

Privacy Policy

Privacy notice on the processing of personal data of users of the website www.remax.it and third-level domains (the “Site”), provided pursuant to Articles 13 and 14 of EU Regulation 2016/679

This notice (the “Notice”) describes how Proximm S.p.A., with registered office at Via Locchi 3, 20156, Milano (Proximm), processes personal data.

Proximm has appointed LCA Solutions S.r.l., represented by attorney Gianluca De Cristofaro, as its data protection officer (the “DPO”).

Contact details:

	E-mail	PEC
Proximm	privacy@remax.it	proximm@pec.it
DPO	dpo@remax.it	

Proximm manages a real estate brokerage franchise throughout Italy through a commercial network of affiliated individuals or legal entities operating as agencies under the “REMAX” brand (the “Affiliated Agencies”).

The Affiliated Agencies in the “REMAX” franchise network are legally independent from Proximm. Each processes its clients’ data as an independent data controller, as described in its own privacy notice.

Each Affiliated Agency has appointed Proximm as a data processor under the terms of its specific appointment. This means that Proximm collects and manages data only in accordance with, and within the limits of, the instructions received from the Affiliated Agencies.

Each Affiliated Agency may appoint other data processors. For information about all processors, contact the Affiliated Agency concerned directly (contact details are available here: www.remax.it/agenzie).

We recommend requesting and reading the Affiliated Agencies’ privacy notices before providing your personal data.

The Site consists of a second-level domain (www.remax.it) and additional third-level domains or subdomains, including (i) franchising.remax.it and (ii) the Affiliated Agencies’ subdomains (e.g. nomeagenzia.remax.it). Sections 3.1, 3.2 and 3.3 of this Notice provide the information required by Articles 13 and 14 of Regulation (EU) 2016/679 for the different parts of the Site. The remaining sections apply to all parts of the Site.

This Notice does not apply to third-party websites, applications or content, even if accessible from www.remax.it. In such cases, the third parties’ privacy provisions may apply. These may differ from this Notice, and we recommend reading them before providing any data.

2. Data collected.

Proximm collects personal data through the Site. “Personal data” means any information that can be used to identify a data subject directly or indirectly.

We may also collect certain personal data automatically when you access, use or interact with us through the Site.

Data you provide through the Site

We collect data you provide voluntarily, for example when you contact us, register in the “My REMAX” reserved area of the Site, send requests or messages by email, or complete online forms on the Site to request information.

The personal data you may provide in these ways include your first and last name and city/address (of residence or domicile) (“Identification Data”), email address and telephone number (“Contact Data”), as well as any other personal data you choose to provide.

Data we may collect automatically

The IT systems and software used to operate the Site acquire, during their normal operation, certain personal data whose transmission is inherent in the use of Internet communication protocols. This information is not collected to be associated with identified data subjects, but by its nature could allow users to be identified through processing and association with data held by third parties. This category includes your operating system, IP address, approximate geographic location indicated by your IP address, browser type, content you view and access through the Site, how you interact with content available on the Site, and keywords entered in Site searches ("Browsing Data"). This data is used solely to obtain anonymous statistics on Site use and to check that the Site functions properly, and is retained only for as long as necessary for the Site's technical management.

We use cookies and similar technologies on the Site (together, "Cookies") to collect and store data concerning use of, access to and interactions with the Site.

The notice concerning the processing of personal data collected through Cookies on the Site is available at www.remax.it/cookie-policy

Identification Data, Contact Data and Browsing Data are together referred to as the "Data".

3.1 Privacy notice on the processing of personal data of users of the www.remax.it domain

Data collection form	Who is the Data Controller	What data the Controller processes	Purpose of processing	Legal basis	How long we retain the data
Value your property (remax.it/en/evaluate-your-home)	Affiliated Agencies	Identification Data and Contact Data are processed by Proximm, as data processor, to manage the technical handling and forwarding to the Affiliated Agencies of information requests sent by the data subject (including by email). Your Data will be disclosed to the geographically competent Affiliated Agency: the Affiliated Agency operating in the area and closest to the location of interest to you. Your data will not be disclosed to other Affiliated Agencies.	Responding to the request, fulfilling contractual obligations or managing requests during the pre-contractual stage. Processing your data for the above purpose is necessary; without it, we cannot respond to your requests.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained by Proximm, as data processor, for no longer than necessary to achieve the stated purposes and, in any case, no longer than 12 months after collection, unless the Affiliated Agency acting as controller instructs otherwise or the law requires otherwise.

