

PART I <sup>A</sup>			
SEC. 1 - GENERAL INFORMATION			
Name of the Pizzeria	Other (hotel, shopping mall, etc.)		
Address	City/Country		
Zip code	Contact person's name and e-mail		
Start-up year	Owner / manager name		Company Name
Coordinates Gps Latit. /Long	Pizzaiolo's name		For pizzerias with multiple locations or chains is there an Executive Chef/pizzaiolo as well?
/			YES      NO

SEC. 2 - PUBLIC CONTACT INFORMATION (customer service, social media, website, etc.): ospitalita-italiana.com			
Customer contact e-mail	Customer contact number (e.g. +39 06 12345)		Website
		Other social networks	App delivery / booking

SEC. 3 - OVERALL STRUCTURE AND SERVICES					
Internal surface area (sqm)	Number of indoor seats	External surface area (sqm)	Number of outdoor seats	Equipped with an electric mixer	
				YES	NO
Number of rooms	Number of cooking stoves	No. of ovens (electric or gas)	Total number of room staff	No. of kitchen brigade members	
Restaurant menu: e.g. "Italian, Abruzzo, Campania, etc."			Equipped with a wood-fired pizza oven	Pizza dough is produced in-house daily	
			YES      NO	YES      NO	
Other offer, e.g. typical regional street food (even if included in the appetizers)			Available to host promotional events at the venue		
YES      NO			YES      NO		

Awards					
Michelin Stars	M. B. Gourmand	Best Chef Awards	James B.F. Award	Gambero Rosso	Gault & Millau
50 best pizza	Indicate category /area:			Other:	

[Part I follows](#)
**GENERAL CONDITIONS FOR THE AWARD OF THE OSPITALITÀ ITALIANA BRAND**

By signing this application, the business owner and/or the legal representative of the restaurant:

- declares that the business establishment complies with all the regulations, including those relating to hygiene and safety, laid down by the law in force in the country of origin;
- accepts the conditions stated in the Regulations for the release of the "Ospitalità Italiana – Pizzerie Italiane nel Mondo" Brand and the inclusion of the name, data and images of the Pizzeria on the Ospitalità Italiana portal in the dedicated section;
- undertakes to welcome the evaluator and agrees to make available for the visit production and sales premises, toilets and, if present, indoor and outdoor areas intended for consumption, for the acquisition of photographic and documentary images of the products on sale;
- undertakes to provide all the material necessary for the success of the visit (photos, videos, brochures, pdf files or other format, interviews, etc.);
- undertakes not to use in its name, images, communication and advertising references to elements that offend the good name, the common feeling of Italian society and the image of Italy in the world.

The company is aware of the possibility that visits are made online on a platform that will be indicated by the authorised subjects. In relation to what will be filmed and recorded during the assessment visits, the company undertakes to communicate to the staff all that is necessary in relation to compliance with current privacy legislation and will ask employees and collaborators who intervene during the visit for their consent to be filmed and interviewed.

The company undertakes NOT to have any collaborators or employees who have not given their consent to be photographed or filmed, appear on video or be interviewed; any legal liability relating to this consent will be attributable to and borne exclusively by the operator (company).

The company declares its commitment to:

- not use agri-food products, spirits and wines in imitation of Italian ones, and to enhance the culture and the protected designations of origin project, both Italian and local, through the evidence of these products in the menu,
- indicate in the menu the main ingredients of each course/topping at least in the local language
- give preference to the Italian name of the pizzas, paying particular attention to the respect for the correspondence between the typical name and the topping,
- give importance to the Italian name of products and beverages of Italian production, with particular attention to products with protection marks (PDO / PGI, etc.),
- accept suggestions for the possible modification of terms, names and denominations of Italian products in the menu/cards/web, as well as sentences written in incorrect Italian.

Date	<i>The owner/legal representative*</i> <i>Stamp* and Signature</i>
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**MARCHIO OSPITALITÀ ITALIANA NEL MONDO**

Esteemed Mr/ Ms,

In compliance with current legislation governing the protection of personal data, ISNART, in its role as the operator of the Marchio Ospitalità Italian (MOI) trademark, the owner of the management platform and entity responsible for the audits for the approval of the MOI, and in its capacity as independent Data Controller as defined by Unioncamere in the context of the 2024 Inter-Chamber Fund Project, provides You with this information on the processing of personal data, which is performed in strict conformity with the principles of law, including legality, correctness, transparency, appropriateness and relevance.

**PRIVACY POLICY**
**1. The Data Controller**

The independent Data Controller is Isnart S.c.p.A., with its registered office in Rome (RM), Piazza Sallustio 21, VAT registration number 0441671002 (from this point forward referred to as "ISNART").

To contact the Data Controller on the topic of data protection and *privacy*, please contact: [isnart@isnart.it](mailto:isnart@isnart.it)

**2. The Data Protection Officer for ISNART**

The Data Controller has appointed a Data Protection Officer (DPO), which may be contacted at the following e-mail address: [dpo@isnart.it](mailto:dpo@isnart.it)

**3. The personal data processed**

As part of the selection process required to qualify for the Marchio Ospitalità Italiana trademark (from this point forward also referred to as the "Trademark"), and to execute the activities associated with and related to the required inspections and the accreditation of the Trademark, Isnart processes Your general data.

**4. Scope and legal basis of the processing**

The processing of Your general data is executed for the management of activities related to and instrumental to the Trademark. More specifically:

- enhancing and promoting tourism, Italian food and wine production and the "Marchio Ospitalità Italiana" Trademark.
- fulfilling all the activities related to the administration and examination of applications for membership required in the process of granting the certification of the Trademark.
- performing all the duties and fulfilling the obligations necessary for the management, administration and accounting of the Trademark.

