

Information notice pursuant to art. 13 of Italian Legislative Decree 196/2003 and EU Regulation no. 679/2016

We wish to provide you with the following information in accordance with art. 13 of Italian Legislative Decree 196/03 and following the entry into force of EU Regulation no. 679/2016, in compliance with the provisions of art. 13 of the aforementioned Regulation:

Data Controller

TBF LIMITED S.R.L.
Via Frà Domenico Buonvincini 17
50132, Florence

Types of Data collected

The types of Personal Data collected by this Application, independently or via third parties, may include: Name, Surname, Telephone Number, E-mail Address, Cookies and Usage Data.

Other Personal Data collected may be specified in other sections of this privacy policy or in information messages displayed at the time of collecting such Data.

Personal Data may be provided voluntarily by the User, or collected automatically while this Application is being used.

Any use of Cookies – or other tracking tools – by this Application or the owners of third party services used by this Application, unless otherwise specified, serves the purpose of identifying the User and recording their preferences for purposes strictly associated with providing the service requested by the User and for statistical purposes.

Nature of provision

Failure by the User to provide certain Personal Data may prevent this Application from performing its services. The User takes responsibility for the Personal Data of third parties published or shared using this Application and guarantees that it has the right to communicate or disseminate such, releasing the Controller from any liability in relation to third parties.

Methods and location of processing the Data collected

Processing Methods

In processing the Users' Personal Data, the Controller takes appropriate security measures aimed at preventing unauthorised access to, disclosure, alteration or destruction of the Personal Data. The data processed is up-to-date, relevant, complete and not excessive in relation to the purposes stated above for which it is collected and subsequently processed.

Processing is performed using electronic and non-electronic tools, and organisational and logical methods that are strictly linked to the specified purposes.

Communication of the data to third parties

In addition to the Controller, in certain cases, categories of appointed persons involved in the organisation of the website (administrative, commercial, marketing and legal personnel and system administrators) or external parties (e.g. third party technical service providers, post couriers, hosting providers, IT companies, communications agencies) may also have access to the Data and, if necessary, be appointed as Data Processors by the Controller, as well as banking and credit check institutions, companies/professional firms that provide support, consultancy or collaboration services to the data controller in relation to accounting, administrative, fiscal, legal, tax and financial matters, public administration bodies for the purposes of performing official functions within the limits established by law or regulations and third party suppliers of services to whom communication is necessary in order to perform the agreed services. An updated list of Processors may be requested at any time from the Data Controller. Your personal data will not be disseminated.

Location

The Data is processed at the Controller's operational headquarters and in all other locations where parties involved in the processing are located. For more information, contact the Controller.

Time periods

The personal data will be stored for 10 (ten) years, from the day consent is given or from performance of the requested service. The User may request suspension of the Processing or erasure of the Data at any time.

Purposes of Processing the Data collected

Users' Data is collected to allow the Controller to provide its services, and for the following purposes: To Contact the User or for Registration and authentication, personal account creation and Statistical purposes. The types of Personal Data used for each purpose are indicated in the specific sections of this document.

Details on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

To Contact the User

Contact form

By entering their Data in the contact form, Users consent to its use to respond to requests for information, quotes, or any other matters specified in the form subject line.

Personal data collected: Surname, E-mail, Name and Telephone Number.

Mailing List or Newsletter

By signing up for the mailing list or newsletter, the User's e-mail address is automatically added to a list of contacts that may be sent e-mail messages containing information, including of a commercial and promotional nature, relating to this Application. The User's e-mail address may also be added to this list as a result of registering with this Application or after making a purchase. Personal data collected: E-mail address.

Statistics

The services contained in this section allow the Data Controller to monitor and analyse traffic data and serve to track User behaviour.

Google Analytics (Google Inc.)

Google Analytics is a web analytics service provided by Google Inc. ("Google"). Google uses the Personal Data collected for the purposes of tracking and examining the use of this Application, preparing reports and sharing them with other services developed by Google.

Google may use the Personal Data to contextualise and personalise ads within its advertising network.

Personal data collected: Cookies and usage data.

Viewing content from external platforms

These services allow content hosted on external platforms to be viewed directly from the pages of this Application, and to interact with it.

If a service of this kind is installed, even if the Users do not use the service, it may collect traffic data relating to the pages on which it is installed.

Additional information on processing

Defence in court

The User's Personal Data may be used by the Application Owner in its defence in court against abuses by the User while using the application or associated services, or in preparing for such action.

Information not contained in this policy

More information in relation to Personal Data processing may be requested at any time from the Data Controller.

Exercise of the rights of Data Subjects

The data subject may, at any time, exercise the rights reserved for that party, provided for under art. 7, the full text of which is provided here below. Art. 7 of Italian Legislative Decree 196/2003 and art. 15 of EU Regulation 679/2016:

The data subject has the right to obtain confirmation as to whether or not personal data relating to them exists, even if it has not yet been recorded, and to have it sent to them in an intelligible format. The data subject has the right to obtain knowledge: of the origin of the personal data; the purposes and methods of processing; the logic applied in the event of processing using electronic tools; the identification details of the data controller, processor or representative appointed in accordance with art. 5, paragraph 2; parties or categories of parties to whom the personal data may be communicated, or who may gain access to it in their capacity as appointed representatives within the State, processors or persons appointed to perform the processing. The data subject has the right to obtain: the updating, rectification or, if in its interests, supplementation of the data; erasure, anonymisation or blocking of data processed illegally, including data that does not need to be stored for the purposes for which it was collected or subsequently processed; confirmation that the procedures referred to in letters a. and b., and the relevant content, have been brought to the attention of all parties to whom the data was communicated or distributed, except in cases in which doing so is impossible or would require the use of resources clearly disproportionate to the right protected. The data subject has the right to object in full or in part: for legitimate reasons, to the processing of personal data that relates to them, even if it is relevant to the purpose for which it was collected; to the processing of personal data that relates to them for the purposes of sending advertising material or direct selling, or to perform market research or send commercial messages. In particular, the data subject may, at any time, request that the Data Controller grants them access to the personal data and rectifies or erases the same, or limits processing in relation to that party; they also have the right to object to its processing, and to obtain portability of the data. The data subject has the right to withdraw consent at any time without compromising the legality of the processing performed on the basis of consent provided previously, and has the right to submit complaints to a supervisory authority. Such rights may be exercised by writing to the following e-mail address: info@fridafirenze.com.

The Application reserves the right to make changes to this Privacy Policy at any time, notifying the User on this page and in any case guaranteeing similar protection of their Personal Data. You are therefore advised to check this page regularly, taking note of the "last updated" date at the bottom of the page.

Additional general information.