

1. Type of data processed

This website offers informative and interactive contents. Browsing the site you can capture visitor information in the following ways:

- Navigation Data

Tools dedicated to the correct working of our website can acquire users' data during the normal browsing of the website (data transmission which complies with the Internet's communication protocols) which however is not directly associated to the users. The IP address, the domain's name and the type of browser used by the computer to log onto the website, the time and mode of the request, the size of the file in the reply, the number code that indicates the type of answer given by the server (successful, error, etc.) as well as other parameters regarding the operational system and the IT environment used are among this data.

- Other categories of data

All personal data provided by the visitor through the site, for example, by registering to access a reserved area and / or requesting the sending of newsletters and / or by writing to an email address of **VALIANI S.R.L.**

2. Purpose of the processing for which data are intended. Mandatory and optional nature of the data provision

Data processing is directed to:

- WITHOUT CONSENT

- A. Respond to your questions by providing all the required information;
- B. Ensure the navigability of the site;

The provision of personal data necessary for this purpose is optional but essential to the effective fulfilment of interested party request

- ONLY WITH CONSENT

- C. Marketing activities (e-mail, mail and/or sms and/or phone calls, newsletters, commercial communications and/or promotional material about our products and customer satisfaction surveys);

The provision of personal data for this purpose is optional but not essential; users will be allowed anyway the navigability of the site, the possibility to ask questions and accessibility to reserved areas but it will not be possible for our organization to make the processing subject to this consent.

- D. Statistical analysis in aggregate and anonymous form (this consent is issued upon access to the page) through third-party companies (Google Analytic)

The provision of personal data for this purpose is optional but not essential; users will be allowed anyway the navigability of the site, the possibility to ask questions and accessibility to reserved areas but it will not be possible for our organization to make the processing subject to this consent.

3. Legal basis for processing data

Personal data are processed for the following purpose:

- Legitimate interest of the data controller or third parties to whom the data are communicated (for purposes referred to letter A, B, in point 2)
- Consent (for purposes referred to letter C and D in point 2)

4. Data processing mode

Personal data and those provided by your Organization may be processed in the following ways:

- Processing by electronic procedures
- Automated treatment (automated collection of navigation data)

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The processing of the data indicated above is carried out in compliance with principles and obligations of confidentiality through the systematic application, by our Organization, of appropriate protection and guarantees measures prepared both for data softcopies and hardcopies and commensurate with data specificity.

5. Categories of recipients to whom the personal data are disclosed data processed

For the purposes specified above, the personal data collected may be communicated to:

- Information technologies companies (network maintenance, data storage, website)
- Companies providing internet domains, hosting, cloud, server

6. Data retention period

- For the purpose referred to letter A in point 2, data will be processed for the time strictly necessary to provide fulfill your request;
- For the purpose referred to letter B in point 2, data will be processed for the duration of the browsing session;
- For the purposes referred to letter C, data will be processed for a period of 24 months;
- For the purposes referred to letter D, consult the policies of third parties (Google Analytic);

7. Transfer personal data outside the European Economic Area

It is not intended to transfer the personal data collected to countries outside the European Economic Area; All the data is stored in our secure and reliable servers located in the European Economic Area.

For third-party cookies, consult cookies policy.

8. Data subject rights and personal information:

The General Data Protection Regulation (GDPR) grants subject the following rights:

- of access in accordance with Article 15 GDPR;
- of rectification in accordance with Article 16 GDPR;
- of erasure in accordance with Article 17 GDPR;
- to set restriction of processing in accordance with Article 18 GDPR;
- to object in accordance with Article 21;
- and the right to data portability in accordance with Article 20 GDPR;
- to complain to a supervisory authority in case of violations of the GDPR

9. Exercising the personal data access right and other rights

The Data Subject can exercise any of the above mentioned rights sending a written communication via e-mail to: privacy@valiani.it

The request will be managed within the time provided by the GDPR.

10. Data Controller

The Data Controller is **Valiani S.R.L** Via delle Regioni, 305 – 50052 Certaldo – Firenze (Italia)

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