



DISCLOSURE FOR WEB AND NEWSLETTER CLIENTS REGARDING THE PROCESSING OF PERSONAL DATA

The user's personal data are used by EMILIANA SERBATOI SRL - who is the processing controller for such data - in accordance with the principles of personal data protection established by GDPR Regulation 2016/679 and by current national legislation.

METHODS AND PURPOSES OF DATA PROCESSING

1. We hereby inform you that the data shall be processed using the following means:

- Computerised

for the following purposes:

- Promotional activities
- Multimedia communication
- Performance of service provided
- Preparing requests or processing received requests and proposals
- Marketing (market analysis and surveys)
- Newsletter
- Preparation of sales budgets
- Market research, statistical studies, and checking levels of customer satisfaction with the product

Specifically, user data will be processed for the purposes listed below EXCLUSIVELY with the specific declaration of consent:

- Promotional activities

accept

deny

- Multimedia communication

accept

deny

- Preparing requests or processing received requests and proposals

accept

deny

- Marketing (market analysis and surveys)

accept

deny

- Newsletter

accept

deny

- Market research, statistical studies, and checking levels of customer satisfaction with the product

accept

deny

LEGAL BASIS

2. Pursuant to Article 6 of the GDPR Regulation, the legal bases on which the processing of common data is founded are:

- Contract;
- Consent;

The company processes users' optional data on the basis of consent, which is to say on the basis of their explicit approval of this privacy policy, and in relation to the methods and purposes described below.

CATEGORIES OF RECIPIENTS

3. Without prejudice to communications made for the fulfilment of legal and contractual obligations, all the data collected and processed may be communicated to the following categories of recipients, exclusively for the purposes given above:

- Authorised persons;
- Internal managers;

Moreover, through the management of your data, they may also come to be known by the Controller's employees and/or collaborators in their roles as processing officers and/or internal and external processing managers and/or system administrators, who are identified in writing and have been provided with specific written instructions regarding data processing.

CATEGORIES OF PERSONAL DATA

4. In accordance with the provisions of Article 14 of the GDPR Regulation, in terms of processing data which have not been obtained from the data subject, the following are the categories of personal data concerned:

- Data relating to behaviour (the creation of profiles for users, consumers, contributors, etc.; personality profiles and profiles of character traits);
- Name, address, or other personal identification details (first name, surname, age, gender, place and date of birth, private address, work address);

IT DEVICE

Type of activity	Commercial activities - Leads - Newsletter
IT Device	CED
Device type	Internal
Location	REGISTERED OFFICE (CAMPOGALLIANO)

Type of activity	Commercial activities - Leads - Newsletter
IT Device	NAS
Device type	Internal
Location	REGISTERED OFFICE (CAMPOGALLIANO)

Type of activity	Commercial activities - Leads - Newsletter
IT Device	EXTERNAL USB DRIVE
Device type	Internal
Location	REGISTERED OFFICE (CAMPOGALLIANO)

Type of activity	Commercial activities - Leads -
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	Newsletter
IT Device	NETWORK HARD DISK
Device type	Internal
Location	REGISTERED OFFICE (CAMPOGALLIANO)

STORAGE PERIOD

The data storage period is: The data shall be processed for the full length of time necessary to fulfil the existing commercial relationship and for a period of ten years following the date on which they were acquired.

RIGHTS OF THE DATA SUBJECT

5. Pursuant to EU Regulation 679/2016 (GDPR) and current national legislation, the data subject may, in accordance with the procedures and within the limits established by current legislation, exercise the following rights:

- ask for confirmation of whether or not personal data about him/her exist (right of access by the data subject - Article 15 of EU Regulation 679/2016);
- learn the origin of such data;
- receive intelligible communication of such data;
- obtain information regarding the logic, means and purposes of the processing;
- request that the data be updated, rectified, supplemented, erased, converted into anonymous form, or that data processed in violation of the law be blocked, including those which are no longer necessary for the purposes for which they were collected (right to rectification and erasure - Articles 16 and 17 of Regulation 679/2016);
- right to restriction and/or right to object to the processing of data regarding him/her (Article 18 of Regulation 679/2016);
- right to withdraw consent;
- right to data portability (Article 20 of Regulation 679/2016);
- in the case of processing based on consent, the right to receive the data provided to the controller in a structured, computer-readable format commonly used by electronic devices;
- the right to lodge a complaint with the Supervisory Authority (right of access by the data subject - Article 15 of Regulation 679/2016).

6. The Data Controller for your personal data is EMILIANA SERBATOI SRL, VAT no. 01499200366, tax code 01499200366

- Email address: info@emilianaserbatoi.it
- Certified email address: emilianaserbatoi.pec@legalmail.it
- Telephone no.: 059521911

In the person of its legal representative Gian Lauro Morselli, tax code MRSGLR62B26F257K

- Email address: gianlauro@emilianaserbatoi.it
- Telephone no.: +39 059 521911

Information on cookies

What are cookies?

A “cookie” is a text file saved on the user’s computer as soon as he/she accesses a website. Its purpose is to provide information every time the user returns to the same website. It is a sort of record of the internet page visited. Through the cookie, the web server sends information to the user’s browser (Internet Explorer, Mozilla Firefox, Google Chrome, etc.) which is saved on the user’s computer, and will be reread and updated every time the user returns to the website. In this way, the website can adapt itself automatically for the user. During browsing, the user may also receive cookies from other websites (“third-party” cookies) onto their device, which are set

directly by the managers of those websites and used for the purposes and in accordance with the methods specified by them.

