

Cookie Policy of www.laviarte.it

This document contains information on the technologies that allow this Website to achieve the purposes described below. These technologies allow the Owner to collect and save information (for example through the use of Cookies) or to use resources (for example by running a script) on the User's device when the latter interacts with this Website.

For simplicity, in this document these technologies are briefly referred to as "Tracking Tools", unless there is reason to differentiate.

For example, although Cookies can be used in both web and mobile browsers, it would be inappropriate to talk about Cookies in the context of applications for mobile devices, since they are Tracking Tools that require the presence of a browser. For this reason, within this

document the term Cookie is used only to specifically indicate that particular type of Tracking Tool.

Some of the purposes for which Tracking Tools are used may also require the User's consent. If consent is given, it can be freely revoked at any time moment following the instructions contained in this document.

This Website uses Tracking Tools managed directly by the Owner (commonly called "First Party" Trackers) and Trackers that enable services provided by third parties (commonly referred to as "Third Party" Trackers). Unless otherwise specified herein, such third parties have access to their respective Trackers.

Duration and expiration of Cookies and other similar Tracking Tools may vary depending on what is set by the Owner or by each third party supplier. Some of them expire at the end of the User's browsing session.

In addition to what is specified in the description of each of the categories below, Users can obtain more detailed and updated information on the duration, as well as any other relevant information - such as the presence of other Tracking Tools - in the privacy policies of the respective third-party suppliers (via the links made available) or by contacting the Data Controller.

Activities strictly necessary to ensure the functioning of this Website and the provision of the Service

This Website uses Cookies commonly called "technicians" or other similar Tracking Tools to carry out activities strictly necessary to ensure the functioning or provision of the Service.

Other activities involving the use of Trackers

Improved experience

This Website uses Trackers to provide a personalized user experience, allowing better management of personal settings and interaction with external networks and platforms.

• Interaction with data collection platforms and other third parties

This type of service allows Users to interact with data collection platforms or other services directly from the pages of this Website for the purpose of saving and reusing data.

In the event that one of these services is installed, it is possible that, even if the Users do not use the service, it collects Usage Data relating to the pages in which it is installed.

Mailchimp Widgets (The Rocket Science Group LLC)

The Mailchimp widget allows you to interact with the Mailchimp email address management and message sending service provided by The Rocket Science Group LLC.

Personal Data processed: surname, Usage Data, email, name, telephone number and Tracking Tool.

Place of processing: United States — Privacy Policy.

• Viewing content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of this website and to interact with them.

This type of service could still collect data on web traffic relating to the pages where the service is installed, even when users do not use it.

YouTube Video Widgets (Google Ireland Limited)

YouTube is a video content viewing service managed by Google Ireland Limited that allows this Website to integrate such content within its pages.

Personal Data processed: Usage Data and Tracking Tool.

Place of processing: Ireland — Privacy Policy.

Measurement

This Website uses Tracking Tools to measure traffic and analyze User behavior with the aim of improving the Service.

• Statistics

The services contained in this section allow the Data Controller to monitor and analyze traffic data and are used to keep track of User behaviour.

Google Analytics

Google Analytics is a web analytics service provided by Google LLC or by Google Ireland Limited, depending on where this Website is accessed from, ("Google"). Google uses the Personal Data collected for the purpose of tracking and examining the use of this Website, compiling reports and sharing them with other services developed by Google.

Google may use the Personal Data to contextualize and personalize the ads of its advertising network.

Personal Data processed: Usage Data and Tracking Tool.

Place of processing: United States - Privacy Policy - Opt Out; Ireland — Privacy Policy. — Opt Out.

Facebook Ads conversion tracking (Facebook pixel) (Facebook Ireland Ltd)

Facebook Ads conversion tracking (Facebook pixel) to a statistics service provided by Facebook Ireland Ltd that connects data from the Facebook advertising network with actions performed within this Website. The Facebook pixel monitors conversions that they can be attributed to Facebook, Instagram and Audience Network ads.

Personal Data processed: Usage Data and Tracking Tool.

Place of processing: Ireland — Privacy Policy.

How to manage preferences and give or withdraw consent

There are two ways to manage preferences relating to Trackers and to give or withdraw consent, where necessary:

Users can manage preferences relating to Trackers directly through the settings of their devices - for example, they can prevent the use or storage of Trackers.

In addition, whenever the use of Trackers depends on consent, the User can give or withdraw this consent by setting your preferences in the cookie policy or by updating these preferences via the tracking settings widget, if any.

Thanks to specific browser or device functions, it is also possible to remove previously saved Trackers.

Other Trackers present in the browser's local memory can be removed by deleting the browsing history.

As regards third-party Tracking Tools, Users can manage preferences and revoke consent by visiting the relevant opt-out link (if available), using the tools described in the third party's privacy policy or by contacting it directly.

Locate the settings related to Trackers

Users can, for example, find information on how to manage Cookies in some of the most popular browsers at the following addresses:

- Google Chrome
- Mozilla Firefox
- AppleSafari
- Microsoft Internet Explorer
- Microsoft Edge
- Good
- Opera

Users can also manage some Trackers for mobile applications by disabling them through the appropriate device settings, such as advertising settings for mobile devices or tracking settings in general (Users can consult their device settings to find the relevant one).

Data Controller

LA VIARTE Farm - Simple Agricultural Company

Via Novacuzzo, 51

33040 Prepotto (UD)

Owner's email address: vendite@laviarte.it

Since the use of third party Trackers on this Website cannot be fully controlled by the Owner, any specific references to third-party Trackers to be considered indicative. To obtain complete information, Users are kindly invited to consult the privacy policy of the respective third-party services listed in this document.

Given the objective complexity of identifying tracking technologies, Users are invited to contact the Data Controller if they wish to receive further information regarding the use of these technologies on this Website.

Definitions and legal references

Personal Data (or Data)

Personal data is any information that, directly or indirectly, even in link with any other information, including a personal identification number, makes a natural person identified or identifiable.

Usage Data

This is information collected automatically through this Website (also from third-party applications integrated into this Website), including: IP addresses or domain names of the computers used by the User who connects to this Website, the addresses in URI notation (Uniform Resource Identifier), the time of the request, the method used to forward the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response from the server (successful, error, etc.), the country of origin, the characteristics of the browser and operating system used by the visitor, the vain temporal connotations of the visit (for example the time spent on each page) and the details relating to the itinerary followed within the Application, with particular reference to the sequence of pages consulted, to the parameters relating to the User's operating system and IT environment.

User

The individual who uses this Website who, unless otherwise specified, coincides with the interested party.

Interested

The natural person to whom the Personal Data refer.

Data Processor (or Manager)

The natural person, legal person, public administration and any other body that processes personal data on behalf of the Data Controller, according to what is set out in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, service or other body which, individually or together with others, determines the purposes and means of processing personal data and the tools adopted, including the security measures relating to the functioning and use of this Website. The Owner of the Treatment, unless otherwise specified, is the owner of this Website.

This Website (or this Application)

The hardware or software tool through which the Personal Data of Users are collected and processed.

Service

The Service provided by this Website as defined in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, any reference to the European Union contained in this document is intended to extend to all current member states of the European Union and the European Economic Area.

Cookies

Cookies are Tracking Tools that consist of small portions of data stored in the User's browser.

Tracking Tool

Tracker means any technology - e.g. Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - enabling tracking of Users, for example collecting or saving information on the User's device.

Legal references

This privacy statement has been prepared on the basis of multiple legislative systems, including articles 13 and 14 of Regulation (EU) 2016/679.

Unless otherwise specified, this privacy statement applies exclusively to this Website.

Last modification: 24 April 2021