Register for My REMAX (remax.it/my-remax/en/my-remax/accedi)	Proximm S.p.A.	Identification Data and Contact Data Providing the required data (first name, last name, email address and password) is necessary for registration and creation of the profile (the "User Profile"); additional data (e.g. date of birth) is optional.	Enabling registration and access to the User Profile and providing requested services, such as saving listings/searches and automatically sending new listings (the "Services"). Providing the data required for registration is mandatory; without it, the User Profile cannot be activated and the Services cannot be provided.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained for as long as necessary to provide the Services and, if the User Profile is inactive, for a maximum of 24 months after the last interaction.
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3.2 Privacy notice on the processing of personal data of users of the franchising.remax.it subdomain

Data collection form	Who is the Data Controller	What data the Controller processes	Purpose of processing	Legal basis	How long we retain the data
"REMAX World - Brand" - "Open an Agency" (franchising.remax.it/mondo-remax/brand)	Proximm S.p.A.	Identification Data, Contact Data.	Responding to user requests; Processing your data for the above purpose is necessary; without it, we cannot respond to your requests.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained for no longer than necessary to achieve the stated purposes and, in any case, no longer than 12 months after collection.
"REMAX World - REMAX Italia - Open an Agency" (franchising.remax.it/mondo-remax/remaxitalia)			Assessing applications for a possible working relationship; Processing your data for the above purpose is mandatory.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained for no longer than necessary to achieve the stated purposes and, in any case, no longer than 12 months after collection.

“Open an Agency” (franchising.remax.it/apri-un-agenzia-immobiliare-remax)		Sending promotional and marketing communications about the Controller’s and the network’s products and services, as well as invitations to events. Processing your data for the above purpose is optional.	The data subject’s express consent (Article 6(1)(a) GDPR)	The Data is retained for 24 months after consent is given.
“Training for Brokers” (franchising.remax.it/formazione/broker)		Subscription to and delivery of Proximm’s Newsletter. Processing your data for the above purpose is optional.	The data subject’s express consent (Article 6(1)(a) GDPR)	The Data is retained for 24 months after consent is given.
“Technology for Brokers” (franchising.remax.it/tecnologia/broker)		Establishing , exercising or defending a legal claim in court. Processing your data for the above purpose is necessary.	The Controller’s legitimate interest in establishing, exercising or defending a legal claim in court (Article 6(1)(f) GDPR)	The Data is retained for as long as necessary to protect the Controller’s rights in or out of court, and in any event for no longer than 10 years.
“Choose RE/MAX - “Open an Agency” (franchising.remax.it/entra-in-remax)				

"RE/MAX World - Brand" - "Real Estate Agent" (franchising.remax.it/mondo-remax/brand);	Affiliated Agencies	Identification Data and Contact Data are processed by Proximm, as data processor, to manage the technical handling and forwarding to the Affiliated Agencies of information requests sent by the data subject (including by email). Your Data will be disclosed to the	Responding to user requests. Processing your data for the above purpose is necessary; without it, we cannot respond to your requests.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained by Proximm, as data processor, for no longer than necessary to achieve the stated purposes and, in any case, no longer than 12 months after collection, unless the Affiliated Agency acting as controller instructs otherwise or the law requires otherwise.
"REMAX World - REMAX Italia - Real Estate Agent" (franchising.remax.it/mondo-remax/remaxitalia);		geographically competent Affiliated Agency: the Affiliated Agency operating in the area and closest to the location of interest to you. Your data will not be disclosed to other Affiliated Agencies.	Assessing the agent's application for a possible working relationship. Processing your data for the above purpose is mandatory.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained by Proximm, as data processor, for no longer than necessary to achieve the stated purposes and, in any case, no longer than 12 months after collection, unless the Affiliated Agency acting as controller instructs otherwise or the law requires otherwise.

“Become an Agent” (franchising.remax.it/diventa-agente-immobiliare-remax)			Transferring the data to Proximm for marketing purposes and event invitations. Processing your data for the above purpose is optional.	The data subject's express consent (Article 6(1)(a) GDPR)	The Affiliated Agency retains the Data only for as long as necessary to complete its transfer to Proximm S.p.A. Once received, Proximm S.p.A. retains the data for a maximum of 24 months from the date of its disclosure.
“Training for Agents” (franchising.remax.it/formazione/agenti-immobiliari);			Transferring the data to Proximm for subscription to and delivery of the Newsletter with updates, news and informational content. Processing your data for the above purpose is optional.	The data subject's express consent (Article 6(1)(a) GDPR)	The Affiliated Agency retains the Data only for as long as necessary to complete its transfer to Proximm S.p.A. Once received, Proximm S.p.A. retains the data for a maximum of 24 months from the date of its disclosure.
“Technology for Agents” (franchising.remax.it/tecnologia/agenti-immobiliari);					
“Choose REMAX – “Real Estate Agent” (franchising.remax.it/entra-in-remax).					
“REMAX Italia Events” (franchising.remax.it/mondo-remax/eventi/remax-italia)			Event registration. Processing your data for the above purpose is mandatory.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained for no longer than necessary to achieve the stated purposes and, in any case, no longer than 30 days

