

Privacy Policy of www.laviarte.it

This Website collects some Personal Data from its Users.

This document can be printed using the print command in any browser settings.

Data Controller

LA VIARTE Agricultural Company - Simple Agricultural Society

Via Novacuzzo, 51

33040 Prepotto (UD)

Owner's email address: vendite@laviarte.it

Types of Data collected

Among the Personal Data collected by this Website, independently or through third parties, there are: Tracking Tool; Usage data; e-mail; first name; surname; telephone number.

Complete details on each type of data collected are provided in the dedicated sections of this privacy policy or through specific information texts displayed before the data is collected.

Personal Data may be freely provided by the User or, in the case of Usage Data, collected automatically when using this Website.

Unless otherwise specified, all Data requested by this Website are mandatory. If the User refuses to communicate them, it may be impossible for this Website to provide the Service. In cases where this Website indicates some Data as optional, Users are free to refrain from communicating such Data, without this having any consequence on the availability of the Service or on its operation.

Users who have doubts about which Data are mandatory are encouraged to contact the Owner.

Any use of Cookies - or other tracking tools - by this Website or by the owners of third-party services used by this Website, unless otherwise specified, has the purpose of providing the

Service requested by the User, in addition to the additional purposes described in this document and in the Cookie Policy, if available.

The User assumes responsibility for the Personal Data of third parties obtained, published or shared through this Website and guarantees to have the right to communicate or disseminate them, freeing the Owner from any liability towards third parties.

Method and place of processing of the collected Data

Methods of treatment

The Data Controller adopts the appropriate security measures to prevent unauthorized access, disclosure, modification or destruction of Personal Data.

The processing is carried out using information and/or telematic tools, with organizational methods and with logics strictly related to the purposes indicated. In addition to the Owner, in some cases, other

subjects involved in the organization of this Website (administrative, commercial, marketing, legal, system administrators) or external subjects (such as third party technical service providers, postal couriers) may have access to the Data. , hosting providers, IT companies, communication agencies) nominated also, if necessary, Data Processors by the Data Controller. The updated list of Managers can always be requested from the Data Controller.

Legal basis of the treatment

The Data Controller processes Personal Data relating to the User in the event that one of the following conditions exists:

- the User has given consent for one or more specific purposes; Note: in some jurisdictions the Owner may be authorized to process Personal Data without the consent of the User or another of the legal bases specified below, until the User objects ("opt-out") to such treatment. However, this is not applicable if the processing of Personal Data is regulated by the European legislation on the protection of Personal Data;
- the processing is necessary for the execution of a contract with the User and/or for the execution of measures pre-contractual;
- the processing is necessary to fulfill a legal obligation to which the Data Controller is subject;
- the processing is necessary for the performance of a task in the public interest or for the exercise of public powers vested in the Data Controller;
- the processing is necessary for the pursuit of the legitimate interest of the Data Controller or of third parties.

However, it is always possible to ask the Data Controller to clarify the concrete legal basis of each treatment and in particular to specify whether the treatment is based on the law, provided for by a contract or necessary to conclude a contract.

Place

The Data is processed at the Data Controller's operating offices and in any other place where the parties involved in the processing are located. For more information, contact the Owner.

The User's Personal Data may be transferred to a country other than the one in which the User is located. To obtain further information on the place of treatment, the User can refer to the section relating to the details on the processing of Personal Data.

The User has the right to obtain information regarding the legal basis for the transfer of Data outside the European Union or to an international organization governed by public international law or constituted by two or more countries, such as for example the UN, as well as regarding the security measures adopted by the Data Controller to protect the Data.

The User can check whether one of the transfers described above takes place by examining the section of this document relating to the details on the processing of Personal Data or request information from the Owner by contacting him at the details indicated at the beginning.

Storage period

The Data are processed and stored for the time required by the purposes for which they were collected. Therefore:

- Personal Data collected for purposes related to the execution of a contract between the Owner and the User will be retained until the execution of this contract is completed.
- Personal Data collected for purposes attributable to the legitimate interest of the Data Controller will be retained until such interest is satisfied. The User can obtain further information in this regard to the legitimate interest pursued by the Data Controller in the relevant sections of this document or by contacting the Owner.

When the treatment is based on the User's consent, the Owner can keep the Personal Data for longer until said consent is revoked. Furthermore, the Owner may be obliged to retain Personal Data for a longer period in compliance with a legal obligation or by order of an authority.

At the end of the retention period, the Personal Data will be deleted. Therefore, upon expiry of this term, the right of access, cancellation, rectification and the right to data portability can no longer be exercised.

Purpose of the processing of the collected data

The User's Data is collected to allow the Owner to provide the Service, fulfill legal obligations, respond to requests or executive actions, protect its rights and interests (or those of Users or third parties), identify any malicious activity or fraudulent, as well as for the following Statistics, Tag Management, Interaction with data collection platforms and other third parties, Contacting the User and Viewing content from external platforms.

