

PRIVACY NOTICE AND DECLARATION OF CONSENT TO THE TREATMENT OF PERSONAL DATA

ACCORDING TO ART. 13 OF GDPR (General Data Protection Regulation) UE REGULATION N. 2016/679, APRIL 27th

The current Privacy notice is issued pursuant to art. 13 of EU Regulation 2016/679, April 27th concerning the protection of personal data and in compliance with the legislation on the processing of personal data, as well as the free circulation of such data.

Data Controller

Politecnico di Milano - General Manager by proxy of the pro-tempore Rector – contact: dirgen@polimi.it.

Data Protection Manager and contacts

Dr. Vincenzo Del Core - privacy@polimi.it

Scientific Research Manager and Privacy Notice Manager

Drs. Barbara E.A. Piga - barbara.piga@polimi.it

Purposes of data processing, legal basis, data categories and retention period

Applying the European and National legislation (EU Reg. 2016/679, hereinafter: Regulation), we inform you that your personal data will be used for H2020 EIT Digital “*AR4CUP: Augmented Reality for Collaborative Urban Planning*” research project for the following purposes:

- 1) Realization of usability tests of a new application that uses Augmented Reality (AR) and Virtual Reality (VR).
- 2) The acquisition of environmental preference data about case-study areas, with the aim of assessing and proposing any changes and improvements.
- 3) Promote the new application and the research project.

In the following table, for each of the purposes described above, we indicate:

- The legal basis of data processing.
- The categories of personal data that will be processed.
- The expected period of personal data retention.



Purpose of the personal data treatment	Legal basis of the treatment	Categories of personal data	Period of personal data retention
Collaboration to the Research Project H2020 EIT Digital “ <i>AR4CUP: Augmented Reality for Collaborative Urban Planning</i> ”	Fulfilment of the institutional activities of Politecnico di Milano (Art. 6, Regulation)	Socio-demographic data Data of interaction with the app (including answers to questionnaires and Environmental Preference Data) IP Address	For a period of 10 years
Research project promotion activities and sending of information materials	Consent of the interested party (Art. 6, Regulation)	Socio-demographic data Data of interaction with the app (including answers to questionnaires and Environmental Preference Data) IP Address	For a period of 10 years

Methods of treatment and categories of recipients

The data will be processed for statistical and scientific research purposes only, in anonymous and aggregated form by the Politecnico di Milano with the following procedures

Data processing for the purposes indicated above can be carried out: on paper and/or digital; manually and/or with electronic (or automated) tools including in-house databases located in remote workstations and with exclusive access via password by authorized parties and/or external databases, including Google Sheet, such as data sharing tools between members of the research group on protected networks.

They are also stored in paper archives for the duration of the project and in digital format for an indefinite period due to the transparency and proper functioning of the Public Administration.

Access to the data acquired for the above purposes is allowed to authorized personnel.

In relation to the purposes indicated, the data may be communicated to public or private subjects, or may be communicated to companies and/or persons, both in Italy and abroad, that provide functional services for research activities on behalf of the Politecnico di Milano.

In particular, your personal data may also be communicated to other Public Administrations, such as anonymously if they request them for their institutional purposes, as well as to all those public entities to whom the communication is obligatory under the provisions of European legislation, laws or regulations, in addition to insurance bodies for any accident practices.

Data transfer to non-EU Country

- A. The data collected may have to be transferred to a Country based outside the European Union (so-called Third Country). The Data Controller specifies that this non-EU transfer will only take place to Third Countries

considered adequate by the European Commission (Art. 45 GDPR) or to Third Countries that provide one of the guarantees indicated as adequate by Art. 46 GDPR.

- B. The Politecnico di Milano may transfer personal data outside the EU for the promotion and organization of research activities, as well as for the creation of contacts with foreign parties on the basis of the consent of the person concerned (consent given pursuant to art. 49 of the EU Regulation on the basis of specific exceptions).

Rights of data subject

As an interested party you can ask at any time to the Data Controller:

- confirmation of the existence or absence of personal data concerning him/her;
- access to your personal data and information relating to them; the rectification of inaccurate data or the integration of incomplete data; the cancellation of personal data concerning you (if one of the conditions indicated in art. 17, paragraph 1 of the Regulation occurs and in compliance with the exceptions provided for in paragraph 3 of the same article); the limitation of the processing of your personal data (if one of the hypotheses indicated in art. 18, paragraph 1 of the Regulation occurs), the transformation into anonymous form or the blocking of data processed in violation of the law (including those whose retention is unnecessary for the purposes for which they were collected or further processed).

As a data subject, you also have the right to object, in whole or in part, to:

- legitimate reasons to the processing of personal data concerning you, even if pertinent to the purpose of collection;
- the processing of personal data concerning you for the purpose of sending promotional training initiatives and cultural events of the Politecnico di Milano.

These rights may be exercised by contacting privacy@polimi.it.

If you believe that your rights have been violated by the Data Collector and/or by Third party, you have the right to complain to the Authority for the Protection of Personal Data and/or other competent supervisory authority according to the Regulation.

Further information about this research project can be requested to the scientific responsible Dr. Barbara Piga - email: barbara.piga@polimi.it.

By checking the appropriate box, the interested party expresses his/her free and full consent to the Processing of Data according to the purposes indicated in the information note and to the extent that his/her consent is required for the purposes of the law, as well as to their communication within the subjects indicated in the information note itself.

We inform you that as a data subject you have the right to revoke your consent at any time. Revocation of consent does not affect the lawfulness of the processing based on consent prior to revocation. Before giving your consent, you will be informed of this. Consent shall be revoked as easily as it is given.