

PRIVACY POLICY

Circular letter on personal data processing performed by the website: www.fima-arredo.it, in compliance with art. 13 of the European General Data Protection Regulation (GDPR – 2016/679)

FI.MA di Masini e Figli S.R.L., as data controller, notify to data subjects the following information on data processing.

This circular letter is referred to and is valid only for this website (www.fima-arredo.it) and not for other external websites surfed by the user through links available in www.fima-arredo.it. The data controller isn't responsible of processing performed by third part websites. Please take a look to data processing policy when you visit a third part website.

DATA CONTROLLER

The data controller is **FI.MA di Masini e Figli S.R.L.** - Via Maresciallo Tito 65/A, 42020 Quattro Castella (RE) - ITALY e Vat number: IT00672870359, which avails of its own processing managers or those of external processing companies.

PURPOSES OF PROCESSING, LEGAL BASIS AND RETENTION TIME

We process personal data only with a proper legal basis established by law. In the following list you can find all the information concerning the purposes of processing, the types of personal data processed, the legal basis and the data retention time.

Purposes of processing	Categories of personal data	Legal Basis	Data retention time
A. To browse on the website and guarantee the proper functionality and cyber security to the website itself and other users.	- Browsing data	- Legitimate interest pursued by the controller to promote his own business through his website, to maintain it online, reachable and to defend itself and the other visitors against possible cyber attacks	Data controller will keep the browsing data for the time strictly necessary to reach processing purposes. For what concern cookies retention time more information are available consulting the website's Cookie Policy.
B. Processing for statistical and analytical purposes	- Browsing data	- Legitimate interest of the Data Controller to improve and enhance the website and user experience based on statistical surveys, in order to make these changes relevant and data-driven.	The information necessary to produce the statistics will be kept in disaggregated form for the period necessary to process the anonymous and aggregated indicators.
C. Management of communication through social networks	- Identification data - Data related to the data subject's social profile - Data communicated by the data subject as part of the interaction with the Controller through social.	- Legitimate interest of Data Controller concerning the management of communications with data subjects to satisfy specific submitted requests - To perform a contract in which data subject is part or to manage pre-contractual requests submitted by data subjects	The data will be processed for the time strictly necessary to respond to your request for information/contact and to manage communications and based on the policies identified by the social network. Subsequently, they will be deleted or used to achieve different purposes (e.g., to establish a business or commercial relationship) for which appropriate information on data processing will be

TYPES OF PERSONAL DATA PROCESSED

A. **Surfing data**

Systems and software procedures responsible for the functioning of this website acquire, during their normal operation, several personal data which transmission is implicit in the use of Internet communication protocols.

Those information is not collected to be associated with the purpose to identify data subjects, but them might allow users to be identified through further processing and association with other data held by data controller or third parties.

This category of data includes:

- IP addresses or domain names of computers utilized by users connecting to the site;
- the URI (Uniform Resource Identifier) addresses of the requested resources;
- the time of request;
- the method used in submitting the request to the server;
- the size of file obtained in response;
- the numeric code indicating the status of response given by the server (good result, error, etc.);
- other parameters relating to the operating system and the user's IT environment.

This data are processed only to obtain anonymous statistical information on the use of the site and to check its proper functioning, and are deleted after processing. The data could be used to ascertain responsibility in case of hypothetical cybercrimes that might damage the website or other users during the browsing session.

The website could also automatically process data through setting cookies in user's browser. Cookies are small strings of text set during the browsing in the website and, according to their purposes and the values set up, they allow the site and/or third parties to collect information related to the user, usually anonymously. The use of this electronic tool is analytically described through the Cookie Policy of the website.

B. **Processing for statistical and analytical purposes**

The Data Controller may process information about Users' use of the website. This information, processed where possible in anonymized and/or aggregated format, will be necessary to detect statistics on the interaction of Users with the website in order to evaluate interventions to improve, enhance or revise the functionality to optimize, make the user experience more pleasant and meaningful, as well as to evaluate more overall the impact of the tool.

