

## **Privacy Policy**

### **PRIVACY AND DATA PROTECTION POLICY**

(Art. 13-14 European Privacy Regulation 679/2016)

In this section we describe the site management methods regarding the data protection treatment of users and guest. It is a policy that it's also provided pursuant to articles 13-14 of EU Reg. 679/2016 for those who interact with the web services of Il Plantare di Zacchini s.r.l. for the protection of personal data, accessible by telematic means starting from the address [www.ilplantare.com](http://www.ilplantare.com), corresponding to the initial page of the Il Plantare di Zacchini s.r.l. website. This policy is also provided for all sites and services under the domain [www.ilplantare.com](http://www.ilplantare.com) and not for other websites accessed via link. The information is also provided pursuant to the general provision (web doc. No. 3118884) of the Guarantor for the protection of personal data, published in the Official Gazette 3rd June 2014 n. 126, register of measures 8th May 2014 n. 229 in matter of Cookies, containing "Identification of the simplified procedures for the information and acquisition of consent for the use of Cookies".

#### **HOLDER OF TREATMENT:**

IL PLANTARE DI ZACCHINI S.R.L., Via Saliceto n. 20 - 40013 Castel Maggiore (BO), tel. 051701037 - 051702434, fax 051702406, mail: [info@ilplantare.it](mailto:info@ilplantare.it), pec: [ilplantare@pec.sedevirtuale.it](mailto:ilplantare@pec.sedevirtuale.it)

#### **DATA TREATMENT PLACE**

The treatments connected to the web services of this site take place at Studio Abcde s.n.c. di Ansaloni Enzo e C. and are treated only by technical personnel in charge of the treatment and, occasionally, in charge of maintenance operations. No data deriving from the web service is communicated or diffused.

The personal data provided by users who forward requests are used only to perform the service or operation requested and are communicated to third parties only if this is necessary for that purpose (e.g. shipping service).

#### **Premise**

The site uses cookies to facilitate the provision of its services, get anonymous and aggregate statistics, as described more in detail later in this document. The User can deny his consent to the use of cookies by acting on the browser or disabling the specific service. Disabling cookies on the website could affect navigation within the same and compromise the functionality of our services. By accessing any page of the site an "Informative" banner will be presented, closing which, by clicking on the "Accept" button or in any way, you are consenting to the use of cookies in accordance with this Cookie Policy. We recommend that you take a few minutes to read this statement. This document, as well as the "Privacy Policy" is accessible at any time via the link located in the footer of each page of the website.

#### **What are cookies?**

A cookie is a small text file that is installed on the user's computer, on his smartphone or on other devices when he visits a website. The cookie helps websites to recognize devices in their subsequent visits. There are other similar technologies like pixel tags, web bugs, web storage and other files and similar technologies that have the same function as Cookies. This document uses the term "cookies" to describe all the technologies that collect information in this way. Most websites use cookies because they are part of the tools that can improve the browsing experience of users. Cookies allow websites to offer personalized services (for example, remembering access, storing products in the shopping cart or showing important content).

#### **Type of cookies used**

**Session cookies:** These cookies are essential to allow the user to browse the site and use its services. They do not collect information that can be used for marketing purposes or to track Internet browsing. These cookies refer to each session and expire once the user's visit (session) on the website ends. It is not possible to disable them.

**Functional cookies:** These cookies allow the site to remember your choices (such as Username and Password) and provide optimized and more personal features. The information collected by these cookies can be made anonymous and are not able to track the user's browsing activity on other websites. It is not possible to disable them.

**Analytics cookies:** These cookies are set by ShinyStatTM and are used to collect information on how users use the site, such as the number of visitors, the websites of origin (referrer) and the pages consulted. We use this information to compile statistical reports and to help us improve our services.

