



### Totem, Newsletter and commercial communications Information

This privacy policy supplements the general data in the document “general data applicable to all privacy policy”.  
The Data Controller is the Company that owns the site on which the Data Subject uses the Totem platform to book/manage visits or on which he/she fills in the form to receive commercial communications.



#### ▼ Purposes and Legal Bases for Processing and Criteria for Determining the Data Retention period

The personal data being processed are provided by those interacting on the Totem platform.

The data subject's personal data are processed for:

- **Manage the entrances and exits of BM Group company locations via Totem** control and protection of the company environments and for the organisation of the exits. The legal basis on which the treatment is based is the legitimate interest of the Controller. The treatment will take place until the legitimate interest of the Controller ceases to exist or the Data Subject exercises the right to object.
- **Sending newsletters/commercial communications**, by means of the contact details provided through the **online form (Totem or other online collection mode) and/or** at conventions, events, trade fairs, where the data subject has provided their data. These communications are **aimed at promoting Products/Services provided by the Data Controller**. The legal basis on which the processing is based is the free, optional and voluntary **consent** provided by the Data Subject. The Data Subject's data will be stored by the Controller for a period of time equal to 12 months.



#### ▼ Version and date

V.04\_July\_2024