The results of the processing will not constitute personal data, as they will be expressed in aggregate terms and for the Holder's internal use only. The data, including personal data, on which such processing will be based is intended for internal use only and accessible only to the site operators charged with extrapolating the reports.

C. **Management of communication through social networks**

The Data Controller manages part of its online communication through public profiles on social networks.

Comments left under shared posts/content and any other interaction will follow the regulations and policies of the social platform (the latter could configure itself as autonomous Data Controller of these processing, so please refer to the privacy policies of the individual social network).

The private correspondence held with the data subjects (through the messaging/chat tools made available by the social itself) will be processed in compliance with the rules of the social platform with the purpose of managing communication and providing answers to the data subject's requests.

The information related to the data subject may also be processed outside the social network in pre-contractual and, subsequently, contractual contexts in case of establishment of a relationship with the data subject.

The data controller mainly uses the following social network: Instagram, Pinterest

TRASMISSION OF PERSONAL TO THIRD PARTIES

Your personal data may be transmitted only to the following third parts:

- Companies which provide IT systems and website management and development services (as e-commerce and secure payment infrastructure, web development consultants, etc.);
- Companies and professional offices which provide business assistance and consultancy (IT technologies, accounting, etc.);
- Public institutions, for the fulfillment of legal obligations related to commercial relationship, to investigate on crime or cyber-attacks delivered or suspected to our systems or to other visitors, or to manage disputes.

Further information related to the third parties who may process your personal data are available by submitting a specific request to the data controller.

PROVISION OF DATA AND CONSEQUENCES OF REFUSAL TO REPLY

The communication of your personal data is mandatory when the process is necessary to browse in the website, to carry out commercial and information requests received through contact forms or personal area, to provide the services and to perform a contract with customers. the denial to submit those data will affect our capability to carry out your requests.

In the other cases, such as for marketing purposes, the transmission of data it's optional and, when needed, subject to your explicit consent.

DATA TRANSFER OUTSIDE THE EUROPEAN UNION

Browsing the website may involve the disclosure of your personal browsing data to parties outside the European Union, as the website uses Google systems to provide access to certain features (Google Maps, Google Analytics 4 and Google Tag Manager).

Although Google's services are provided in the European Union by Google Ireland Limited with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland, for service reasons some data may be processed, communicated or stored on Google systems located outside the European Union.

The transfer is lawful because Google adheres to the "EU-US Data Privacy Framework," a European Commission adequacy decision and mechanism that ensures adequate protection of personal data similar to that in place within the EU.

For more information on Google's privacy policies, we suggest navigating to the following link:

<https://policies.google.com/privacy/frameworks?hl=it>

RIGHTS OF DATA SUBJECTS

We inform you about the existence of your rights **to access** to your personal data, **to rectify** and/or **cancel** the same, **restrict the process performed on your data**, **object** to processing activities and to request **data portability** (Articles 15 to 22 of the EU Regulations 2016/679 GDPR);

Any information request or complaint to the Data Controller can be presented by contacting the e-mail address: [**privacy@fima-arredo.it**](mailto:privacy@fima-arredo.it)

If the data processing has his foundation on your explicit consent (art. 6, § 1, lect. a), you have the right to revoke this consent whenever you want, without to prejudice the lawfulness of previous processing activities.

In order to facilitate the detection of your requests about your rights, we suggest specifying in the e-mail subject the following statement: "Request to exercise a data subject right".

Within the communication it's important to clarify your identity, the type of your relationship with the Data Controller, the right you're asking to exercise and all the further information useful to identify the data or the processing involved in your requests. You can also use the form provided by the Italian Supervisory Authority available at the following link: <https://www.garanteprivacy.it/home/modulistica-e-servizi-online>

You are entitled to file your complaints with the Italian control authority at the Supervisory Authority address for the protection of personal data, by sending a certified e-mail to the address [**protocollo@pec.gpdp.it**](mailto:protocollo@pec.gpdp.it) or a registered letter addressed to: Piazza Venezia 11, 00187 Roma (Italy), or with the control authority of another EU member country.

This circular letter was updated on 06/08/2024