

Dear User,

Below you will find the information regarding the processing of your personal data carried out by **G.E.T.A. SRL Hotel City**, with registered office at Corso Buenos Aires 42/5, 20124 Milan, Italy (hereinafter referred to as the “Company”), in relation to your subscription to the Newsletter service through the website **www.hotelcitymilano.it** (hereinafter the “Website”).

This notice relates exclusively to the processing of personal data necessary for the periodic sending of commercial and informational communications (Newsletter). Specific privacy notices regarding the processing of personal data will be provided on the Website pages relating to other services, promotions or initiatives.

1. Data Controller

The Data Controller for the processing of personal data relating to the Newsletter service is **G.E.T.A. SRL Hotel City**, with registered office at Corso Buenos Aires 42/5, 20124 Milan, Italy.

2. Categories of Personal Data

The personal data collected by the Company for the provision of the service are: email address and, where provided, first name and surname.

3. Purpose and Legal Basis of Processing

The Company will process your personal data exclusively to provide you with the Newsletter service, namely the sending of informational, advertising and promotional material relating to the Hotel’s services and initiatives.

The legal basis for the processing is your explicit consent (Art. 6(1)(a) GDPR), expressed by entering your data in the subscription form.

4. Processing Methods

The personal data you provide will be processed by means of manual and electronic tools by the Company’s employees and collaborators and/or by external parties duly appointed by contract as data processors and authorized persons.

For the same purposes for which the data are collected, the personal data you provide may also be accessible to data processors belonging to the following categories:

- entities providing services for the management of the Company’s IT systems and telecommunications networks;
- the Company’s consultants or other parties providing services related to the Hotel Service, including **Best Western Italia S.C.p.A.**, with registered office at Via Livraghi 1/b, Milan, VAT No. 06865290156.

The complete list of Data Processors is available upon request and may be obtained by contacting the details provided in Section 8 (Contact Details).

5. Recipients of Your Data

The personal data provided will under no circumstances be disclosed to the public.

6. Data Retention Period

Personal data collected for the Newsletter service will be retained until you request to unsubscribe (opt-out). You may unsubscribe at any time by using the link provided at the bottom of each email received or by sending a communication to the contact details indicated in Section 8.

7. What Are Your Rights?

You may:

- (i) obtain confirmation as to whether or not personal data concerning you are being processed;
- (ii) obtain information regarding the purposes and methods of processing, the recipients of such data and the retention period;
- (iii) request the rectification or erasure of your personal data and, where applicable, the restriction of processing;
- (iv) withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal;
- (v) where applicable, receive the personal data concerning you that you have provided to the Company in a structured, commonly used and machine-readable format and transmit those data to another data controller without hindrance from the Company;
- (vi) lodge a complaint with the competent Data Protection Authority.

8. Contact Details

You may contact the Company to exercise the rights listed above by sending an email to info@hotelcitymilano.it or by ordinary mail to:

G.E.T.A. SRL Hotel City
Corso Buenos Aires 42/5
20124 Milan, Italy