					after the event ends.
	Proximm S.p.A.	Identification Data and Contact Data	Sending promotional and marketing communications about the Controller's and the network's products and services, as well as invitations to events; Processing your data for the above purpose is optional.	The data subject's express consent (Article 6(1)(a) GDPR)	The Data is retained for 24 months after consent is given.
			Subscription to and delivery of Proximm's Newsletter. Processing your data for the above purpose is optional.	The data subject's express consent (Article 6(1)(a) GDPR)	The Data is retained for 24 months after consent is given.
			Establishing, exercising or defending a legal claim in court. Processing your data for the above	The Controller's legitimate interest in establishing, exercising or defending a legal claim in court (Article 6(1)(f) GDPR)	The Data is retained for as long as necessary to protect the Controller's rights in or out of court, and in any event for no

			purpose is necessary.		longer than 10 years.
“REMAX Agency Events” (franchising.remax.it/mondo-remax/eventi/agenzie-immobiliari-remax)	Affiliated Agencies	The Site links to third-party content	In these cases, the Affiliated Agencies’ privacy provisions apply. They may differ from this Notice, and we recommend reading them before providing any data.		
“Research Centre – Real Estate Data Hub” (franchising.remax.it/centro-studi-remax-italia/mercato-immobiliare-in-italia)	Proximm S.p.A.	Identification Data and Contact Data	Enabling download of the report. Processing your data for the above purpose is mandatory.	Taking pre-contractual steps at the data subject’s request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained for no longer than necessary to achieve the stated purposes and, in any case, no longer than 5 days after the report is sent.
			Sending promotional and marketing communications about the Controller’s and the network’s products and services, as well as invitations to events; Processing your data for the above purpose is optional.	The data subject’s express consent (Article 6(1)(a) GDPR)	The Data is retained for 24 months after consent is given.

			Subscription to and delivery of Proximm's Newsletter.	The data subject's express consent (Article 6(1)(a) GDPR)	The Data is retained for 24 months after consent is given.
			Processing your data for the above purpose is optional.		
			Establishing , exercising or defending a legal claim in court.	The Controller's legitimate interest in establishing, exercising or defending a legal claim in court (Article 6(1)(f) GDPR)	The Data is retained for as long as necessary to protect the Controller's rights in or out of court, and in any event for no longer than 10 years.
			Processing your data for the above purpose is necessary.		
		Identification Data and Contact Data	Enabling download of the report.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained for no longer than necessary to achieve the stated purposes and, in any case, no longer than 5 days after the report is sent.
			Processing your data for the above purpose is mandatory.		
		Identification Data and Contact Data	Sending promotional and marketing communications about the Controller's and the network's products and services, as well as invitations to events;	The data subject's express consent (Article 6(1)(a) GDPR)	The Data is retained for 24 months after consent is given.
			Processing your data for the		

"Research Centre - Housing Insider" (franchising.remax.it/centro-studi-remax-italia/mercato-immobiliare-in-europa)	Proximm S.p.A.		above purpose is optional.		
			Subscription to and delivery of Proximm's Newsletter. Processing your data for the above purpose is optional.	The data subject's express consent (Article 6(1)(a) GDPR)	The Data is retained for 24 months after consent is given.
			Establishing, exercising or defending a legal claim in court. Processing your data for the above purpose is necessary.	The Controller's legitimate interest in establishing, exercising or defending a legal claim in court (Article 6(1)(f) GDPR)	The Data is retained for as long as necessary to protect the Controller's rights in or out of court, and in any event for no longer than 10 years.

3.3. Privacy notice on the processing of personal data of users of the Affiliated Agencies' subdomains - nomeagenzia.remax.it

Data collection form	Who is the Data Controller	What data the Controller processes	Purpose of processing	Legal basis	How long we retain the data
"Contact the Agency" (agencyname.remax.it/en/agenzia)		Identification Data and Contact Data are processed by Proximm,	Responding to the request, fulfilling contractual obligations or managing requests	Taking pre-contractual steps at the data subject's request and performing a contract	The Data is retained by Proximm, as data processor, for no longer than necessary

