

Why Datalogic is asking for sell-out data?

Essentially for three reasons:

- Improve customer experience
- Receive direct feedback on product reliability
- Optimize marketing actions, like new products launches, solutions, trainings, webinars and events

Is it admitted by the law for the Partner to ask the end-user for contact data?

Yes, it's admitted if the Partner, before to share with Datalogic the customers personal data, proceeds to:

- Inform the end-user in the privacy notice that their personal data could be share with third parties for marketing purpose (i.e. Datalogic's privacy notice available on our website clearly states that Datalogic may share personal data with its trusted partners to send marketing communications to the customer through automated tools (SMS, email, push notifications) or non-automated tools (paper mail, telephone with operator) and other social digital campaigns and digital advertising. The customer has the right to change his/her marketing preferences at any time)
- Obtain the valid consent to the transfer of their personal data to third parties for marketing purpose in a lawful manner under the GDPR and the applicable laws. The end-user's consent could be obtained by clicking on an electronic form or in writing:

A) Electronic Form:



B) You can also draft a short form with your privacy notice asking the signature of the customer under a specific box:

Read and understood the privacy policy by signing this form:

I agree to share my personal data with third parties for marketing purpose

.....
Full name and signature

I disagree to share my personal data with third parties for marketing purpose

.....
Full name and signature

Which are the benefits for the Partners?

- Additional demand generation by end-user
- Stronger partnership with Datalogic to win more business together
- Specific rebate linked to sell-out reporting