The legal basis for processing this personal data is the fulfilment of contractual obligations related to the management of the Trademark or compliance with legal requirements.

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ISNART may also process Your general personal data for the following

purposes:

- Transmit and distribute the videos and images that have been provided to ISNART to institutional partners and to all associated or supporting organisations (forming the Italian Chamber of Commerce system) linked to the "Marchio Ospitalità Italiana" Trademark;
- Inform Data Subjects and/or involve them in institutional events/activities organised and/or promoted by ISNART and its partners that form the Italian Chamber of Commerce system exclusively for activities aimed at enhancing Italian cultural heritage and developing and promoting tourism;
- Use and publish data, images and videos relating to Data Subjects, in the context of press releases for editorial purposes or disseminated on institutional social networks, on screens visible to the public during events organised by ISNART. This activity is performed exclusively within the limits of the law, copyright and any other right relating to the images, and in full respect of the dignity and decency of the Data Subjects photographed or filmed. This specific processing is exclusively for activities aimed at the enhancement of the Italian cultural heritage and the development and promotion of tourism.

The legal basis for the processing outlined above is the consent of the Data Subject. Providing information and personal data is optional.

**5. Recipients**

Your general personal data are processed in paper, computer or telematic form by the internal staff and external collaborators of the Data Controller who are authorised to process them. The list of these authorised subjects is available at the head office of the Data Controller.

The data may also be collected and processed by other entities within the Chamber of Commerce system.

The data may also be communicated to our service providers such as IT service companies, *outsourcing* companies, *cloud* services, consultants and freelancers, entities and/or companies or bodies appointed by us as Data Processors for the specific processing operations and whose list is available at the registered office of the Data Controller.

Your data and information are also disclosed to Public Authorities and Agencies in the cases provided for by law.

Subject to Your consent, Your data is communicated to partners/associates associated with ISNART and connected to the Trademark (for example, tourism promotion agencies, other entities of the Chamber of Commerce system, and non-profit organisations).

**6. Data transfer**

The Data Controller may transfer Your personal data to a third country outside the European Union (due to, for example, *cloud* services). This data transfer is always in compliance with Article 44 and the subsequent articles of the GDPR, as well as with any other applicable legislation in force.

**7. Data retention**

Personal data is stored for a period of up to ten years after the expiry of the Trademark (if one has been granted), the refusal of a Trademark application, or if the Trademark is revoked or forfeited. The data retention process is undertaken in full compliance with the applicable statutory requirements and current legal obligations. After this data retention period, Your general personal data is deleted from the records. In compliance with applicable legal requirements, all personal data retained by the Data Controller which is used for the purpose of sending

the newsletter is stored until You inform us that You no longer wish to receive this information.

Personal data for which retention is not necessary for the purposes stated above are deleted or converted to an anonymous form. The information systems used to manage the information collected are designed and configured to minimise the use of this information from the start of the process.

#### **8. Your Rights**

Please note that you have the following rights under the EU General Data Protection Regulation (GDPR) and any other applicable legislation:

**The Right of Access** (Article 15 of the GDPR) allows You to request confirmation from the Data Controller as to whether Your personal data are being processed and, if so, to obtain access to those data.

**The Right of Rectification** (Article 16 of the GDPR) allows You to obtain from the Controller the rectification and/or integration of your personal data that are inaccurate and/or incomplete.

**The Right to Erasure** (Article 17 of the GDPR) allows You, in certain cases, to obtain from the Data Controller the erasure of Your personal data.

**The Right to Restriction of Processing** (Article 18 of the GDPR) allows You, in specific cases, to restrict the processing of Your personal data by the Data Controller.

**The Right to Data Portability** (Article 20 of the GDPR) allows You, in specific cases and with respect to the data You have provided, to request to receive Your personal data from the Data Controller in a structured, commonly used, and machine-readable format.

**The Right to Object** (Article 21 of the GDPR) allows You to object to the processing of Your data under certain conditions.

#### **9. The right to lodge a complaint**

You have the right to lodge a complaint against the unlawful processing of Your personal data with the Italian Data Protection Authority (Garante per la Protezione dei Dati Personal) or with any other judicial authority.

#### **CONSENT FORM<sup>1</sup>**

I, the undersigned  
(name and surname)

, have read and understood the information in the Privacy Policy  
provided by ISNART:

I give my consent

I withhold my consent

To the transmission and distribution of videos and images that I have provided to ISNART to institutional partners and to all associated or supporting organisations (forming the Italian Chamber of Commerce system) linked to the "Marchio Ospitalità Italiana" trademark;

I give my consent

I withhold my consent

To be informed and/or involved in institutional events/activities organised and/or promoted by ISNART and its partners that form the Italian Chamber of Commerce system exclusively for activities aimed at enhancing Italian cultural heritage and developing and promoting tourism;

I give my consent

I withhold my consent

To the use and publication of data, images and videos relating to my person, in the context of press releases for editorial purposes or disseminated on institutional social networks, on screens visible to the public during events organised by ISNART. This consent is given exclusively within the limits of the law, copyright and any other right relating to the images, and in full respect of the dignity and decency of the subject photographed or filmed. This specific authorisation is granted exclusively for activities aimed at the enhancement of the Italian cultural heritage and the development and promotion of tourism.

Date	Signature

<sup>A</sup> The form must be returned complete with the 4 pages and the relevant information. Signed with handwritten signatures.

<sup>1</sup> Even if negative consents, have them sign the Consent Form.