

Privacy Policy under General Protection Data Regulation and art. 13 of Italian D. Lgs. 196/2003

Lorenzo Dante Ferro S.n.c. with registered address in Via degli Organari 18, 33030 in Camino al Tagliamento (UD), Italy, from now on simply referred as "CONTROLLER" as well as "us", "we", or "our" operates the <https://www.lorenzodanteferro.it> website and its e-commerce platform (hereinafter both referred to as the "Service").

This document informs you of our policies regarding the collection, use and disclosure of personal data when you use and interact with us through our Service and the choices you have associated with that data. By using such service you agree to the collection and use of information in accordance with this policy.

1. Use of Data

We use the data we collect through our website for the following purposes:

- a) To deliver the goods purchased through our e-commerce platform
- b) To provide our customers with updates about their orders
- c) To provide customer support about e-commerce sales
- d) To manage contact requests
- e) To fulfill Italian and/or European laws and regulations
- f) To gather analysis or valuable information so that we can improve our Service

2. Legal Basis for Processing Personal Data

Legal basis for collection and usage of the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it. We may process your Personal Data:

- for e-commerce or payment processing purposes and hence to fulfill a contract with you (1.a, 1.b, 1.c)
- you have given us permission to do so (1.d)
- to comply with the law (1.e)
- the processing is in our legitimate interests and it is not overridden by your rights (1.f)

3. Types of Data Collected

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Cookies and Usage Data

We may also collect information that your browser sends whenever you visit our Service or when you access the Service by or through a mobile device ("Usage Data").

This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access the Service with a mobile device, this Usage Data may include information such as the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data. This information is anonymized whenever possible.

4. Cookie Data

We use cookies and might use similar tracking technologies to track the activity on our Service in order to improve it. Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from our website and stored on your device. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some features of our Service.

We do always use Session Cookies, which are needed for e-commerce transactions. Also we might enable Security Cookies for security purposes as well as Advertising Cookies to serve you with advertisements that may be relevant to you and your interests.

5. Retention of Data

The controller will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes and enforce our legal agreements and policies.

The controller will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer periods.

6. Transfer of Data

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction. If you are located outside Europe and choose to provide information to us, please note that we transfer the data, including Personal Data, to Europe and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

The controller will take all the steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organisation or a country unless there are adequate controls in place including the security of your data and other personal information.

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), provide the Service on our behalf, perform Service-related services or assist us in analysing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

We may use third-party Service Providers to monitor and analyse the use of our Service. In particular, we may use Google Analytics, a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualise and personalise the ads of its own advertising network.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page:

<https://policies.google.com/privacy?hl=en>.

We may use third-party Service Providers to show advertisements to you to help support and maintain our Service.

Google, as a third party vendor, uses cookies to serve ads on our Service. Google's use of the DoubleClick cookie enables it and its partners to serve ads to our users based on their visit to our Service or other websites on the Internet.

You may opt out of the use of the DoubleClick Cookie for interest-based advertising by visiting the Google Ads Settings web page: <http://www.google.com/ads/preferences/>

The controller may use remarketing services to advertise on third party websites to you after you visited our Service.

We and our third-party vendors use cookies to inform, optimise and serve ads based on your past visits to our Service.

Google Ads (AdWords) remarketing service is provided by Google Inc. You can opt-out of Google Analytics for Display Advertising and customise the Google Display Network ads by visiting the Google Ads Settings page:

<http://www.google.com/settings/ads>. Google also recommends installing the Google Analytics Opt-out Browser Add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page:

<https://policies.google.com/privacy?hl=en>.

We use the XPay service by Nexi Payments S.p.A. for payment processing (e.g. payment processors). We will not store or collect your payment card details. That information is provided directly to our third-party payment processor whose use of your personal information is governed by their Privacy Policy. Our payment processor adheres to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

Our Service may contain links to other sites that are not operated by us. If you click a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Under certain circumstances, the Controller may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency) or legal and tax consultants. The controller may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of the Controller
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

The Controller may share your data with banking institutions, shipping carriers or other service providers with the sole purpose of fulfilling your requests or its obligations. Under no circumstance will your data be shared to undisclosed third parties or the public.

7.Security of Data

Remember that no method of transmission over the Internet or method of electronic storage is 100% secure. The security of your data is very important and we strive to use commercially acceptable means to protect your Personal Data. At the same time, we cannot guarantee its absolute security.

8.Your Data Protection Rights under the General Data Protection Regulation

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. The controller aims to take reasonable steps to allow you to correct, amend, delete or limit the use of your Personal Data. You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

In certain circumstances, you have the following data protection rights:

The right to access, update or delete the information we have on you. Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.

The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete.

The right to object. You have the right to object to our processing of your Personal Data.

The right of restriction. You have the right to request that we restrict the processing of your personal information.

The right to data portability. You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.

The right to withdraw consent. You also have the right to withdraw your consent at any time where the controller relied on your consent to process your personal information.

If you wish to be informed about what Personal Data we hold about you and if you want it to be removed from our systems, please contact us. Please note that we may ask you to verify your identity before responding to such requests.

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