



# Understanding, Capturing and Fostering the Societal Value of Culture

## WEBSITE VISITOR PRIVACY POLICY

### INTRODUCTION

UNCHARTED website uses Google Analytics, a web analytics service.

Google Analytics uses so-called “cookies”. These are text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. You can prevent these cookies being stored by selecting the appropriate settings in your browser.

### DATA PROCESSING

*Who is responsible for the data collection on UNCHARTED website?*

Promoter s.r.l. is the controller of the data processing described in this privacy policy.

*What data do we collect?*

UNCHARTED collects the following information regarding visitors to the website: IP address, pages accessed, date, time and further information volunteered by you. We will analyse website data to improve regularly the value of the materials available online.

*How do we collect your data?*

Some data are collected when you provide it to us (registration to the newsletter mailing list, to project’s events, etc). Other data are collected automatically by our IT systems when you visit the website. This data is primarily technical data such as the browser and operating system you are using or when you accessed the page. These data are collected automatically as soon as you use our website.

*What do we use your data for?*

We use only aggregated, non-personally identifiable data. The data are processed electronically and using third-party software. The data are in any case processed anonymously and by personnel authorized by Promoter.

When visiting our website, statistical analyses may be made of your surfing behavior. This happens primarily using Google analytics. The analysis of your surfing behavior is anonymous, i.e. we will not be able to identify you from this data.

*How is data security managed?*

We use administrative, organizational, technical, and physical safeguards to protect the personal data we collect and process. Measures include for example, where appropriate, firewalls and access right systems. Our security controls are designed to maintain an appropriate level of data confidentiality, integrity, availability, resilience and ability to restore the data.

Should despite of the security measures, a security breach occur that is likely to have negative effects to the privacy of website visitors, we will inform the relevant website visitors and other affected parties, as well as relevant authorities when required by applicable data protection laws, about the breach as soon as possible.



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*How long will we store your data?*

Personal data will be stored only for the period strictly necessary and, in any case, no longer than the end of the project.

### YOUR RIGHTS

*Revocation of your consent to the processing of your data*

Many data processing operations are only possible with your express consent. You may revoke your consent at any time with future effect. An informal e-mail to [info@uncharted.it](mailto:info@uncharted.it) making this request is sufficient.

Withdrawing a consent may lead to fewer possibilities to use the services proposed on the website (e.g. registration to the newsletter mailing list, registration to project's event etc). The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

*Right to file complaints with regulatory authorities*

If there has been a breach of data protection legislation, the person affected may file a complaint with the competent regulatory authorities. In case website visitors consider our processing of personal data to be inconsistent with the applicable data protection laws, a complaint may be lodged with the supervisory authority for data protection.

*Rights to access, rectification, erasure and restriction of processing*

As permitted by law, you have the right to be provided at any time with information free of charge about any of your personal data that is stored as well as its origin, the recipient and the purpose for which it has been processed. You can contact us at any time using the address given herein if you have further questions on the topic of personal data. Website visitors have the right to have incorrect or incomplete personal data we have stored corrected or completed. Website visitors may also ask us to erase their personal data from our systems. We will comply with such request unless we have a legitimate ground to not delete the data.

*Right to object*

Website visitors may object to the processing of personal data if such data is processed for other purposes than purposes necessary for the performance of the UNCHARTED project. In case we do not have legitimate grounds to continue processing such personal data, we shall no longer process the personal data after your objection. We will not use your personal data for direct marketing purposes.