

# Privacy information ex art. 13 of the EU Reg. 2016/679 - General Data Protection Regulation

Privacy Policy of [www.agriturismobortolino.it](http://www.agriturismobortolino.it)

This Application collects some Personal Data from its Users.

## Data Controller

**SOC. AGRICOLA ODINELLI MARISA AND C. SS - BORTOLINO AGRITURISMO**

Hereinafter called "Company"

Strada Volta Monzambano 52

46049 Volta Mantovana (MN)

Telephone: 0376 801564

**Email address of the owner:** [privacy@agriturismobortolino.it](mailto:privacy@agriturismobortolino.it)

## 1) Types of Data collected

The Company informs users that the data collected from this website are:

- log files / browsing data;
- name and surname, telephone number, e-mail - relatively the subscription to the Company newsletters ;
- cookies and usage data.

Relatively the contact form , the data marked as "mandatory" are necessary in order to be able to provide the user with the services referred to below. A possible refusal of communication by the User makes it impossible for the site to provide the service.

The remaining data are optional. Any refusal of communication by the User does not affect the site to provide the service.

In case of doubt, about the obligatory or optional nature of the data provided, the User is invited to contact the Data Controller in order to obtain clarifications.

The User assumes responsibility for the personal data of third parties communicated to the site and to the Data Controller, freeing them from liability.

## **2) Methods of processing personal data**

The log files or navigation data, referred to above, are processed in an automated and aggregate form. By their very nature, however, this information could lead to the identification of the User. In this case, any personal data will be identified and processed only in the case of necessary ascertainment of liability for protection purposes in accordance with the law and regulations where damage to the site, other users or sites connected to it and / or connected.

In relation to the contact form and / or chat application, the User provides personal data voluntarily. It is subject to the right of the User recognized subsequently withdraw consent to the processing of data, although the exercise of this right may be impossible for the site and for the Company to provide the service for the purposes described below. The sending of personal data, in this case, involves the acquisition in order to be able to find the User's requests.

The email address specification implies the User's inclusion in the list of email recipients to update information on the activities of the Company.

## **3) Purposes of the processing of collected data**

The Data concerning the User is collected to allow the Owner to provide its Services, as well as for the following purposes: Contacting the User and Statistics.

1) Contacting the User - Contact form , e-mail, telephone number and chat site: the User, informing and filling in with their data the contact form, the chat, e-mails or calling directly to the number of telephone indicated , consents to their use to respond to requests for information, quotes or any other kind indicated by the header of the form. Personal Data collected: . The data processed are therefore aimed at activities closely related to the management of User requests and their response. In addition, the user will be subscribed to the newsletter (he will be able to unsubscribe at any time through a specific link inserted in the same newsletter received or by sending a request to privacy @ agriturismo**ortolino** .it).

2) Subscribe to newsletter Company: the processing of data (email address) is designed to send regular communications with refresher courses, informative, direct marketing activity of Company.

3) Statistics: data processing is aimed at statistical activities to better monitor and analyze traffic data and keep track of user behavior . Further statistical processing is performed on aggregated data in relation to site performance;

4) Activities imposed by laws, regulations and / or provisions.

#### **4) Cookies**

The site uses cookies to improve user navigation and to better monitor and analyze traffic data. Please refer to the specific section where specific information

##### **4.1) Social Plugin - content viewer from external platforms**

Within the site there are plugins or links that refer to the social networks / media to which the company is registered. In particular:

1) Facebook: <https://www.facebook.com/help/cookies>

2) Twitter: <https://twitter.com/it/privacy>

3) Youtube - google property : <https://policies.google.com/privacy?hl=it>

4) Tripadvisor : <https://tripadvisor.mediaroom.com/IT-privacy-policy>

The collection and use of the information of these third parties are governed by the respective privacy policies indicated above and to which reference is made.

Browsing within the aforementioned social networks implies communicating them to the page opening. Browsing as a result of log-in in social networks implies the previous consent to the use of cookies.

The User can block the "third-party cookies" function, thus preventing social networks from collecting your data through cookies. It follows, however, the deactivation of the plugin buttons and the impossibility for other generic functions of other sites to work.

#### **6) Access to data - data transfer to third parties**

In addition to the Data Controller other data subjects (such as, for example, administrative / commercial staff, system administrators, collaborators) or external subjects (such as, for example, suppliers of third party technical services, postal couriers, hosting providers) may have access to Data. , IT companies , communication agencies) also appointed, if necessary, Data Processors by the Data Controller.

The transfer of data of the User to countries outside the EU is only to companies that guarantee their adherence to the Privacy Shield . The transfer is authorized by art. 45, paragraph 1, EU Reg. 679/2016.

This site transfers data to:

- **Google LLC** for Google Analytics services (cookies), Google Ad Words, Google Search Console and Google Form - contact form :

Place of processing: USA - privacy policy available on the site <https://policies.google.com/privacy?gl=IT&hl=it> - Person adhering to the Privacy Shield - Privacy Shield Certificate available on the site: <https://www.privacyshield.gov/list> ;

- **Mail Chimp / The Rocket Science Group LLC d / b / a MailChimp** - contact management, sending messages and newsletters:

Place of processing: USA - privacy policy available on the site: <https://mailchimp.com/legal/privacy/> - <https://www.privacyshield.gov/list> ;

- **Tidio LLC** - site chat (service currently disabled) :

Place of processing: USA - privacy policy available on the site: <https://www.tidiochat.com/en/privacy-policy> ;

## 7) Legal basis of the processing

The User's personal data are processed by the Data Controller according to the following legal bases:

1) the user has consented to one or more specific purpose (in reference to the purposes referred to in par. 3, points Nos. 1, 2 and 3);

2) the treatment is necessary for the execution of a contract with the user and / or the execution of pre-contractual measures (in reference to the purposes referred to in par. 3, paragraphs Nos. 1 and 2);

2.1) the processing is necessary to fulfill a legal obligation to which the Data Controller is subject (with reference to the purpose referred to in paragraph 3, point 4);

2.2) processing is necessary for the performance of a task carried out in the public interest or for the exercise of public authority vested in the Holder (with reference to the purpose referred to in paragraph 3, point 4);

2.3) treatment is necessary for the pursuit of the legitimate interest of the Owner or third parties (such as direct marketing activities by the Company);

2.4) the treatment is necessary in the case of a judicial action (with reference to the purpose referred to in paragraph 3, point 4).

The User has the right to request from the Owner the specific legal basis related to each treatment.

## **8) Place**

The Data reside no in Aruba server and therefore in Italian territory . The related privacy policy can be found at this address: <https://www.aruba.it/gdpr-regolamento-europeo-privacy.aspx> .

The Data are processed at the operational headquarters of the Data Controller and in any other place where the parties involved in the processing are located. For information on the processing sites, the User is invited to contact the Data Controller.

The User's Personal Data may be transferred to a country other than that in which the User is located.

The S shall send the data to countries outside the EU only if the recipient companies guarantee their adherence to the Privacy Shield (Article 45, paragraph 1, EU Reg. 2016/679) and for purposes strictly related to the purposes indicated in the paragraph 3 of this information.

## **9) Security of data provided**

The Controller takes appropriate security measures to prevent unauthorized access, disclosure, modification or destruction of Personal Data. Processing is carried out using IT and / or telematic tools, with organizational methods and with logic strictly related to the purposes indicated. Data processing in non-electronic means is not excluded.

## **10) Conservation period**

The Data is processed and stored for the time required to achieve the purposes for which it was collected, including the period of custody required under the law in force. In any case, the conservation can not be more than 10 years from the achievement of the purpose.

After the retention period, the Data Controller proceeds with the deletion of data. It follows that from that date it will no longer be possible for the User to exercise the right of access, cancellation, rectification, portability and any other right related to the data.

## **11) Rights of the User**

Users may exercise certain rights with reference to the Data processed by the Data Controller.

In particular, the User has the right to:

- **withdraw consent at any time.** The User can withdraw consent to the processing of their Personal Data previously expressed.
- **oppose the processing of your data.** The User can object to the processing of his Data when it occurs on a legal basis other than consent. Further details on the right of opposition are indicated in the section below.
- **access your 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.
- **verify and request rectification.** The User can verify the correctness of his Data and request its updating or correction.
- **obtain treatment limitation.** When certain conditions are met, the User may request the limitation of the processing of their Data. In this case, the Data Controller will not process the Data for any other purpose other than their conservation.
- **obtain the cancellation or removal of their Personal Data.** When certain conditions are met, the User can request the cancellation of their Data by the Owner.
- **receive your data or have it transferred to another holder.** You have the right to receive your data in a structured format, commonly used and readable by automatic device and, where technically feasible, to obtain the transfer without hindrance to another holder. This provision is applicable when the Data are processed with automated tools and the processing is based on the User's consent, 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 competent personal data protection authority or act in court.

