

PRIVACY POLICY

Art. 13 and 14 of Regulation (EU) 2016/679(1)

Dear Customer, in accordance with Articles 13 and 14 of Regulation (EU) 2016/679 – General Data Protection Regulation (GDPR), we hereby provide you with the following information regarding the processing of your personal data by Funivie Seceda Spa.

1. Purpose, legal basis and methods of processing

The processing of your personal data (first name, surname, photograph, date of birth, gender, tax code, place of residence, bank and payment details, telephone and digital contact details, including email address, number and image of identity card, where required), which you may have provided when purchasing a lift ticket, as well as the data collected during the corresponding business relationship also through the use of the lift ticket (e.g. recording of passages at the lift facilities), is carried out by Funivie Seceda Spa in connection with the use of transport services at the respective lift facilities. The processing of this data is necessary to carry out the pre-contractual activities required for the purchase of the various types of lift tickets, for the performance of the contract and the provision of the requested services, for the related legal, administrative, accounting and tax obligations, for communications relating to the contractual relationship, to pursue legitimate interests in protecting company assets (e.g. verification of the lawful use of lift tickets, including through the use of video surveillance systems, so-called “Gate Camera”), to assert or defend legal claims, to process data in anonymous and aggregated form for statistical purposes aimed at further developing and improving the service. If the lift ticket is issued on a chip card, RFID technology is used, allowing remote reading exclusively within a limited range at the readers installed at the lift facilities, solely for the purpose of verifying authorization of use. The presence of the lift ticket or its holder on ski slopes, hiking trails or bike paths is not recorded. Your data is processed primarily using computerized procedures. Data relating to lift tickets purchased by the respective holder may also be processed within the framework of automated decision-making in order to determine, in the case of online purchases, the amount of any applicable discount on the purchase price.

2. Categories of recipients of personal data

Your data may be accessed by authorized employees of Funivie Seceda Spa and/or by trusted companies acting on behalf of the above-mentioned entity as data processors, carrying out technical and organizational activities such as administrative, accounting and tax consultancy services, and IT service providers.

3. Duration of storage of personal data

The collected data, including data relating to the purchase and use of lift tickets, will be stored for a period of 5 years from the end of the season of the last purchase. At the end of the relevant season, the data relating to the purchase and use of the lift ticket will be anonymized and your personal data deleted. If a new lift ticket is purchased within this period, the storage period will be interrupted and will start again from the date of the last purchase. Images recorded by the video surveillance system (“Gate Camera”) when accessing the lift facilities will be deleted upon expiry of the validity of the lift ticket.

4. Mandatory provision of personal data

The provision of your data is necessary for the purchase of the lift ticket and for the performance of the related contract. Any refusal to provide the data will make it impossible to conclude the contract and to provide the services.

5. Exercise of rights

The GDPR grants you the right to, obtain access to your personal data at any time and receive a copy thereof, request rectification or completion if the data is inaccurate or incomplete, request deletion or restriction of processing, where the legal conditions are met, object to processing on grounds relating to your particular situation, request data portability, where the data is processed by automated means on the basis of your consent or for the performance of a contract, withdraw any consent given, without affecting the lawfulness of processing based on consent before its withdrawal.

Without prejudice to the above, you also have the right to lodge a complaint with the competent Data Protection Authority if you consider it necessary for the protection of your personal data and your rights. For any questions regarding the processing of your personal data, you may contact Funivie Seceda Spa by email at: info@seceda.it

6. Joint controllers of processing

Your personal data is processed, for the different areas and activities (in accordance with the agreements in place between them), by the following controller: Funivie Seceda Spa, with registered office in I-39046 Ortisei (BZ), Via Val d'Anna 2, which manages the central database in which all lift ticket data is collected and from which data may be retrieved for possible refund requests or verification of reports of unlawful use of the lift ticket.

7. Data Protection Officer

The Data Protection Officer (DPO) of Funivie Seceda Spa can be contacted at the address of the data controller as well as directly via email at: info@seceda.it

8. Sending of commercial information

Your personal data (name, address, email address, mobile phone number) may also be processed, on the basis of your voluntary and separate consent, in order to send you communications regarding products or services of Funivie Seceda Spa and its respective partners and sponsors (e.g. newsletters and marketing/advertising material), as well as communications about events held on the Seceda Alm, by means of email, SMS, MMS, fax, web app notifications and/or by post, as well as for direct marketing and market research purposes, including surveys on the quality and satisfaction of services, using both traditional and automated communication methods. The mailing service may also be carried out with the technical support of third-party providers acting as data processors, to whom addresses or mobile phone numbers may be communicated solely for this purpose and without any other use. Your data will be processed for the sending of commercial communications until you object. The provision of your data and your consent to processing for the above purposes are voluntary. If you do not consent, this will not affect existing contractual relationships or services; however, you will not receive updates and information about new products or services that may be of interest to you.

9. Update of the privacy policy

In the event of an update to this privacy policy, it will be promptly published on the Seceda website.

Status: 19.02.2026 – Subject to change.

(1) Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation).