

# Al.Fiere Snc

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## Information on processing of personal data according to articles 13-14 UE Regulation 2016/679

### Interested parties: Internet site surfers.

Al.Fiere Snc in the capacity of Data Controller of your personal data, according to and for the effects of the EU Regulation 2016/679 hereafter 'GDPR', hereby informs you that the aforementioned law provides for the protection of data subjects regarding the processing of personal data and that this processing will be based on principles of fairness, lawfulness, transparency and protection of your privacy and your rights.

Your personal data will be processed in accordance with the legislative provisions of the aforementioned law and the confidentiality obligations laid down therein.

Purposes and legal basis of processing: in particular, your data will be used for the following purposes related to the execution of measures related to contractual or pre-contractual obligations:

- technical and functional access to the Site, no data is kept after closing
- the Browser; management of relationships during sales operations.

Your personal data may also be used, with your consent, for the following purposes:

- Statistics and analysis purposes of navigation and users.

The provision of data is optional for you regarding the aforementioned purposes, and a possible refusal to processing does not compromise the continuation of the relationship or the adequacy of the processing itself.

Method of processing. Your personal data may be processed in the following ways:

- by means of electronic calculators using software systems managed by third parties.

Every processing takes place in compliance with the methods set out in articles 6, 32 of the GDPR and by adopting the appropriate security measures. Your data will be processed only by personnel expressly authorized by the owner and, in particular, from the following categories of employees:

- Administration office;
- Commercial office.

Communication: Your data may be communicated to external parties for a correct management of the relationship and in particular to the following categories of Recipients including all the Heads of Processing duly appointed:

- Google Analytics: Advertising target, Analytics/Measurements, Optimization.

Spreading: Your personal data will not be spread in any way.

Conservation Period. We signal that, in compliance with the principles of lawfulness, purpose limitation and data minimization, according to article 5 of the GDPR, the Conservation Period of your personal data is:

- established for a period of time that does not exceed the services provided.

Cookie management: in case you have doubts or concerns about the use of cookies you can intervene to prevent setting and reading, for example by changing the privacy settings in your Browser in order to block certain types of cookies.

Since each Browser - and often different versions of the same browser - also differ significantly from each other if you prefer to act independently through the preferences of your Browser, you can find detailed information on the procedure required in the guide of your Browser. For an overview of the action modes for the most common Browsers, visit the address [www.cookiepedia.co.uk](http://www.cookiepedia.co.uk).

Advertising companies also allow to renounce receiving targeted ads, if desired. This does not prevent cookies from being set, but it interrupts the use and collection of some data by these companies.

For more information and possibility of waiver, visit the address [www.youronlinechoices.eu/](http://www.youronlinechoices.eu/).

Owner: the owner of the data processing, according to the law, is Al.Fiere Snc (Via Marconi 100 , 12030 Marene (CN) ITALY; e-mail: [info@alfiere.it](mailto:info@alfiere.it); phone: 0172742687; VAT: 01116850049) in the person of its pro-tempore legal representative.

You have the right to obtain cancellation from the owner (right to be forgotten), the limitation, update, rectification, portability, opposition to processing of personal data concerning you, as well as in general it can exercise all the rights foreseen by the articles 15, 16, 17, 18, 19, 20, 21, 22 of the GDPR.

## **UE Regulation 2016/679: articles 15, 16, 17, 18, 19, 20, 21, 22 - Rights of the interested party**

1. The interested party has the right to obtain confirmation of the existence or not of personal data concerning him/her, even if not yet registered, their communication in intelligible form and the possibility of making a complaint to the Supervisory Authority.

2. The interested party has the right to obtain the indication:

- a. of the origin of personal data;
- b. of the purposes e method of processing;
- c. of the logic applied in case of processing carried out with the aid of electronic tools;
- d. of the identification details of the owner, of the managers and of the designated representative according to the article 5, subsection 2;
- e. of the subjects or categories of subjects to whom the personal data may be communicated or who can learn about them as designated representative in the territory of the State, of managers or agents.

3. The interested party has the right to obtain:

- a. update, rectification, that is, when interested, data integration;
- b. cancellation, transformation into anonymous form or blocking of data processed in violation of the law, including those that do not need to be kept for the purposes for which the data were collected or subsequently processed;
- c. the attestation that the operations referred to in letters a) and b) have been brought to the attention, also regarding their content, of those to whom the data have been communicated or disseminated, except the case where this fulfillment proves impossible or involves a use of means manifestly disproportionate with respect to the protected right;
- d. data portability.

4. The interested party has the right to object, in whole or in part:

- a. for legitimate reasons to processing of personal data concerning her/him, even if they are relevant to the purpose of the collection;
- b. to the processing of personal data concerning her/him for the purpose of sending advertising or direct sales material or for carrying out market researches or commercial communication.

