

## “Personal data processing” by Business Intelligence services

Name of the Company / Organization

**Allianz S.p.A**

Address (registered office of certified organization)

**20145 Milan; Piazza Tre Torri 3 - Italy**

ID of the certification procedure

**70 A 1001320042**

Certification status

**Initial**

Certified activity (ToE)

**“Personal data processing” by Business Intelligence services**

Certification activity

**PPS Certification - certifying data processing related to products, processes, and services**

Object to be certified

**The Organization acts as Data Controller**

Identification of Target of Evaluation of the certification - the scope of application (ToE) of the certification

**“Personal data processing” by Business Intelligence services**

Short specification of the Target of Evaluation:

- 1. Analyse customers to support business decisions. Strategic analyses have as result reports that are always at an aggregate level.**
- 2 Process customer lists for campaigns. In this case the office passes to the IT interlocutors a list of internal identifiers and tax codes of customers, sometimes with the relevant agency, inclined to purchase a specific product or target for email contact campaign. The list is extracted based on decision trees. The consents expressed for the treatments connected to the commercial promos are taken into consideration throughout the whole processing of data. The process ends here. In another process, not under certification, IT charge those simple data (e.g., name and surname, email, telephone number,) in Commercial Campaigns - Adobe Campaign**

Certification criteria (including version and functional status)

**Europrivacy criteria for GDPR (v77)**

**TAMCERT KTH-E02/F03 Europrivacy PPS Certification Scheme (Rev04/2024.01)**

