



Website Privacy Policy

Information notice pursuant to Articles 13 and 14 of Regulation (EU) 2016/679 ("GDPR")
processing of personal data collected through the contact channels of the website

This notice describes how personal data provided by users through the contact channels of the website www.7dbackup.com (the "Website"), such as contact requests, requests for information, quotes or trials of the 7dBackup service, is processed. For information about cookies and browsing data, please refer to the Cookie Policy available on the Website.

1. Data Controller

The data controller is **Blue Eagle Technology srl**, with registered office in Via Micanzi 9, 25133 Brescia (Italy), VAT / Tax Code IT 03345770980, REA BS-526344 (the "Controller").

The Controller can be contacted at:

- Email: sales@blueeagle.it
- Phone: **+39 030 5528250**
- Post: Blue Eagle Technology srl, Via Micanzi 9, 25133 Brescia (Italy)

The Controller has appointed a Data Protection Officer (DPO), who can be contacted at dpo@blueeagle.technology.

2. Categories of personal data processed

When you use the contact channels of the Website, we process the personal data that you provide directly, which may include:

- identification data: first name, last name;
- contact data: email address, telephone number;
- professional data: company or organization, role;
- the content of your message and any other information you choose to include in your request.

The provision of data marked as required is necessary to handle your request: without it, we will not be able to respond. All other data is optional.

We ask you not to include special categories of personal data (e.g. health data) or data relating to third parties in your messages, unless strictly necessary.

3. Purposes and legal bases of the processing

a) Responding to your requests. Personal data is processed to handle and respond to requests for information, quotes, demos or trials of the 7dBackup service submitted through the Website. Legal basis: performance of pre-contractual measures taken at the request of the data subject (Art. 6(1)(b) GDPR).

b) Commercial and marketing purposes. Subject to your prior, optional and revocable consent, contact data may be used to send you commercial communications about the 7dBackup service and related services of the Controller, by email or telephone. Legal basis: consent (Art. 6(1)(a))

GDPR). You may withdraw your consent at any time, without affecting the lawfulness of processing carried out before withdrawal, by writing to privacy@blueeagle.technology or by using the unsubscribe link included in each communication.

c) Defense of rights and legal obligations. Data may also be processed to comply with legal obligations applicable to the Controller (Art. 6(1)(c) GDPR) and, where necessary, to establish, exercise or defend legal claims, based on the Controller's legitimate interest (Art. 6(1)(f) GDPR).

No fully automated decision-making, including profiling, producing legal effects on the data subject is carried out.

4. Recipients of the data

Personal data is processed by personnel of the Controller specifically authorized to do so, and may be disclosed to:

- service providers acting as data processors pursuant to Art. 28 GDPR, such as IT, hosting and email providers supporting the operation of the Website and of the contact channels;
- professionals and consultants of the Controller, where necessary;
- public authorities, where required by law.

Personal data is not disseminated and is not sold to third parties.

5. Place of processing and transfers outside the EU/EEA

Data is processed and stored within the European Union, on infrastructure hosted in certified European data centers. Should any data be transferred to countries outside the EU/EEA, such transfers will take place only in accordance with Chapter V of the GDPR (adequacy decisions or appropriate safeguards, such as Standard Contractual Clauses).

6. Retention periods

Requests for information (purpose 3.a): data is kept for the time necessary to handle the request and, thereafter, for up to 24 months from the last contact, unless a contractual relationship is established or longer retention is required by law.

Marketing (purpose 3.b): data is kept until consent is withdrawn and, in any case, for no longer than 24 months from collection or from the last interaction, after which consent will be refreshed or the data deleted.

Legal defense (purpose 3.c): data may be kept for the applicable statutory limitation periods.

7. Rights of the data subject

Under Articles 15 to 22 GDPR, you have the right to:

- obtain access to your personal data and a copy of it (Art. 15);
- obtain the rectification of inaccurate data and the completion of incomplete data (Art. 16);
- obtain the erasure of your data, in the cases provided for by Art. 17;
- obtain the restriction of processing, in the cases provided for by Art. 18;
- receive your data in a structured, commonly used and machine-readable format and transmit it to another controller (Art. 20);

- object to processing based on legitimate interest and, at any time and free of charge, to processing for direct marketing purposes (Art. 21);
- withdraw any consent given, at any time (Art. 7(3)).

Requests may be sent to **privacy@blueeagle.technology** or to the postal address indicated in Section 1. You also have the right to lodge a complaint with the competent supervisory authority, in Italy the Garante per la protezione dei dati personali (**www.garanteprivacy.it**), pursuant to Art. 77 GDPR.

8. Updates to this notice

The Controller may update this notice, for example following changes in the applicable law or in the processing carried out. The current version, with its date of publication, is always available on the Website. Substantial changes affecting consent-based processing will be brought to the attention of data subjects in an appropriate manner.