

**PRIVACY POLICY**  
**REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**  
**of 27 April 2016**

*Last updated 4<sup>th</sup> July 2025*

**DATA CONTROLLER**

**RuB, Incorporated** with register office in 4401 Dean Lakes Blvd., Shakopee, MN 55379-2715 (USA); Phone number +1 (952) 857 1114; e-mail [privacy@rubinc.com](mailto:privacy@rubinc.com)

**REPRESENTATIVE IN THE EUROPEAN UNION (ART. 27 GDPR)**

Pursuant to art. 27 of the GDPR, the Data Controller has appointed the following representative in the European Union: Bonomi Industries SRL, with register office in Italy - Via Padana Superiore nr. 29- 25080 Mazzano (BS), Phone number +39 030 212441.

**DATA COLLECTION**

We collect the following types of common personal data when you provide your contact details:

Full name

Email address

Phone number

Mailing address

Role and company to which you belong

**LEGAL BASIS AND PURPOSE OF PROCESSING**

The legal basis for the processing is the legitimate interest of the Data Controller in fulfilling the request to:

a) receive the product catalog.

Furthermore, with your explicit consent, the personal data provided will be processed:

b) to send newsletters and any other informational, promotional, and commercial communications,

c) for profiling and analyzing your preferences in order to tailor the catalog content to your interests.

**CONSEQUENCES OF FAILURE TO PROVIDE PERSONAL DATA**

The provision of personal data for the purposes referred to in point a) is mandatory to receive our product catalog,.

Failure to provide personal data for the purposes set out in points b) and c) will not allow the Data Controller to pursue the purposes indicated.

**DATA RETENTION**

The data provided will be processed in accordance with the principles of lawfulness, fairness, transparency and protection of confidentiality and rights.

Data will be recorded and stored in both paper and computer files, with organizational systems related to the purposes of processing. Furthermore, in order to protect the data from destruction or loss (including accidental) as well as to ensure its integrity and confidentiality (including against unauthorized access or disclosure) and in general to ensure the rights of the data subject, the Data Controller has adopted security measures of a technical and organizational nature, in accordance with the provisions of the EU Reg.

**DATA SHARING - DATA DISSEMINATION -**

Personal data may be disclosed to parties authorized to process them pursuant to Art. 29 EU Reg. by the Data Controller as well as to parties designated by the Data Controller pursuant to Art. 28 EU Reg. as data processors for the provision of services functional to the above purposes.

The data shall not be disseminated by the Data Controller.

**TRANSFER OF DATA TO THIRD COUNTRIES**

The personal data will be transferred to the United States, where the Data Controller is established. This transfer is necessary for the performance of the user's request, pursuant to Article 49(1)(b) EU Reg. The transfer is carried out in compliance with Articles 44 et seq. of EU Reg. and is subject to appropriate safeguards. In particular, the Data Controller has implemented suitable technical and organizational measures to ensure a level of data protection essentially equivalent to that guaranteed

**RUB, INC.**

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Shakopee, MN 55379, USA  
T +1 (952) 857 1114

[info@rubinc.com](mailto:info@rubinc.com)  
[www.rubinc.com](http://www.rubinc.com)



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**VALVES & ACTUATORS**

within the European Union. A non-confidential copy of the implemented safeguards may be obtained upon request. Please contact us using the details provided below.

#### **DATA RETENTION PERIOD**

The Data Controller will process your personal data for as long as necessary to fulfill the purposes for which it was collected, unless otherwise required by law, and in any case for data based on your consent, until you withdraw your consent or opt-out.

#### **PLACE OF DATA STORAGE**

Personal data will be stored at the Data Controller's operational headquarters.

#### **RIGHTS OF THE DATA SUBJECT**

You may exercise at any time, pursuant to art. 15 et seq. of the EU Regulation, the following rights: access to personal data, verify and request the correction of personal data, obtain the deletion of personal data, obtain the restriction of the processing of personal data, obtain the portability of personal data or make a complaint to the Guarantor Authority or take legal action if you believe that the processing of personal data referred to you has taken place in violation of the provisions of the EU Reg.

#### **HOW TO EXERCISE YOUR RIGHTS**

To exercise these rights, you may contact:

- The Data Controller: RuB, Incorporated: e-mail: [privacy@rubinc.com](mailto:privacy@rubinc.com); fax to +1 (952) 857 1118; registered letter to RuB, Incorporated, 4401 Dean Lakes Blvd., Shakopee, MN 55379-2715 (USA).
- The EU Representative: e-mail to [privacy@rubvalves.com](mailto:privacy@rubvalves.com); fax to 030/2629498; - registered letter to Bonomi Industries, via Padana Superiore, no. 29 – 25080 Mazzano (BS), Italy.

You also have the right to lodge a complaint with a supervisory authority (e.g. the Italian Data Protection Authority – [www.garanteprivacy.it](http://www.garanteprivacy.it))

*Thanks,*

RuB, Incorporated

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