PRIVACY INFORMATION NOTICE
pursuant to Articles 13 and 14 of the Regulation (EU) 2016/679

The MSC Book Platform (the "Platform") is used by partners of the MSC Cruises group to collect and process information, including some personal information, about its customers. The personal data processing is carried out in accordance with the principles of the Regulation (EU) 2016/679 (the General Data Protection Regulation, hereafter "GDPR").

Independent Data controllers

The personal data processing carried out on this Platform is mainly for the purpose of booking cruises by the Travel Agencies and companies of the MSC Cruises group that may use the Platform for processing the personal data of customers.

All travel agencies and entities external to MSC Cruises acting as business partners are independent data controllers of the data they process once they manage their clientele independently as well as their cruise preferences being able to choose from other cruise companies for example and are not in any way controlled by MSC Cruises.

The Platform is centrally managed by the holding company within the MSC Cruises group:

- MSC Cruises S.A., headquartered in Avenue Eugène-Pittard 40, Geneva (CH), Switzerland

Categories of personal data processed

The personal data managed through the Platform includes common personal data (e.g.: name, surname, contact details) and financial data (card details, payment details) of the customers and of the business partners, that are collected for the purposes of booking cruises and obtaining information about the cruises offered by the MSC Cruises group.

Legal basis of data processing and necessity of providing the data

The personal data is collected and processed in accordance with the applicable privacy laws. For the purposes of booking a cruise, the consent of the data subject is not necessary, given that the processing is carried out:

1. In order to take steps prior to entering into a contract, in accordance with article 6.1.b of the GDPR;
2. For the performance of a contract and of the related obligations, in accordance with article 6.1.b of the GDPR;

3. For the execution of obligations and duties (administrative, fiscal, financial, etc.) in accordance with the legal obligations of the respective Data Controller, in accordance with article 6.1.c of the GDPR.

Providing the personal data for the above-mentioned purposes is not mandatory, however, in the absence of such data, the Data Controllers may not be able to perform the agreement.

When business partners sign up to receive our newsletters, containing insights, tips, current MSC promotions and travel agent rates we firstly obtain their consent which is logged in our internal databases and can be revoked at any time.

Method of data processing

The data processing is carried out in such a way as to guarantee the security and privacy of the information

Furthermore, the data will be:

- Processed in a lawful and fair manner;
- Collected and registered for specific and lawful purposes, and used in other processing activities only to the extent that such activities are compatible with the initial purposes for which the data were collected;
- Adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed;

Communication and diffusion of personal data

The personal data processed on the platform could be transmitted to third parties, in particular:

- Companies of the MSC Cruises group, duly appointed "data processors" in accordance with article 28 of the GDPR;
- Banks and insurance institutes that provide functional performance for the purpose above indicated, as autonomous data controller;
- Suppliers of goods/services, insofar as the data is strictly necessary for the performance of the business activity, duly appointed "data processors" in accordance with article 28 of the GDPR;
- Company consultants (duly appointed "data processors" in accordance with article 28 of the GDPR), where the communication of data is strictly necessary due to fiscal, administrative or contractual reasons;
- Authorities, institutions and/or subjects to whom the data needs to be communicated in accordance with applicable laws or orders from relevant authorities; such authorities, institutions and/or subjects operate as independent data controllers.

The personal data processed on the Platform will not be object of diffusion.

Data transfer to non-EU countries

The personal data are stored on a server located within the European Union. In case data are transferred to a country outside the EU, an adequate level of protection will be ensured in accordance with the articles 46-49 of the GDPR.

Data retention period

The personal data will be stored on the Platform for the period of time strictly necessary to fulfil the purposes for which they have been collected, as indicated above, and in accordance with the principles of limitation of storage and data minimisation contained in articles 5.1.c and 5.1.d. of the GDPR.
The Data Controllers may be required to store some data after the performance of the contract in order to fulfil regulatory, administrative or legal duties, in accordance with applicable laws. The data retained for such reasons will be processed in accordance with the principles of the GDPR and will be deleted, destroyed or anonymised as soon as possible after the above duties have been fulfilled. The maximum period of data retention in the platform is one week, after which they will be deleted from the database.

Data subject rights

MSC Cruises have appointed a Data Protection Officer (DPO) and appropriate means to process Data Subject Requests (DSRs), which can be reached in this link.

In accordance with articles 15-22 of the GDPR, the data subject has, at any time, the right to:

- Obtain access to his/her personal data;
- Request the rectification or deletion of personal data or the restriction of data processing;
- Oppose the treatment of personal data;
- Receive his/her personal data in a structured format of common use and readable by an automatic device;
- File a complaint with the relevant data protection authority (taking into account the place of residence of the data subject or the place of supplying of the services), in accordance with article 77 of GDPR, if he/she believes that the processing of personal data is in violation of the GDPR.

Notwithstanding the right of the data subject to oppose the processing of some or all of his/her personal data, the Data Controllers reserve the right to evaluate the request, which will not be accepted in case the legitimate reasons of the Data Controllers prevail over the rights and interests of the data subject.