#### **ShinyStatTM**

ShinyStat is a statistical service provided by Shiny s.r.l. whose cookies are like technical cookies as they are used to collect aggregate and anonymous information about the number of users and how they browse websites. [General Information](#) and [Privacy Policy](#) of ShinyStatTM. If you wish ShinyStatTM not to collect statistical data related to your browsing session, [click here](#)

#### **How to disclaim cookies.**

Most browsers allow you to manage your cookie preferences. You can set your browser for refuse cookies or to delete only some. In the same way that you disable the use of cookies, you can disable other similar technologies. The following links show how you can set preferences on the most commonly used browsers: For more detailed information on the required procedure you can consult the browser guide.

More information on disabling cookies on [Mozilla Firefox](#).  
More information on disabling cookies on [Google Chrome](#).  
More information on disabling cookies on [Internet Explorer](#).  
More information on disabling cookies on [Safari](#).  
More information on disabling cookies on [Opera](#).

Please remember that if you choose to block the reception of cookies, this may compromise or prevent the proper functioning of our service.

## **TREATMENT METHODS**

Personal data are processed with automated tools for the time strictly necessary to achieve the purposes for which they are collected and, in any case, they are deleted within seven days.

Specific security measures are observed to prevent data loss, illicit or incorrect use and unauthorized access.

## **RIGHT OF THE INTERESTED PARTY**

The subjects to whom the personal data refer have the following rights:

- **Right of access** (art.15 EU Reg. 679/2016): it is the right to obtain from the holder of treatment a confirmation that there is or less ongoing process of your personal data and in that case, to obtain access to the data and the following information: a) the purposes of the treatment; b) the categories of personal data in question; c) the recipients or the categories of recipients to whom personal data have been or will be communicated, in particular if recipients of third countries or international organizations; d) when possible, the retention period of the personal data provided or, if it's not possible, the criteria used to determine this period; e) the existence of the right of the interested party to request the holder of treatment, the correction or the cancellation of personal data or the limitation of the treatment of data that concern him or to oppose their treatment; f) the right to lodge a complaint with a supervisory authority; g) in case the data are not collected from the data subject, all the information available on their origin; h) the existence of an automated decisional process, profiling included referred to the paragraph 1 and 4 of the article 22, and, at least in those cases, significant information about the logic used, as well as the importance and the expected consequences of that treatment for the interested party.

- **Right of modification** (art.16 EU Reg. 679/2016): it is the right to obtain from the Holder of the treatment the correction of inaccurate personal data concerning you without unjustified delay, as well as the integration of incomplete personal data, also by providing an additional declaration.

- **Cancellation right** (art.17 EU Reg. 679/2016): it is the right to obtain from the Holder of the treatment the cancellation of your personal data without unjustified delay in case of certain reasons are met.

- **Right to limit the treatment** (art.18 EU Reg. 679/2016): it is the right to obtain from the Data Controller the limitation of processing when one of the hypotheses provided by art.18 EU Reg. 679/2016 occurs.

- **Right to oppose to the treatment** (art.21 EU Reg. 679/2016): it is the right to oppose in any moment, for reasons related to your particular situation, to the treatment of personal data concerning you. In that case, the Data Controller refrains to further process your data unless he demonstrates the existence of legitimate mandatory grounds for proceeding with the treatment that prevail on the interests, on the rights and the liberties of the interested party or for the ascertainment, exercise or defense of a right in court.

- **Right of data portability** (art.20 EU Reg. 679/2016): it is the right to receive in a structured format, of common use and machine-readable your personal data and the right to transmit that data to another data controller without impediments by the Data Controller that provided them in the case a) the treatment is based on consent, or a contract; b) the treatment is carried out by automated means.

- **Right to propose a complaint to the authority (Privacy Authority)**: pursuant to art. 77 EU Reg. 379/16 you, without prejudice any other administrative or judicial appeal, may lodge a complaint with the Privacy Authority if you believe that the processing of your data is in violation of EU Regulation 679/16.

For further information read the EU Reg. 679/2016

## **WILL THE DATA BE TRANSFERRED TO EXTRA EU-COUNTRIES OR INTERNATIONAL ORGANIZATIONS?**

Your data will not be transferred out of the European Union.