

## ANTICA ERBORISTERIA S.P.A. DATA PRIVACY MANIFESTO

To our customers of today, yesterday and tomorrow,

The new European regulation on the protection of personal data, commonly known as GDPR, will be applicable in the EU from 25 May 2018. The main goal of the new regulation is to guarantee that the "personal data" of individuals are managed correctly and not used for different purposes to those duly justified.

Data are and have always been at the centre of our activities. Our history and expertise make us a reliable partner for the security and confidentiality of your data.

In a digital era, processing the personal data with which you entrust us is fundamental for fulfilling our duty to supply you with the best services and goods.

Your trust is our most precious resource and we do everything possible to continue deserving it. We are transparent over how we use your data:

- We respect your choices when dealing with personal data. For example, you can always choose not to receive commercial requests
- We personalise our offers and send you personalised communications processing the right amount of personal data obtained from the use of products and services
- We do not share your personal data for commercial purposes.
- We do not sell your personal data. We undertake to answer your questions clearly, precisely and fast so you always have control.

You can be sure we respect the trust you place in us.  
We care about your privacy!

Antica Erboristeria S.p.A.