To obtain detailed information on the purposes of the processing and on the Personal Data processed for each purpose, the User can refer to the "Details on the processing of Personal Data" section.

Details on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

• Contact the user

Contact form (this Website)

By filling in the contact form with their Data, the User consents to their use to respond to requests for information, quotes, or any other kind indicated by the header of the form.

Personal Data processed: surname; e-mail; first name; telephone number.

• Management of tags

This type of service is functional for the centralized management of the tags or scripts used on this Website.

The use of these services involves the flow of User Data through them and, where appropriate, their retention.

Google Tag Manager

Google Tag Manager is a tag management service provided by Google LLC or by Google Ireland Limited, depending on the location this Website is accessed from.

Personal Data processed: Usage data.

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

• 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; e-mail; first name; telephone number; Tracking Tool.

Place of processing: United States — Privacy Policy.

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

Personal Data processed: Usage data; Tracking Tool. Place of processing: Ireland — 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.

Adobe Fonts (Adobe)

Adobe Fonts is a font style visualization service managed by Adobe Systems Incorporated that allows this Website to integrate such content within its pages.

Personal Data processed: Usage data; various types of Data as specified in the privacy policy of the service.

Place of processing: United States — Privacy Policy.

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; Tracking Tool.

Place of processing: Ireland — Privacy Policy.

Learn more about Personal Data

- **Sale of goods and services online**

The Personal Data collected is used for the provision of services to the User or for the sale of products, including payment and any delivery. The Personal Data collected to complete the payment can be those relating to the credit card, the current account used for the transfer or other payment instruments provided. The Payment Data collected by this Website depends on the payment system used.

User rights

Users can exercise certain rights with reference to the Data processed by the Owner. In particular, the User has the right to:

- **revoke consent at any time.** The User can revoke the consent to the treatment of his own

Personal Data previously expressed.

- **oppose the processing of their Data.** The User can oppose the processing of their Data when it takes place on a legal basis other than consent. Further details on the right to object are indicated in the section below.

- **access their Data.** The User has the right to obtain information on the Data processed by the Data Controller, on certain aspects of the processing and to receive a copy of the data processed.

- **check and ask for rectification.** The User can verify the correctness of his Data e request its update or correction.

- **obtain the limitation of the treatment.** When certain conditions are met, the User can request the limitation of the processing of their Data. In this case the Data Controller will not process the Data for any other purpose than their conservation.

- **obtain the cancellation or removal of their Personal Data.** When certain recur conditions, the User can request the cancellation of their Data by the Owner.
- **receive their data or have them transferred to another holder.** The User has the right to receive their Data in a structured format, commonly used and readable by an automatic device and, where technically feasible, to obtain the unhindered transfer to another owner. This provision is applicable when the data are processed with automated tools and the treatment is based on consent of the User, on a contract of which the User is a party or on contractual measures connected to it.
- **propose a complaint.** The User can lodge a complaint with the data protection supervisory authority competent personnel or act in court.

Details on the right to object

When the Personal Data are processed in the public interest, in the exercise of public powers of which it is invested the Owner or to pursue a legitimate interest of the Owner, Users have the right to oppose the processing for reasons connected to their particular situation.

Users are reminded that, if their Data is processed for direct marketing purposes, they can oppose the treatment without giving any reason. To find out if the Data Controller processes data for direct marketing purposes, Users can refer to the respective sections of this document.

How to exercise your rights

To exercise the User's rights, Users can direct a request to the contact details of the Owner indicated in this document. Requests are filed free of charge and processed by the Data Controller as soon as possible, in any case within a month.

Cookie Policy

This Website uses Trackers. To find out more, the User can consult the Cookie Policy.

Learn more about treatment

Defense in court

The User's Personal Data may be used by the Owner in court or in the preparatory stages for its eventual establishment for the defense against abuses in the use of this Website or related Services by the User.

The User declares to be aware that the Owner may be obliged to disclose the Data by order of the public authorities.

Specific information

At the request of the User, in addition to the information contained in this privacy policy, this Website may provide the User with additional and contextual information regarding specific Services, or the collection and processing of Personal Data.

System and maintenance logs

For needs related to operation and maintenance, this Website and any third party services used by it may collect system logs, i.e. files that record the interactions and which may also contain Personal Data, such as the User's IP address.

Information not contained in this policy

Further information in relation to the processing of Personal Data may be requested at any time from the Data Controller using the contact details.

Responding to "Do Not Track" Requests

This Website does not support "Do Not Track" requests.

To find out if any third-party services used support them, the User is invited to consult the respective privacy policies.

Changes to this privacy policy

The Data Controller reserves the right to make changes to this privacy policy at any time by notifying Users on this page and, if possible, on this Website as well as, if technically and legally feasible, by sending a notification to Users via one of the contact details in their possession. Therefore, please consult this page frequently, referring to the date of the last modification indicated at the bottom.

If the changes concern treatments whose legal basis is consent, the Data Controller will collect the User's consent again, if necessary.

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 Data Controller, 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