

Privacy Policy for the Processing of Personal Data of Website Users

Articles 13 and 14 of Regulation (EU) 2016/679 (hereinafter also “GDPR”)

Why this notice

Essepieffe Italia Srl (hereinafter also the “Company” or “Data Controller”) is committed to respecting and protecting your privacy and wishes you to feel secure both when simply browsing the website and when you decide to register by providing your personal data to use the services made available to its Users and/or Clients.

On this page, the Company provides information regarding the processing of personal data of users who visit or consult the website accessible electronically at www.essepieffeitalia.it

(the “Website”). This notice applies only to the Company’s website and not to any other websites that may be consulted by the user via links (for which reference should be made to their respective privacy policies). The reproduction or use of pages, materials, and information contained on the Website, by any means and on any medium, is not permitted without the prior written consent of the Company. Copying and/or printing is permitted exclusively for personal and non-commercial use (for requests and clarifications, please contact the Company using the details provided below). Any other use of the content, services, or information on this website is not permitted.

With regard to the content offered and the information provided, the Company will make reasonable efforts to keep the Website content updated and reviewed, without providing any guarantee as to the adequacy, accuracy, or completeness of the information, and expressly disclaims any liability for errors or omissions.

Source – Browsing Data

The Company informs you that personal data provided and collected when requesting information and/or contact, registering on the website, and using services via smartphone or any other device used to access the Internet, as well as data necessary for providing such services—including browsing data and data used for purchasing products and services offered by the Company, as well as so-called “browsing data”—will be processed in compliance with applicable regulations.

The IT systems and software procedures used to operate this website acquire, during their normal operation, certain personal data whose transmission is implicit in the use of Internet communication protocols. These data are not collected to be associated with identified individuals but could, by their nature, through processing and association with data held by third parties, allow users to be identified.

This category includes IP addresses or domain names of users’ computers, URI (Uniform Resource Identifier) addresses of requested resources, request time, method used to submit the request to the server, size of the file obtained in response, numerical code indicating the response status (successful, error, etc.), and other parameters relating to the user’s operating system and IT environment.

These data are used solely to obtain anonymous statistical information on website use and to ensure its correct functioning. These data may also be used to ascertain responsibility in case of cybercrimes against the website or related sites; except for this possibility, web contact data do not persist for more than a few days.

Source – Data Provided by the User

The Company collects, stores, and processes your personal data in order to provide the products and services offered on the Website or to comply with legal obligations.

For certain specific services, products, or promotions, the Company may also process your data for commercial purposes. In such cases, specific, separate, optional consent will be requested, which can always be revoked.

The voluntary, explicit sending of emails to the addresses indicated on the Website, as well as completing forms, communicating via chat, push notifications, apps, social networks, call centers, etc., results in the acquisition of certain personal data, including those necessary to respond to requests.

Please note that when using mobile connections to access digital content and services provided directly by the Company or its partners, it may be necessary to transfer your personal data to such third parties.

You may also access areas where you can publish information (e.g., blogs, message boards), interact with others via social networks (such as Facebook®, LinkedIn®, YouTube®), review products, or post comments. Before interacting with such areas, you are invited to carefully read the Terms of Use, as information you publish may be visible and used by third parties.

Purpose of Processing and Legal Basis

Data are processed for the following purposes:

- a) strictly related and necessary to registration on the website www.Azienda.it, to the services and/or Apps developed or made available by the Company, to the use of the related information services, to the management of contact or information requests, and to the purchase of products and services offered through the Company's website;
- b) for ancillary activities related to the management of User/Client requests and the sending of responses, which may include the transmission of promotional material; for the completion of purchase orders for products and services offered, including aspects related to credit card payments, shipment management, the possible exercise of the right of withdrawal provided for distance purchases, and updates on the availability of temporarily unavailable products and services;
- c) related to compliance with obligations set out by EU and national regulations, the protection of public order, and the prevention and prosecution of crimes;
- d) direct marketing activities, namely the sending of advertising material, direct sales, market research, or commercial communications relating to products and/or services offered by the Company; such activities may also concern products and services of companies within the Company's Group and may be carried out through "traditional" methods (such as paper mail and/or operator-assisted phone calls) or through "automated" contact systems (such as SMS and/or MMS, phone calls without operator intervention, email, fax, interactive applications), pursuant to Article 130, paragraphs 1 and 2 of Legislative Decree no. 196/03, as amended.

The provision of data for the purposes referred to in points 1), 2), and 3), related to a pre-contractual and/or contractual phase or necessary to respond to a user request or required by a specific legal provision, is mandatory; failing this, it will not be possible to obtain the requested information or access the relevant services.

With regard to point 4) of this Privacy Notice, consent to the processing of data by the user/client is optional, freely given, and may be withdrawn at any time without affecting the usability of the products and services, except for the Company's inability to keep users/clients updated on new initiatives or specific promotions or benefits that may be available.

The Company may send commercial communications relating to products and/or services similar to those already provided, in accordance with Directive 2002/58/EC, using the email or postal contact details provided by you on such occasions. You may object to such communications using the methods and contact details indicated below.

Processing Methods, Logic, Data Retention Periods, and Security Measures

Processing is carried out with the aid of electronic or automated means and is performed by the Company and/or by third parties engaged by the Company to store, manage, and transmit the data.

Data processing is carried out according to organizational and processing logics relating to your personal data, including data concerning logs generated by access to and use of web-based services, as well as the products and services used, in line with the purposes indicated above and, in any case, in a manner that ensures the security and confidentiality of the data.