Cookies

The website will use the cookies below to monitor users (please note that the cookies marked with (*) are third party cookies not directly managed by the Platform, and thus may vary):

Cookie Name	Details	Domain
1P_JAR (*)	Cookie that carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website	google.it / google.com
ABTasty	Cookie used by ABTasty* to identify what version of the website the user has already seen (test IDs and variations), in order to display the same version. *ABTasty is a customer experience optimization company. It helps building better user experiences using A/B Tests & personalization. Statistics used are anonymous.	mscbook.com
ABTastySession	Cookie used by ABTasty to identify when a user starts a new session.	mscbook.com
AID, ANID (*)	Cookies for advertising	google.it / google.com
APISID (*)	Cookie set by advertising partners (Google) to build a profile of the website visitor's interests and show relevant ads on other sites	google.it / google.com
BNI_B2BNEWMSCCruises_LBCookie	Cookie set by the load balancer	mscbook.com

CONSENT (*)	Cookie that stores user content for Google Ads	google.it / google.com
CookieConsentAccepted	Cookie used to store user consent to accept cookies	mscbook.com
DSID (*)	Cookie that contains a hashed/encrypted unique ID identifying the user	doubleclick.net
HSID, IDE (*)	Cookie set by DoubleClick (which is owned by Google) to build a profile of the website visitor's interests and show relevant ads on other sites	doubleclick.net
JSESSIONID	Cookie used by the MSC BOOK platform to manage user session	mscbook.com
LPSID-*ID*	Cookie containing the LivePerson* SessionID *LivePerson is a solution that manage digital engagements (like webchat) with our contact center operators	mscbook.com
LPVID	Cookie containing the LivePerson VisitorID	mscbook.com
NID (*)	Cookie for advertising customization	google.it / google.com
SAPISID (*)	Cookie used to build users profile for advertising	google.it / google.com
SEARCH_SAMESITE (*)	Used to prevent the browser from sending cookies along with cross site request, in order to mitigate the risk of information leakage	google.it / google.com

SID, SIDCC, SSID (*)	Cookie used to store the session ID	google.it / google.com
WC_ACTIVEPOINTER	This cookie contains the value of the store ID of the session. This value is used to select the store to run the command, if one is not specified on the URL.	mscbook.com
WC_AUTHENTICATION_ID	Cookie used by MSC BOOK platform to manage user authentication	mscbook.com
WC_PERSISTENT	Cookie used by the MSC BOOK platform to persist user session	mscbook.com
WC_SESSION_ESTABLISHED	Cookie used by the MSC BOOK platform to track user session establishment	mscbook.com
WC_USERACTIVITY_*ID*	User session cookie that flows between the browser and server over both SSL* or non-SSL* connection. It is used for user identification over non-SSL connections. *SSL(Secure Sockets Layer) is a protocol for establishing authenticated and encrypted links between networked computers	mscbook.com
__cfduid (*)	Cookie associated with sites using CloudFlare, used to speed up page load times. It does not contain any user identification information.	jquery.com
__utma, __utmz (*)	Collects info about website visitors for Google Analytics	jquery.com

__abck	Cookie used by Akamai* to detect clients that attempt to replay a cookie *Akamai is a CDN (Content Delivery Network) that is used to cache web resources to speed up site navigation	mscbook.com
_cs_id	This cookie contains ContentSquare* user identifier *ContentSquare is a solution which aggregates usage and frequency data to improve user experience. Statistics created are anonymous.	mscbook.com
_cs_s	This cookie contains the number of pageviews within the running session for ContentSquare Solution	mscbook.com
_cs_vars	This cookie is used by ContentSquare to record custom variables	mscbook.com
_cs_ex	This cookie is used by ContentSquare to exclude some visitors from the collection	mscbook.com
_cs_c	This cookies is used by ContentSquare to save the user consent to be tracked	mscbook.com
_cs_optout	This cookies is used by ContentSquare to exclude some visitors from the collection	mscbook.com
_ga	Cookie used by Google Analytics to store the Client ID	mscbook.com
_gid	Cookie used by Google Analytics to store randomly	mscbook.com

	generated IDs and information about the user	
ak_bmsc	These cookies are used by MasterPass digital wallet to anonymously identify a user's session on the website.	mscbook.com
bm_mi, bm_sz, bm_sv	These cookies are used by MasterPass digital wallet to anonymously identify a user's session on the website	mscbook.com
consentStatus	Cookie used to track user consent to login privacy policies	mscbook.com
dtCookie, dtSa, dtLatC, dtPC	Cookies used by DynaTrace* performance management platform *Dynatrace is a performance management and error detecting platform used to improve the browsing experience	mscbook.com
popupCookieEmergencyMessage	This cookie is used to show / hide the email reminder popup	mscbook.com
popupHomeShown	This cookie is used to show / hide the informative popup in Home Page	mscbook.com
popupReminderMail	This cookie is used to show / hide the email reminder popup	mscbook.com