

App Lab PRIVACY POLICY

Purposes for which data processing is necessary

The personal data of participants supplied online via App Lab game will be processed by Bocconi University, in respect of existing Privacy regulation and the Code of conduct and professional practice applying to processing of personal data for the following statistical and scientific purposes:

- a. To better explain patterns of behavior during the interaction with the app and the games available from the app.
- b. To adapt the experience to participants' characteristics.

Data must be provided in order to be able to participate in the Study: any failure to provide it or the provision of any partial or inaccurate data will prevent any participation in the same.

By participating in the Study, participants consent to the processing of their personal and sensitive data for the purposes indicated in paragraph 1 of the Privacy Policy.

2) Types of Data collected

Among the types of Personal Data that this Application collects, by itself or through third parties, there are: Usage Data and various types of Data.

Other Personal Data collected may be described in other sections of this privacy policy or by dedicated explanation text contextually with the Data collection.

The Personal Data may be freely provided by the User, or collected automatically when using this Application. Any use of Cookies - or of other tracking tools - by this Application or by the owners of third party services used by this Application, unless stated otherwise, serves to identify Users and remember their preferences, for the sole purpose of providing the service required by the User.

Failure to provide certain Personal Data may make it impossible for this Application to provide its services.

Users are responsible for any Personal Data of third parties obtained, published or shared through this Application and confirm that they have the third party's consent to provide the Data to the Owner.

3) Processing methods and logic

Methods of processing:

The Data Controller processes the Data of Users in a proper manner and shall take appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data. The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Data Controller, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of the site (administration, legal, system administration) or external parties (such as third party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Data Controller at any time.

Place

The Data is processed at the Data Controller's operating offices and in any other places where the parties involved with the processing are located. For further information, please contact the Data Controller.

Retention time

The Data is kept for the time necessary to provide the service requested by the User, or stated by the purposes outlined in this document, and the User can always request that the Data Controller suspend or remove the data.

4) Processing Controller and Managers

The Data Processing Controller is prof. Paolo Pin, email paolo.pin@unibocconi.it, address: Bocconi University, Via Sarfatti 25 MILAN.

5) Right of access to personal data and other rights in accordance with Article 7 of the Privacy Code (Italian Legislative Decree 196/03, and articles 13 and 14 Regulation (EU) 2016/679 of the European Parliament)

<http://194.242.234.211/documents/10160/2012405/Personal+Data+Protection+Code+-+Legislat.+Decree+no.196+of+30+June+2003.pdf>

<https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32016R0679&from=EN>

The personal data protection regulations grant to the participants the possibility of exercising specific rights by way of the manager of data processing is set out in full below:

1. The participant is entitled to obtain confirmation of the existence or otherwise of personal data relating to him/her, even if not yet registered, and its communication in intelligible form.
2. The participant is entitled to obtain an indication:
 - a. of the origin of the personal data;
 - b. of the processing purposes and methods;
 - c. of the logic applied for processing using electronic tools;
 - d. of the identification details of the controller, managers and representative appointed in accordance with article 5, paragraph 2;
 - e. of the entities or categories of entities to which the personal data may be communicated or which may come to know of it in the capacity of representative appointed in the State territory, managers or officers.
3. The participant is entitled to obtain:
 - a. the update, rectification or, where appropriate, supplementation of the data;
 - b. the deletion, transformation into anonymous form or block of data processed in violation of the law, including data whose storage is not necessary in relation to the purposes for which it was collected or subsequently processed;
 - c. the certification that the operations set out in letters a) and b) have been brought to the attention, as regards their content, of those to whom the data has been communicated or disseminated, except where that fulfillment is found to be impossible or involves the use of means manifestly disproportionate to the protected right.
4. The participant is entitled to object, in whole or in part:
 - a. for legitimate reasons to the processing of personal data relating to him/her, even if pertinent to the purpose of its collection;
 - b. to the processing of personal data relating to him/her for the purposes of sending advertising material or direct sales or for the completion of market research or sales communication.