevent the risk of losing data, unauthorised access to data, illicit use and distribution of data.

3.2. The data will reside on a platform managed by the Controller and by service providers appointed by the same, on services situated within the European Union.

3.3. Inputting personal data into our databases is done by completing a form.

4. Recipients of personal data

- 4.1. Your personal data will be processed by the Controller's employees and collaborators, in their capacity as parties authorised to process personal data.
- 4.2. Your personal data will not be transferred to autonomous third parties, nor will it be distributed.

5. Storage period for your personal data

- 5.1. Personal data processed for the purposes of registration referred to in paragraph 1.1 will be stored until you request that the data is deleted or until you exercise your rights referred to in point 6.
- 5.2. Personal data processed for the marketing purposes referred to in paragraph 1.2 will be stored until you revoke your consent to this data being processed for the aforementioned purposes.
- 5.3. After this period, the data will be deleted.

6. Your rights

- 6.1. With regards to processing personal data carried out by the Controller, you have the opportunity to exercise your rights pursuant to articles 15 to 20 of the GDPR and, specifically, of asking the Controller for access to your personal data and/or to rectify and/or to delete your personal data, and/or to object to your personal data being processed and/or to restrict processing of your personal data. Without prejudice to any other administrative or judicial recourse, you may personally lodge a complaint with the supervisory authority for the protection of personal data.
- 6.2. Pursuant to article 20 of the GDPR, you may exercise, in addition to the rights indicated above, the right to have your data made portable. In this case, you have the right to ask the Controller to make the personal data that concerns you available in a structured, widely-used format that can be read by an electronic device and, subsequently, the right to send this data to another Controller without obstruction or hindrance from the principal Controller.
- 6.3. These rights may be exercised by sending a written communication to the address indicated below or by emailing: amministrazione@helenseward.it and, in the case of data portability, you may ask that your personal data is sent directly by the Controller to another Controller, when technically feasible and correctly identified.

7. Revoking consent

- 7.1. You may revoke your consent to the processing of your personal data for marketing purposes at any time by sending an email to: amministrazione@helenseward.it
- 7.2. Revoking consent does not prejudice the lawfulness of any processing performed and based on the consent given previously to the moment consent was revoked.

8. Contact details for the Controller and the Processor(s)

- 8.1. The Controller is **ICSEA HELEN SEWARD sas** with registered offices in Via A. De Gasperi no. 8A - 20020 Lainate (MI), Italy who may be contacted: by post/mail at Via A. De Gasperi no. 8A - 20020 Lainate (MI), Italy and by email at: amministrazione@helenseward.it

The Controller
Icsea Helen Seward sas

Lainate, 25 May 2018

COOKIES

In accordance with the laws currently in force on the protection and security of personal data ("[Identification of simplified procedures for the information and the acquisition of consent for the use of cookies" 8 May, 2014 \[web doc n. 3118884 \]](#)), here we'll explain how we use cookies and what you can do to reject or delete cookies from this website.

a. What are cookies?

[Cookies](#) are small text files placed onto your device (whether a computer or mobile device) and automatically stored by the Internet browser on your device. By default most web browsers are set to automatically accept cookies. Cookies are used to perform digital authentication, monitoring of sessions or even to collect information about you and how you navigate the site.

Cookies can be divided into:

Technical cookies

These are stored on your computer for technical and functional requirements, to ensure security and efficiency when data is transmitted, and also to make site navigation faster. Under Article 122 of the Privacy Code and the Authority Provision of 8 May 2014, your consent is not required for us to use these. Usually they are temporary and are deleted automatically after the end of the session;

Analytics

cookies

These cookies are stored on your computer's hard drive until they expire or you manually delete them. They are used to collect information on the number of users and how they visit the site and then develop general statistics about how the site is used and the service it provides;

Profiling

cookies

These are used to track and profile you while browsing, to study your movements and habits of web browsing or consumption (what you buy, what you read, etc.). This information is used in order to send you targeted advertisements (this is what's called "Behavioural Advertising").

You can configure the computer's browser so that it accepts/refuses all cookies. Or, by changing the privacy settings, you can have your browser alert you whenever a cookie is offered.

