

# Privacy notice

This privacy notice is compliant and delivered under the Italian law, which will be referred to as law in the following paragraphs.

This privacy notice tells you about the information collected from you when you sign up to watch one of our webinars by using any registration forms hosted by Xilinx. In collecting this information, Xilinx are acting as a data controller and details of their privacy policy can be found here: <https://www.xilinx.com/about/privacy-policy.html>.

Xilinx will be sharing your data with us and by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

## Who are we?

We are MakarenaLabs SRL. Our address is Via Mantovana 81, 37137 Verona (VR), Italy. You can contact us by post at the above address or by email to [unsubscribe@makarenalabs.com](mailto:unsubscribe@makarenalabs.com) for the attention of "Legal".

## What personal data do we collect?

When you sign up to watch one of our webinars, Xilinx may ask you for your name and your email address, your company information and other related information. They will share this information with us.

All the information provided by Xilinx are subjected to law (article 13 of law nr.196/2003) and the reception and treatment is compliant also with the GDPR (EU directive 2016/679).

## Why do we collect this information?

Your information will be used by us to conduct existing and future research of MakarenaLabs' products and services.

Where you have agreed on Xilinx's website, we will use your information to send you other news and product updates from MakarenaLabs.

Consent is requested to do this, and we will only send you or tell you about news and product updates for as long as you continue to consent.

## What do we do with your information?

We do not sell any personal data for commercial purposes. However, we will share your personal data:

- with service providers including our hosting provider and email marketing provider
- any third parties to whom we may choose to sell, transfer or merge parts of our business or assets or third parties we may seek to acquire or merge with (if any change happens to our business, the new owners may use your personal data in the same way as set out in this policy) if you have consented to use sharing your details with carefully selected third parties whose products and service may interest you.

## **How long do we keep your information for?**

We keep your information for so long as reasonably required in accordance with our record retention policy. Where you have agreed, your information is kept for as long as you continue to consent to receive our news and product updates.

We may retain any data that does not identify you indefinitely.

## **Email marketing**

Our email marketing campaigns can track whether you click any of the links contained in our emails. This helps us to understand what the recipients of our emails have found interesting and to personalise the content of emails that we may send to you in the future.

We may use tiny invisible images called 'pixels' that are contained within emails to enable us to see:

- whether you opened an email
- where in the world the device used to open the email was located (based on your device's IP address)
- the type of email client used to open the email
- whether you shared the email on any social media platforms
- whether you marked the email as spam
- your overall level of engagement with our email marketing campaigns.

We use this data to improve the format and quality of our email marketing campaigns.

You have the right to withdraw your consent to marketing at any time either by contacting us or clicking the unsubscribe link in any email.

## **Your rights over your information**

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate.

You can also ask for it to be erased and you can ask for us to give you a copy of the information.

You can also ask us to stop using your information for news or product updates – the simplest way to do this is to withdraw your consent, which you can do at any time, either by clicking the unsubscribe link at the end of any email, or by emailing, writing or telephoning us using the contact details above.

To protect the confidentiality of your personal data we may ask you to verify your identity before fulfilling any request in relation to your personal data.

As we make changes to our websites and services, we may need to update this policy. If we make any important changes that affect your rights and interests, we will make sure we bring this to your attention and explain what this means for you.