

Privacy Policy

ITALFEM Group welcomes you to its website. Data protection and security are fundamental for us. For this reason, we drafted this Privacy Policy as to inform you about personal data we receive and their usage during the navigation in our website.

All personal data received during your navigation are treated confidentially in accordance with the provisions of General Data Protection Regulation.

We reserve the right to change this Privacy Policy at any time and we invite you to often verify this document as to be aware of all data information we receive, how and when we take and use them. It is possible to access and read this document whenever you want, by clicking on "Privacy Policy".

1. The Holder

You can find below all contacts of the Holder of your personal data processing, according to General Data Protection Regulation (GDPR):

Via Giovanni Pascoli, 17

20097, San Donato Milanese (MI)

E-Mail: marketing@italfemgroup.it

This Privacy Policy is applicable to our website and it is accessible through the following link www.italfemgroup.it.

2. Personal data processing Principles

Personal data are any information which are related to an identified or identifiable natural person.

Personal data processing always requires a legal basis or your consent to the collection of personal information such as name, age, identity gender, address, telephone number, date of birth, email, IP address and user behavior. All information not linked to you are not personal data.

We recommend reading all information below about specific processing, context and treatment purposes, legal basis, and your personal data storage period.

3. Personal data processing

3.1 Context and purposes

We receive, collect, and archive all information you give us through our website or in other contexts.

When you request a free quote, as part of the processing, we collect information you give us such as your name and your email address. Your personal data are used only for these described reasons and for the following purposes:

- "loyalty" as to register you as a client to receive discounts and services.
- "profiling" as to define your needs and preferences, and to increase and personalize the offer.
- "direct marketing" as to send news about promotions, initiatives, and information you might be interested in.

3.2 Legal basis

GDPR (art. 6(1), letter f) is the legal basis of data processing. Personal Data Processing mentioned before is necessary for us to provide our services and to pursue the legitimate interest of the holder and of Third Parties.

3.3 Data deletion and Storage Period

All your personal data will be deleted or blocked when the purpose of the collection is achieved. Collection and storage of your personal data in log file are absolutely necessary. For this reason, it is not possible for users to oppose to this usage. A further data retention could be possible if required by law.

4. Contact forms

4.1 Context and purposes

In our website www.italfemgroup.it, you can find the section “Contacts” as to have all information about us or you can click on “Get a free quote”.

We need this information in our Contact form:

- Surname
- Name
- Address
- Telephone number
- Text of the message

We use your data to answer to your need and to send you all required information. If necessary, your data could be forwarded to another Office of our Company which may need personal details.

4.2 Legal basis

Personal data for contact forms founding are processed in compliance with art. 6(1) letter a) of the GDPR. Data processing is based on your consent given by clicking on the flag in our website.

4.3 Data Deletion and Storage Period

Personal Data shared by our users are transferred by a safe connection https/SSL. All your personal data will be deleted or blocked when the purpose of the collection is achieved. A further data retention could be possible for verifiability, customer service management or for legal storage.

5. Exercise of Privacy Rights

5.1 Context and purposes

You can contact ITALFEM Group using our e-mail address marketing@italfemgroup.it as to exercise your privacy rights. We need this information as to use our contact form:

- Name
- Surname
- Address
- E-mail
- Telephone number

- Text of the message

Exercise of the above-mentioned rights are subordinated to limitations, terms and methods provided by GDPR which the user should now and adjust.

5.2 Legal basis

Personal Data are processed in compliance with art. 6(1), letter c) of the GDPR.

5.3 Data Deletion and Storage Period

Personal Data mentioned in this document will be deleted when their storage is not necessary. Their processing is limited if there are legal storage obligations.

6. Cookies

6.1 Purposes

ITALFEM Group uses cookies to render the users' browsing experience easier and more intuitive. We use cookies to understand users' interactions, to offer them the best possible service and consequently to manage our website. They are used to store information for a certain period and to identify users' computers. You can set your browser to be informed about cookies. These settings provide you transparency of this usage.

Furthermore, we inform you about inactivity of certain website functions in case you completely reject cookies usage.

6.2 Legal basis

The legal basis for Personal Data Processing using cookies is art. 6(1), letter f) of the GDPR. If you accept cookies on our website, legitimacy of cookies is based on art. 6(1) letter a).

6.3 Data Deletion and Storage Period

All your personal data transferred by cookies will be deleted when they are not necessary for the above described purposes. A further data retention could be possible if required by law.

7. Rights for the Data Subject

You will be able to exercise the following rights as a data subject:

- The right of access (art.15)
- The right to rectification (art.16)
- The right to erasure (art.17)
- The right to restrict processing (art.18)
- The right to data portability (art.20)
- The right to object (art.21). You can object to personal data processing:
 - a) For reasons linked to special situations (clarified in your request)
 - b) (clarification not needed) when your data are used for direct marketing. This object obliges the holder not to use your data for this purpose.
- The right in relation to automated decision making and profiling (art.22)
- The right to withdraw your consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

- The right to lodge a complaint with a supervisory authority if your data processing is against these rights (www.garanteprivacy.it)

You can exercise your privacy rights contacting our responsible using the following email address marketing@italfemgroup.it .

8. Security measures and data protection

Personal data are processed through manual and computer tools as to achieve our described purposes and to guarantee security and reservation of your data.

During its business, **ITALFEM Group** might make use of external companies such as company for data processing, experts, credit and financial institutions, trade associations for personal data processing, always related to the achievement of the described purposes.

We are committed to protecting your privacy and to treating personal data reservedly. We take appropriate organizational and technical measures to process personal data securely as to avoid manipulations, loss, or inappropriate uses. The adopted measures are regularly controlled and adapted to technological progress.

In case you want to access, to correct, to modify or to delete any of this personal information we have, you can contact us to this email address marketing@italfemgroup.it .

Thank you.