The personal data processed will be retained for the period required by the applicable legislation in force from time to time.

With regard to data security, in sections of the website dedicated to specific services where personal data are requested from users, such data are encrypted using a security technology called Secure Sockets Layer (SSL). SSL technology encodes information before it is transmitted via the Internet between the user's device and the Company's central systems, making it unintelligible to unauthorized parties and thereby ensuring the confidentiality of transmitted information.

Furthermore, transactions carried out using electronic payment instruments are processed directly through the platform of the Payment Service Provider (PSP), and the Company retains only the minimum set of information necessary to manage any disputes.

With specific reference to personal data protection, users/clients are invited, pursuant to Article 33 of the GDPR, to report to the Company any circumstances or events that may give rise to a potential personal data breach, in order to allow for immediate assessment and the adoption of appropriate countermeasures, by sending a communication to privacy@Azienda.it or contacting Customer Service.

The measures adopted by the Company do not exempt the Client from exercising due care in the use, where required, of sufficiently complex passwords/PINs, which should be updated periodically—especially if there is reason to believe they have been compromised—and from keeping them secure and inaccessible to third parties in order to prevent improper or unauthorized use.

Cookies

A cookie is a short text string that is sent to your browser and may be stored on your computer (or alternatively on your smartphone/tablet or any other device used to access the Internet); this transmission generally occurs each time you visit a website.

The Company uses cookies for various purposes, in order to provide you with a fast and secure digital experience, for example by allowing you to remain connected to the restricted area while browsing the website pages.

Cookies stored on your device cannot be used to retrieve any data from your hard drive, transmit computer viruses, or identify and use your email address. Each cookie is unique in relation to the browser and device you use to access the Website or the Company's App.

In general, the purpose of cookies is to improve the functioning of the website and the user's browsing experience, although cookies may also be used to send advertising messages (as specified below).

For more information about what cookies are and how they work, you can visit the website "All about cookies" at <http://www.allaboutcookies.org>. For detailed information on cookies, please refer to the dedicated page on www.essepieffeitalia.it

Data Sharing and Transfer

For the purposes outlined above, the Company may communicate and allow the processing of personal data of users/clients, both in Italy and abroad, to third parties with whom it has established relationships, where such third parties provide services upon the Company's request.

Only the information strictly necessary to perform the requested services will be shared with these third parties, and all appropriate measures will be taken to safeguard your personal data.

Personal data may be transferred outside the European Economic Area where this is necessary for the management of your contractual relationship. In such cases, the recipients of the data will be subject to protection and security obligations equivalent to those guaranteed by the Data Controller.

Where services provided directly by Partners are used, only the data strictly necessary for their execution will be shared. In any case, only the data necessary for achieving the intended purposes will be communicated, and, where required, appropriate safeguards applicable to transfers of data to third countries will be applied.

Personal data may also be disclosed to our commercial service providers for marketing purposes, who are appointed as external data processors.

Furthermore, personal data may be communicated to competent public bodies and authorities to comply with legal obligations or to ascertain responsibility in the event of cybercrimes affecting the website. They may also be communicated to, or stored with, third parties (acting as data processors or, in the case of providers of electronic communication services, as independent data controllers) that provide IT and telecommunication services (e.g., hosting, website management, and development), which the Company uses to carry out technical and organizational activities necessary for the operation of the website.

The entities belonging to the above categories act either as independent Data Controllers or as Data Processors duly appointed by the Company.

Personal data may also be accessed by employees/consultants of the Company who have been appropriately instructed and appointed as persons authorized to process the data.

The categories of recipients to whom the data may be communicated are available upon request by contacting the Company using the details provided below.

Data Subject Rights

You may exercise at any time the rights granted to you by law, including the right to:

- access your personal data, obtaining information on the purposes pursued by the Data Controller, the categories of data involved, the recipients to whom the data may be disclosed, the applicable retention period, and the existence of automated decision-making processes;
- obtain without undue delay the rectification of inaccurate personal data concerning you;
- obtain, where applicable, the erasure of your personal data;
- obtain restriction of processing or object to such processing, where possible;
- request data portability, i.e., to receive the personal data you have provided to the Company in a structured, commonly used, and machine-readable format, and to transmit those data to another controller, within the limits and conditions set out in Article 20 of the GDPR.

You also have the right to lodge a complaint with the Data Protection Authority pursuant to Article 77 of the GDPR.

With regard to the processing referred to in point 4) of the purposes, the Client may at any time withdraw consent and exercise the right to object to direct marketing (both “traditional” and “automated” methods). In the absence of a specific indication to the contrary, such objection will apply to both traditional and automated communications.

Data Controller

The data controller, pursuant to Article 4 of the Code and the GDPR, is **Essepieffe Italia Srl**, Zona Industriale PIP – 83030 Pietradefusi (Av), VAT No.: 02082590643 – Tax Code: 02082590643.

The above-mentioned rights may be exercised by the Data Subject upon request, using the procedures made available by Customer Service or on the Company's website, or by contacting the following reference:

Manolito Centrella (m.centrella@essepieffeitalia.it).

Use of the Website, including versions designed for tablets and/or smartphones, by the Client and/or User implies full knowledge and acceptance of the content and any instructions included in this version of the privacy notice published by the Company at the time the website is accessed. The Company informs that this privacy notice may be modified without any prior notice and therefore recommends periodic review.

Data Controller
Essepieffe Italia Srl

This privacy notice was last updated on 03/09/2018.