Depending on their duration, cookies are divided into session cookies (temporary cookies, automatically erased by the device at the end of the browsing session when the browser is closed) or permanent cookies (which are stored on the device until they expire or are erased by the user).

Cookies can be categorised as technical cookies or as profiling cookies, depending on their function and purpose.

Technical Cookies

Some cookies are used to carry out electronic authentication, session monitoring and the storing of specific information regarding the users who access a web page. These cookies, called technical cookies, are often useful to allow navigation on a website and the use of all its functions. Technical cookies do not require the user's consent.

Analytics cookies fall under this category. These are cookies which collect information regarding the way in which a visitor makes use of a website, and which allow its performance to be improved. For example, analytics cookies show which pages are visited most often, allow the most common usage patterns for a website to be verified, and help to reveal any difficulties a visitor might experience in their use of the site.

Profiling Cookies

Other cookies may instead be used to monitor and profile users during browsing, study their movements and habits in terms of surfing the web or consumption (what they buy, what they read, etc.), and may also have the purpose of sending targeted, personalised service advertisements. The cookies in question in this case are profiling cookies. The use of such cookies requires the free and informed consent of the user to be obtained previously, pursuant to article 7 of EU Regulation 2016/679 and current national legislation.

Third-party Cookies

It is also possible that a web page may contain cookies from other websites contained in a variety of elements hosted on the page itself, such as - for example - advertising banners, images, videos, maps or specific links to web pages from other domains located on different servers from that of the page requested. In other words, these cookies are set directly by the managers of websites or servers different from this website. These are cases of so-called third-party cookies, which are usually used for profiling purposes. The use of these cookies requires the free and informed consent of the user to be obtained previously.

Types of cookies used on our website

The main function of the cookies installed by www.emilianaserbatoi.com is technical. They are used for the constant improvement of our Service, for authentication, and for statistical purposes, such as counting the number of visits to the website. The use of cookies is therefore strictly aimed at supporting server functions during navigation of the Service.

The website also allows the third-party cookies listed below to be sent. These cookies are tools which are not owned by us. Therefore, for further information, the disclosures and consent forms of the third parties can be found by clicking on the links below.

To improve the website and reveal which of its parts or elements are most valued by users, third-party cookies from Google Analytics are used as a tool for anonymous, aggregated analysis. These cookies are tools which are not owned by us. Therefore, for further information, it is possible to consult the disclosure provided by Google.

The pages of the website contain a number of widgets and "share" buttons for Facebook and Google Plus, to allow the user to share the contents of the website on his/her own social media channels and to interact with ours. These cookies are tools which are not owned by us, but are

generated by Facebook and Google respectively as soon as the relevant widget or share button is used. For further information, visit the following information pages: Facebook and Google. Some web pages incorporate video content from YouTube. When you visit a page containing a video, or click to view a video, cookies from YouTube may be generated. These cookies are tools which are not owned by us. For further information, visit the information page provided by Google.

The website may use Facebook ADS programmes managed by Facebook Inc., Google Adwords and Google Remarketing technology managed by Google Inc. The conversion tracking tool provided by Facebook ADS and AdWords also uses cookies to help us track sales and other conversions.

Cookie Management

The user can manage his/her own cookie preferences via commonly-used browser functions which allow all or some cookies to be erased/removed, or the settings of the browser itself to be changed in order to block the transmission of cookies, or limit it to specific sites rather than others.

It is, therefore, possible to refuse the use of cookies, by following the deactivation procedure specific to your browser. The procedures to be followed for the main browsers are given here: [Microsoft Windows Explorer](#), [Mozilla Firefox](#), [Google Chrome](#), [Apple Safari](#), [Google Analytics](#) by downloading a [plug-in](#) specific to the browser.

For information on the cookies stored on your device and to deactivate them individually, follow the link:<http://www.youronlinechoices.com/it/le-tue-scelte>

Social Network Plugins

The website www.emilianaserbatoi.com also incorporates plugins and/or commands for social networks, to allow contents to be shared easily on your favourite social media sites. These plugins are programmed so that they do not install cookies when the page is accessed, to protect users' privacy. The cookies are installed - if provided for by the social network in question - only in the case that the visitor actually and voluntarily uses the plugins. It should be noted that if the user is browsing while logged into a social network, he/she has already consented to the use of the cookies channelled through this website when registering on the social network.

The collection and use of the information obtained via the plugins is regulated by the privacy notices of the respective social networks, to which you are invited to refer.

- [Facebook](#) - ([link to information on cookies](#))
- [Twitter](#) - ([link to information on cookies](#))
- [LinkedIn](#) - ([link to information on cookies](#))
- [Instagram](#) - ([link to information on cookies](#))

[This privacy policy may be subject to changes over time, including as a result of any new legislation in the sector which may come into force, updates to or the provision of new services, or technical innovations which have occurred. The user/visitor is therefore invited to regularly consult the page \[www.emilianaserbatoi.com\]\(http://www.emilianaserbatoi.com\).](#)

[The undersigned declares that he/she has received complete disclosure pursuant to Article 13 of EU Regulation 2016/679 and current national legislation, and consents to the processing and communication of his/her personal data, particularly with regard to those falling under the so-called special categories, within the limits and for the purposes and duration specified in the disclosure.](#)

[Date](#)

[Signature](#)