The different types of cookies can in turn be:
First party, when they are managed directly by the owner and/or manager of the website
Third party, when the site uses external applications or services.

b. How cookies work and how you can control them

If you want to control the way a site's cookies work or limit or block them you can change the settings on your Internet browser. For information on how to manage/delete cookies based on the type of browser you use you can visit www.aboutcookies.org or www.cookiepedia.co.uk. To remove cookies from the Internet browser of your smartphone/tablet, you should refer to the device's user manual.

c. Which cookies are used by this site

This site uses cookies only to secure and facilitate navigation and use of the website and to gather information about visits to the site. We don't use cookies for profiling purposes. And while our partners place third-party cookies they don't use them for profiling purposes either.

The site in question does not deliberately acquire any personal data of its users. No cookies are used for transmitting personal information, nor are permanent c.d. cookies or user's tracking systems of any type used. The use of session cookies (which are not permanently stored on the user's computer and disappear once the browser is closed) is strictly limited to the transmission of session identifiers (which are casual numbers generated by the server), which are required for the purposes of allowing a safe and efficient browsing of the site. The session c.d. cookies used by this site avoid the use of other computer techniques which may prejudice the privacy of users when browsing and prevent the user's personal identification data from being acquired.

Our cookies

Below are first-party cookies that we manage directly from this site.

1. COOKIE NAME: PHPSESSID. EXPIRATION: At the end of the session.

These are used to improve user navigation.

2. COOKIE NAME: cookie_accept. EXPIRATION: 31 days

When you visit our site and click "I agree" on the cookie policy acceptance in the banner, this cookie is activated. It recognizes you and blocks the acceptance policy banner from reappearing every time you reconnect to our site within the 31-day time period.

Third Party Cookies

Below are the third party cookies used on the website, as well as the links you can follow to get more information about them.

Google Analytics

This website uses Google Analytics, the web analytics service provided by Google Inc. ("Google"), as a tool to collect and analyse statistical information on website access/visits.

Here are some links for more information:

[Information on how Google retains this data](#)

[Google Inc.'s privacy policy](#). They are the sole owner of the data processing relating to Google Analytics.

And [here](#) is the browser add-on if you want to opt out of Google Analytics.

Google Analytics uses two JavaScript libraries to monitor the use of the website: analytics.js and ga.js.

analytics.js sets the following cookies:

1. COOKIE NAME: `_ga` /EXPIRATION: 2 years

This is used to distinguish users.

2. COOKIE NAME: `_gat` /EXPIRATION: 10 minutes

This is used to limit the rate of requests.

ga.js sets the following cookies:

1. COOKIE NAME: `__utma`/EXPIRATION: 2 years

This is used to distinguish users and sessions and it's created when the library is running (and only if the `__utma` cookie does not exist yet). It's updated each time data is sent to Google Analytics.

2. NAME COOKIE: `__utmt`/EXPIRATION: 10 minutes

This is used to limit the rate of requests

3. NAME COOKIE: `__utmb`/EXPIRATION: 30 minutes

This is used to determine new users and sessions and it's created when the library is running (and only if the `__utmb` cookie does not exist yet). It's updated each time data is sent to Google Analytics.

4. COOKIE NAME: `__utmc`/EXPIRATION: at the end of browsing session

This isn't used in ga.js. It's placed to facilitate interoperability with urchin.js

5. COOKIE NAME: `__utmz`/EXPIRATION: 6 months

This cookie stores the traffic source or campaign that explains how the user reached our site. The cookie is created when the library is running and is updated each time the data is sent to Google Analytics.

6. COOKIE NAME: `__utmv`/EXPIRATION: 2 years

This cookie is created when a developer uses `_setCustomVar` method with a custom visitor-level variable. It's updated each time data is sent to Google Analytics.

AddThis (Addthis Inc.)

AddThis is a service provided by Clearspring Technologies Inc. It displays a widget that allows our site to interact with external social networks and platforms. This means that you can share our site content on the social networks you use.

Below are the cookies placed by AddThis.

1. COOKIE NAME: `__atuvc`/EXPIRATION: 2 years

This allows for the storage of updated information on the number of shares of the page.

2. COOKIE NAME: `__atuvs`/EXPIRATION: 30 minutes

To disable these cookies go to AddThis's opt-out page (the page is only available in English).

Il Titolare del Trattamento
lcsea Helen Seward sas