

Privacy Policy – English Version

PRIVACY POLICY

1. Information Obligation Statement

Personal data are protected under the applicable data protection laws. “Personal data” means any information relating to an identified or identifiable natural person.

Pesaro Parcheggi S.r.l. processes data exclusively on the basis of the applicable legal provisions, in particular Articles 13 and 14 of Regulation (EU) 2016/679 (“GDPR”). This privacy notice describes what personal data are collected, for what purposes, how they are processed, how long they are stored, and what rights the User has.

2. Data Controller

The controller of the personal data is:

Pesaro Parcheggi S.r.l. (hereinafter the “Controller”), with registered office at Viale della Vittoria 189, 61121 Pesaro (PU),

and

all Companies, partners (including commercial partners) and Parking Facilities that are part of the Best in Parking Group.

3. Purpose and Scope of Processing

a) Data automatically collected through the website

When browsing the website www.bestinparking.com (“website”), certain technical data are collected automatically, including: IP address and date/time of access; device and connection information (hardware, software, operating system, browser type); usage data, such as pages visited, searches performed, clicked links, and third-party applications used.

These data are processed for IT security purposes, service improvement, and anonymous statistical analysis.

The processing is based on the Controller’s legitimate interest under Article 6(1)(f) GDPR.

b) Data voluntarily provided by the User

If the User sends information requests via e-mail or through contact forms on the website (e.g., “Are you interested?”), the Controller acquires the necessary data to respond, such as: first and last name, e-mail address, and any information included in the message.

The legal basis is the performance of pre-contractual or contractual measures pursuant to Article 6(1)(b) GDPR.

c) Data relating to the use of parking facilities

When accessing and using the parking facilities managed by Pesaro Parcheggi S.r.l. or other Group companies, the following data may be processed:

- vehicle identification data (license plate number, make, model), collected through automatic systems, including digital access and payment systems (e.g., UNIPOLMOVE, BMOVE, Telepass);

- transit and parking data, such as date and time of entry and exit, duration of parking, and payment details;
- data relating to access to Limited Traffic Zones (ZTL), where applicable, through communication with Municipalities or their subsidiaries in charge of managing access gates.

The legal bases for processing are:

Article 6(1)(b) GDPR (performance of the parking contract);

Article 6(1)(c) GDPR (compliance with legal obligations);

Article 6(1)(e) GDPR (task carried out in the public interest);

Article 6(1)(f) GDPR (legitimate interest in service management and protection of the Controller's rights).

d) Data collected through video surveillance systems

Some parking facilities are equipped with video surveillance systems for the safety of individuals and the protection of company assets.

Images are processed in compliance with the principle of proportionality and the Guidelines of the Italian Data Protection Authority. Recordings are stored for a maximum of 72 hours, unless a longer retention period is required due to specific investigative or judicial needs.

Video-surveilled areas are always indicated by appropriate signage in accordance with applicable laws.

The legal basis is the legitimate interest of the Controller under Article 6(1)(f) GDPR.

4. Processing Methods and Data Retention

Processing is carried out using manual, IT and telematic tools, in accordance with the principles of lawfulness, fairness, transparency, minimisation and security.

The collected data are protected by adequate technical and organisational measures (Articles 25 and 32 GDPR) to prevent unauthorised access, loss, destruction or unlawful disclosure.

Personal data are stored for the time necessary to achieve the purposes for which they were collected or to comply with legal obligations. After this period, the data are deleted or permanently anonymised.

5. Data Retention Periods

Data are stored for no longer than necessary for the purposes for which they were collected, and in any case:

- Browsing data: automatically deleted within 30 days;
- Contact or communication data: stored for up to 10 years from the last contact, unless legal obligations or disputes require otherwise;

Data relating to license plates and access to parking facilities:

- for ordinary parking management: no longer than 72 hours;
- for communications to Municipalities or subsidiaries (ZTL): for the duration provided for in the agreements;
- for the protection of the Controller's rights: until the expiry of the applicable legal limitation periods;

- Video surveillance data: up to 72 hours, unless further retention is needed for investigations or judicial proceedings.

After these periods, the data are deleted or permanently anonymised.

6. Recipients of Personal Data

Data may be communicated to:

- companies of the Best in Parking Group and commercial partners involved in the management of parking facilities;
- subsidiaries or concessionaires of the competent Municipalities (for ZTL management);
- providers of technical, IT and management services (access system maintenance, software, video surveillance, hosting);
- public authorities or judicial authorities where required by law.

7. Transfer of Data Abroad

Personal data are not transferred outside the European Economic Area. Any transfers, if necessary, will be made in compliance with Articles 44 et seq. GDPR and the Standard Contractual Clauses approved by the European Commission.

8. Data Subject Rights

Data subjects may exercise their rights under Articles 15–22 GDPR at any time, including:

- obtaining confirmation of whether their data are being processed;
- accessing, rectifying or deleting their data;

- restricting or objecting to processing;
- requesting data portability to another controller;
- withdrawing consent (if applicable);
- lodging a complaint with the Italian Data Protection Authority (www.garanteprivacy.it).

Requests may be sent to: privacy@bestinparking.it.

The Controller will respond within one month of receiving the request, extendable by two months in complex cases.

In accordance with Article 37 GDPR, the Controller has appointed a Data Protection Officer (DPO), who can be contacted at: dpo@bestinparking.com.

9. Changes to this Privacy Notice

The Controller reserves the right to update this notice at any time. Substantial changes will be communicated clearly on the website and/or via the Group's information channels.

Last update: October 2025