## **How to exercise the rights**

To exercise the rights of the User, Users can direct a request to the contact details of the Owner indicated in this document. The requests are deposited free of charge and processed by the Owner as soon as possible, in any case within a month.

## **12) Further information on treatment**

### **Defense in court**

The User's Personal Data may be used by the Owner in court or in the preparatory stages of its possible establishment for the defense against abuse of the use of this site and / or related Services by the User.

The Data Controller informs the user, who declares himself therefore aware, that he / she can be obliged to disclose personal data by order of public authorities.

### **System logs and maintenance**

For needs related to operation and maintenance, this site and any third party services used by it may collect System Logs, which are files that record the interactions and that may also contain Personal Data, such as the User IP address.

### **Right to obtain additional information not contained in this policy**

Any information not provided in this privacy policy, concerning the processing of personal data may be provided by the Data User specifies a request to the Company (contact information can be found at the beginning of this document).

### **Changes to this privacy policy**

The Data Controller reserves the right to make changes to this privacy policy at any time by informing Users on this page, as well as, if technically feasible and legally due, by sending a notification to Users through one of the contact details in possession of the Owner. Please therefore consult this page regularly, referring to the date of the last modification indicated at the bottom.

If the modifications concern treatments whose legal basis is consent, if necessary, the Owner will collect the User's consent again.

### **Legal references**

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

Unless otherwise specified, this privacy statement only concerns the website [www. agriturismo\*\*ortolino\*\* .it](http://www.agriturismobortolino.it).

Last modification: 25 May 2018

Definitions that help to understand the activity carried out by our firm / company and the relationships between it and the data it has provided us. It is therefore appropriate that you know that pursuant to art. 4 EU regulation no. 679 of 2016 means:

- **given personal** : any information concerning an identified or identifiable natural person ('concerned'); an identifiable natural person can be identified, either directly or indirectly, with particular reference to an identifier such as a

name, an identification number, location data, an online ID or one or more characteristic elements of his physical identity, physiological, genetic, psychological, economic, cultural or social;

- **log files / browsing data** : information collected automatically during user browsing. They include: internet protocol (IP) address, used browser, device parameters used, name of the internet service provider (ISP) and navigation times and other parameters related to the operating system and the user's computer environment. This information is not collected to be associated with identified subjects, but it is data used solely for the purpose of obtaining anonymous statistical information on the use of the site and checking its operation. Due to the nature of these data, however, third parties could, through processing and associations, identify users.

- **details categories of data (or sensitive data)** : personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or union membership, as well as processing genetic data, biometric data intended to uniquely identify a physical person, data relating to the health or sex life or sexual orientation of the person;

- **judicial** data: personal data suitable for revealing measures pursuant to article 3 paragraph 1 letters from a) to o) and from r) to u), of Presidential Decree 313/2002, concerning criminal records, registry of administrative sanctions from offense and related pending charges, or the status of defendant or suspect under Articles 60 and 61 of the Criminal Procedure Code.

- **processing** : any operation or set of operations performed with or without the aid of automated processes and applied to personal data or sets of personal data, such as collection, registration, organization, structuring, storage, adaptation or the modification, extraction, consultation, use, communication by transmission, diffusion or any other form of making available, comparison or interconnection, limitation, cancellation or destruction;

- **Data controller** : the natural or legal person, public authority, service or other body that, individually or together with others, determines the purposes and means of processing personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria applicable to his designation may be established by Union or Member State law;

- **controller**: the natural or legal person, public authority, agency or other body which processes personal data on behalf of the data controller;

- **profiling** : any form of automated processing of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning professional performance, economic situation, health,

preferences personal, interests, reliability, behavior, location or movement of that physical person

- **pseudonymisation** : the processing of personal data in such a way that personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is stored separately and subject to technical and organizational measures to ensure that such personal data are not attributed to an identified or identifiable natural person;
- **cookies** : data set (so-called small text strings) transferred from the website server visited to the browser used by the user. These data are stored and retransmitted to the sites at each subsequent visit by the same user. They can also be third-party data. In this way, the websites, recognizing the user, improve their performance by personalizing the browsing experience.

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