

In accordance with UE Regulations n. 2016/679 (so called GDPR) we notify that the Data Controller for the processing according to the Privacy Code is PODERE ROCCHE DEI MANZONI DI VALENTINO SAS DI MIGLIORINI RODOLFO & C. (VAT NUMBER 00636850042) with legal headquarters in Località Manzoni Soprani n. 3 – Monforte d'Alba (CN), Italy. rocchedeimanzoni.it processes personal data lawfully and accurately in order to provide its online services. These personal data concern: personal data, addresses, telephone numbers and e-mail addresses. In particular, we notify the following:

## **PURPOSES**

The processing related to web services of this website is handled by employees/ collaborators of PODERE ROCCHE DEI MANZONI DI VALENTINO S.A.S. DI MIGLIORINI RODOLFO & C. No data from the website is notified or disseminated to third parties. The personal data provided by users who request services are only used to perform the service or to fulfil the requests and are not disclosed to third parties unless such disclosure is required by law or is strictly necessary for the fulfilment of requests.

## **MODALITIES**

Personal data are processed with IT automatic tools for the time needed to reach the goal for which they were collected. Specific security measures are observed to prevent loss of data, illicit or incorrect use and unauthorized accesses.

## **MANDATORY OR VOLUNTARY NATURE OF DATA CONFERMENT**

The collection of your personal data, marked with an asterisk, on the registration form or while using the e-commerce service, is necessary to enable you to carry out online transactions. If you refuse to communicate such personal data, it will be impossible to complete the registration and use the services of rocchedeimanzoni.it. Your personal data are collected and processed by electronic means and, in any case, automated.

**AT ANY TIME, YOU MAY EXERCISE THE RIGHTS according to Article 15 of the GDPR which, for all good purposes, are set out below.**

1. The data subject shall have the right to obtain confirmation as to whether or not personal data concerning him or her are being processed, even if not yet recorded, and their notification in intelligible form.
2. The data subject shall have the right to obtain the indication of:
  - (a) the origin of the personal data;
  - (b) the purposes and methods of processing;
  - (c) the logic applied in case of processing through electronic devices;
  - (d) the identification data of the owner, managers and the appointed representative in accordance with Article 5, paragraph 2;
  - (e) the subjects or categories of subjects to whom the personal data may be notified or who may become aware of them as appointed representative in the territory of the State, managers or agents;
3. The data subject shall have the right to obtain: a) updating, rectification or rather, where interested therein, integration of the data; b) erasure, anonymization or blocking of data that have been processed unlawfully, including data whose retention is unnecessary for the purposes for which they have been collected or subsequently processed; c) certification that the operations as per letters a) and b) have been notified, also related to their contents, to the subjects to whom or

which the data were notified or disseminated, unless this requirement is impossible or involves a manifestly disproportionate effort compared with the right that is to be protected.

4. The data subject shall have the right to oppose, in whole or in part

- for legitimate reasons to the processing of his/her personal data, even if pertinent to the purpose of collection;
- for the processing of his/her personal data in order to send advertising materials or direct selling or to perform market or commercial communication surveys.

## NOTIFICATION

PODERE ROCHE DEI MANZONI DI VALENTINO S.A.S. DI MIGLIORINI RODOLFO & C website processes the personal data provided for the sole purpose of enabling you to use the related services; the data are not subject to notification and/or dissemination to third parties. Access to your personal data will be exclusively granted to the owner and managers of the data that have been appointed as "processors" to offer support to users in relation to the services provided, to fulfil requests from the Judicial Authority. A special note for minors: minors under 18 years of age cannot use our services; therefore, they must not provide any personal data in the registration process. If you are under 18 years of age you cannot use our services, as they are aimed only at the general public of age.

Full List Cookie Privacy Policy of third parties used:

google.com: [www.google.it/intl/it/policies/privacy/](http://www.google.it/intl/it/policies/privacy/)

youtube.com: [www.google.it/intl/it/policies/privacy/](http://www.google.it/intl/it/policies/privacy/)

[addthis.com: www.addthis.com /privacy](http://addthis.com/privacy)

### Extended Cookie Policy

Cookies are portions of code installed inside the browser used by the Owner to provide the service according to the purposes described below. Some of the purposes of the Cookie installation may require the User's consent.

#### Technical and aggregate statistical cookies

##### Activities strictly necessary for its operation

This Web Application uses Cookies to save the User's session and to perform other activities necessary for its own operation, for example in relation to the product addition into the virtual shopping cart.

##### Preferences saving, optimization and statistics activities

This Web Application uses Cookies to save the browsing preferences and to optimize the browsing experience of the visitor, customer, or user. These Cookies include, for example, those for the language and currency setting or for the statistics management by the Owner of the website.

