

## Interested Subjects: Website navigators

Impatia srl as Data Controller of your personal data, pursuant to and for the purposes of EU Reg. 2016/679 below 'GDPR', with the present informs you that the aforementioned legislation provides for the protection of data subjects with respect to the processing of personal data and that such processing will be based on the principles of correctness, 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 provided for therein.

Purpose and legal basis of the processing: in particular, your data will be used for the following purposes relating 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;
- Statistical purposes and analysis of navigation and users.

Your data will also be used for the following purposes relating to the execution of measures related to contractual or pre-contractual obligations:

- consulting activities;
- activity planning.

### Processing methods

Your personal data may be processed in the following ways:

- processing by electronic calculators;
- manual processing by means of paper archives.

Your data will also be used for the following purposes necessary for the execution of a public interest or connected to the exercise of public authority:

- customer management.

### Processing methods

Your personal data may be processed in the following ways:

- temporary treatment in anonymous form.

Each treatment is carried out in compliance with the procedures set out in articles 6, 32 of the GDPR and through the adoption of the appropriate security measures provided.

Your data will only be processed by personnel expressly authorized by the Owner and, in particular, by the following categories of employees:

- programmers and analysts.

### Communication

Your data may be disclosed to external parties for proper management of the relationship and in particular to the following categories of Recipients including all Data Processors duly appointed:

- Facebook: Advertising service, Advertising target, Content customization;
- Google Analytics: Advertising target, Analytics / Measurement, Optimization;

- Google: Advertising service, Advertising target, Analytics / Measurement, Content customization, Optimization.

## **Dissemination**

Your personal data will not be disclosed in any way.

## **Conservation Period**

We inform you that, in compliance with the principles of lawfulness, limitation of purposes and minimization of data, pursuant to art. 5 of the GDPR, the retention period of your personal data is:

- established for a period of time not exceeding the completion of the services provided.

## **Management of cookies**

if you have doubts or concerns about the use of cookies, you can always intervene to prevent them setting and reading, for example by changing the privacy settings within your browser in order to block certain types.

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

Advertising companies also allow you to opt out of receiving targeted ads, if you wish. This does not prevent the setting of cookies, but interrupts the use and collection of certain data by these companies.

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

## **Owner**

the Data Controller, pursuant to the Law, is Impatia srl (via Mentana 7, 21052 Busto Arsizio (VA); VAT no. : 03418860122) in the person of Gregg Alan Brodarick.

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

EU Reg. 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, even if not yet registered, their own communication in an intelligible form and the possibility of making a complaint with the Control Authority.

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

- a. the origin of personal data;
- b. of the purposes and methods of processing;
- c. of the logic applied in the case of processing carried out with the aid of electronic instruments;
- d. of the identification data concerning the data controller, data processors and the designated representative pursuant to article 5, paragraph 2;
- e. the subjects or categories of subjects to whom the personal data can be communicated or who can learn about them as designated representative in the territory of the State, of managers or appointees.

3. The interested party has the right to obtain:

- a. updating, rectification or, when interested, integration of data;

- b. the cancellation, transformation into anonymous form or blocking of data processed in violation of the law, including those which are not required conservation in relation to the purposes for which the data was collected or subsequently processed;
- c. the attestation that the operations referred to in letters a) and b) have been brought to the attention, also with regard to their content, of those to which data have been communicated or disseminated, except in the case where such fulfillment proves impossible or involves the use of means manifestly disproportionate 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 the processing of personal data concerning him, even if pertinent to the purpose of the collection;
- b. to the processing of personal data concerning him for the purpose of sending advertising materials or direct sales or for carrying out research of market or commercial communication.