"Contact the Agent" (agencyname.remax.it/en/agenti/nomeagente-cognomeagente)	Affiliated Agencies	as data processor, to manage the technical handling and forwarding to the Affiliated Agencies of information requests sent by the data subject (including by email). Your Data will be disclosed to the Affiliated Agency you have selected.	during the pre-contractual stage. Processing your data for the above purpose is necessary; without it, we cannot respond to your requests.	(Article 6(1)(b) GDPR).	to achieve the stated purposes and, in any case, no longer than 12 months after collection, unless the Affiliated Agency acting as controller instructs otherwise or the law requires otherwise.
"Write to REMAX agency name" (agencyname.remax.it/en/contatti)					
"Work with REMAX agency name" (agencyname.remax.it/en/lavora-con-noi)	Affiliated Agencies	Identification Data and Contact Data are processed by Proximm, as data processor, to manage	Assessing the agent's application for a possible working relationship. Processing your data for the above purpose is mandatory.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained for as long as necessary to provide the Services and, if the User Profile is inactive, for a maximum of 24 months after the last interaction.

		the technical handling and forwarding to the Affiliated Agencies of information requests sent by the data subject (including by email). Your Data will be disclosed to the Affiliated Agency you have selected.	Transferring the data to Proximm for marketing purposes and event invitations. Processing your data for the above purpose is optional.	The data subject's express consent (Article 6(1)(a) GDPR)	The Affiliated Agency retains the Data only for as long as necessary to complete its transfer to Proximm S.p.A. Once received, Proximm S.p.A. retains the data for a maximum of 24 months from the date of its disclosure.
			Transferring the data to Proximm for subscription to and delivery of the Newsletter with updates, news and informational content. Processing your data for the above purpose is optional.	The data subject's express consent (Article 6(1)(a) GDPR)	The Affiliated Agency retains the Data only for as long as necessary to complete its transfer to Proximm S.p.A. Once received, Proximm S.p.A. retains the data for a maximum of 24 months from the date of its disclosure.

"Register for the Event" (agencyname.remax.it/en/nome-evento-data-evento)	Affiliated Agencies	Identification Data and Contact Data are processed by Proximm, as data processor, to manage the technical handling and forwarding to the Affiliated Agencies of information requests sent by the data subject (including by email). Your Data will be disclosed to the Affiliated Agency you have selected.	Event registration. Processing your data for the above purpose is mandatory.	Taking pre-contractual steps at the data subject's request and performing a contract (Article 6(1)(b) GDPR).	The Data is retained by Proximm, as data processor, only for as long as necessary to complete its transfer to the Affiliated Agency, which will retain it for no longer than necessary to achieve the stated purposes and, in any case, no longer than 30 days after the event ends.
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4. Disclosure of personal data collected.

Each data controller under this Notice may disclose the Data to the following categories of recipients, who will process it, as applicable, as independent controllers or data processors:

- 1) third-party service providers acting on behalf of the data controller, such as IT service providers, mailing system operators, and legal and accounting advisers;
- 2) public authorities or third parties, where provided for or required by law.

The full list of Data processors is kept at the offices of each Affiliated Agency and at Proximm's offices, respectively, and may be consulted on request sent to the contact details in Section 7 below.

5. Processing methods

The Data will be processed by employees and/or collaborators of each data controller under this Notice who have been specifically designated as persons authorized to process data (including, for example, personnel responsible for human resources, legal affairs, administration and information systems), and by external processors, including Proximm (when acting in that capacity). Their names are available on request from the relevant data controller under this Notice.

Each data controller and the third parties it uses, including Proximm (when acting in that capacity), process your personal data using electronic or other automated means within the European Union, in ways closely related to the stated purposes and designed to ensure the security and confidentiality of the personal data.

6. Dissemination of personal data.

The Data will not be disseminated. Processing will take place at the premises of the relevant data controller, Proximm or the individual Affiliated Agency. The Data will be stored on servers and/or in archives located inside or outside the European Union.

Transfers outside the European Union may take place only to countries offering protection of the Data comparable to that guaranteed by EU law or, in any event, after adopting appropriate safeguards under Article 46 of the GDPR to ensure a level of protection comparable to that provided within the European Union.

7. Rights of the data subject.

You have the right at any time to: (I) obtain confirmation as to whether personal data concerning you exists; (II) learn the purposes and methods of processing, the recipients of the personal data and the retention period; (III) obtain rectification or erasure and, where applicable, restriction of processing; (IV) object to processing; (V) where applicable, receive the personal data concerning you that you provided to the Controller in a structured, commonly used and machine-readable format and transmit it to another controller without hindrance from the Controller; and (VI) lodge a complaint with the Italian Data Protection Authority.

You may exercise these rights at any time by sending a simple request to: (i) the Affiliated Agency that controls your data, using the contact details available here: www.remax.it/agenzie or the other contact details given in the privacy notice provided by the controller; or (ii) Proximm S.p.A., with registered office at Via Locchi 3, 20156, Milano, or by email at privacy@remax.it

9. Third-party services and content.

The Site may include embedded content or links to content provided by third parties (such as video content). This Notice does not address the personal data protection or security practices of those third parties.

Updated on 28/09/2026