### **Other types of Cookies or third-party tools that may use them**

Some of the services below collect aggregate statistics and may not require your consent or may be directly operated by the Owner, as described, without the assistance of third parties.

If among the tools indicated below there are services managed by third parties, these could, in addition to what is specified and even without the knowledge of the Owner, perform User tracking activities. For detailed information about this, please refer to the privacy policies of each of the listed services.

### **Statistics**

The services included in this section allow the Data Controller to monitor and analyse the data traffic and are used to keep track of the User's behaviour.

#### **Google Analytics (Google)**

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google uses the Personal Data collected in order to track and examine the use of this Web Application, to compile reports and share them with other services developed by Google.

Google may use your Personal Information to optimize and customize the advertisements of its advertising network.

Personal Data collected: Cookies and Usage Data.

The place of processing is in the U.S.A., hereinafter referred to as the Privacy Policy and Opt Out

#### **Monitoring Facebook Ads conversions (Facebook, Inc.)**

Monitoring of Facebook Ads conversions is a statistical service provided by Facebook, Inc. that links data from the Facebook advertising network with actions performed within this Web Application.

Personal Data collected: Cookies and Usage Data.

The place of processing is in the U.S.A., hereinafter referred to as the Privacy Policy.

#### **Monitoring Google AdWords conversions (Google Inc.)**

Monitoring of Google AdWords conversions is a statistical service provided by Google Inc. that links data from the Google AdWords advertising network with actions performed within this Web Application.

Personal Data collected: Cookies and Usage Data.

The place of processing is in the U.S.A., hereinafter referred to as the Privacy Policy.

### **Remarketing and Behavioural Targeting**

These services enable this Web Application and its partners to optimize and display advertisements based on User's prior use of this Web Application.

This activity is performed through the tracking of Usage Data and the use of Cookies, information that is transferred to partners that perform remarketing and behavioural targeting activities.

### **AdWords Remarketing (Google)**

AdWords Remarketing is a Remarketing and Behavioural Targeting service provided by Google Inc. that links the activity of this Web Application with the AdWords advertising network and the DoubleClick Cookie.

Personal Data collected: Cookies and Usage Data.

The place of processing is in the U.S.A., hereinafter referred to as Privacy Policy - Opt Out

### **Facebook Custom Audience (Facebook, Inc.)**

Facebook Custom Audience is a Remarketing and Behavioural Targeting service provided by Facebook, Inc. that links the activity of this Web Application with the Facebook advertising network.

Personal data collected: Cookies and E-mails.

The place of processing is in the U.S.A., hereinafter referred to as Privacy Policy - Opt Out

### **Facebook Remarketing (Facebook, Inc.)**

Facebook Remarketing is a Remarketing and Behavioural Targeting service provided by Facebook, Inc. that links the activity of this Web Application with the Facebook advertising network.

Personal Data collected: Cookies and Usage Data.

The place of processing is in the U.S.A., hereinafter referred to as Privacy Policy - Opt Out

### **How can I check my Cookie installation?**

In addition to what is stated in this document, the User may manage the Cookie preferences on his/her browser and prevent, for example, third parties from installing them. Through the browser preferences it is also possible to delete the previously installed Cookies, including those ones in which the consent to the Cookie installation may be saved by this website. Please note that if you disable all Cookies, the operation of this website will be affected. You can find information to manage the Cookies in your browser at the following addresses: Google Chrome, Mozilla Firefox, Apple Safari and Microsoft Windows Explorer.

In the case of services provided by third parties, the User can oppose the tracking by reading the privacy policy of the third party and through the opt-out link if explicitly provided or by contacting the third party directly.

Notwithstanding the foregoing, the Owner informs that the User could use the Your Online Choices service, through which it is possible to manage the tracking preferences of most of the advertising tools.

### **Data Controller**

PODERE ROCHE DEI MANZONI DI VALENTINO S.A.S. DI MIGLIORINI RODOLFO & C. (VAT NUMBER 00636850042) with legal headquarters in Località Manzoni Soprani n. 3 – Monforte d'Alba (CN), Italy, [info@rocchedeimanzoni.it](mailto:info@rocchedeimanzoni.it)

Since the installation of Cookies and other tracking systems operated by third parties through the services used within this Web Application cannot be technically controlled by the Owner, any specific reference to Cookies and tracking systems installed by third parties is indicative. To obtain complete information, it is highly recommended to review the privacy policies of the third-party listed services.

Considering the complexity related to the identification of technologies based on Cookies and their very close integration with the operation of the web, the User may contact the Owner in order to receive clarification regarding the use of Cookies made through this website.