

## Subjects of the processing

The **Data Controller** pursuant to art. 4 paragraph 7 of the GDPR is IEXI S.R.L., with registered office i Sede Legale P.zza Uccello 5 - 50142 FIRENZE, can be contacted going on the page **CONTACTS**, [beatrice.maraviglia@iexi.com](mailto:beatrice.maraviglia@iexi.com).

## Legal basis of the processing

This site is mainly based on users' consent.

The consent is given by the banner at the bottom of the page, or through the use or consultation of the site, as a conclusive behavior. With the use or consultation of the site, visitors and users approve this privacy statement and consent to the processing of their personal data in relation to the methods and purposes described below, including any disclosure to third parties if necessary for the provision of a service. Through the communication or service request forms further consents are collected relative to the specific purpose of the service.

The provision of data and therefore consent to the collection and processing of data is optional, **the User can deny consent, and can revoke consent already given at any time** (via the banner at the bottom of the page or the browser settings for cookies, or the Contacts link). However, denying consent may make it impossible to provide certain services and the browsing experience on the site would be compromised.

The data for site security and for the prevention of abuse and SPAM, as well as the data for the analysis of the site traffic (statistics) in aggregate form, are treated according to the legitimate interest of the Data Controller for the protection of the site and of the users themselves. In such cases the user always has the right to object to the processing of the data (see par. Rights of the user).

## Purpose of the processing

The processing of data collected by the site, in addition to the related purposes, instrumental and necessary for the provision of the service, is aimed at the following purposes:

### - Statistics (analysis)

Collection of data and information in an aggregated and anonymous form only in order to verify the correct functioning of the site. None of this information is related to the natural person-user of the site, and does not allow it to be identified in any way. No consent is required.

### - Security

Collection of data and information in order to protect the site's security (spam filters, firewalls, virus detection) and Users and to prevent or expose fraud or abuse of the website. The data is automatically recorded and may also include personal data (IP address) but in anonymous form that could be used, in compliance with the laws in force on the subject, in order to block attempts to damage the site or cause damage to other users, or in any case harmful activities or offenses. These data are never used for identifying or profiling the User and are periodically deleted. No consent is required.

### - Ancillary activities

Communicate the data to third parties that perform functions necessary or instrumental to the operation of the service (eg comments box), and to allow third parties to carry out technical, logistic and of another type on our behalf.

Suppliers have access only to personal data that is necessary to perform their duties, and they undertake not to use the data for other purposes, and are required to process personal data in accordance with current regulations.

## Collected data

This site collects user data in two ways.

### - Data collected in an automated way

During Users' browsing the following information can be collected and stored in the server's log files (hosting) of the site:

- internet address protocol (IP); anonymously
- type of browser;
- parameters of the device used to connect to the site
- name of the internet service provider (ISP);
- date and time of visit;
- web page of the visitor's origin (referral) and exit
- possibly the number of clicks

These data are used for statistical and analytical purposes, in an exclusively aggregated form. The IP address is used exclusively for security purposes and is not cross-referenced with any other data.

#### **- Data provided voluntarily**

The site may collect other data in the event of voluntary use of services by users, such as commenting, communication services (contact forms, comments box), and will be used exclusively for the provision of the requested service:

- name;
- email address.

#### **Place of treatment**

The data is processed at the headquarters of the Data Controller. The web hosting used is Hosting Solutions, a brand of Genesys Informatica S.r.l., Florence

#### **Data retention period**

The data collected by the site during its operation are kept for the time strictly necessary to carry out the specified activities. Upon expiration, the data will be deleted or anonymized, unless there are no further purposes for their preservation.

The data (IP address) used for site security purposes (blocking attempts to damage the site) is kept for 30 days. The data for analytics purposes (statistics) are stored in aggregate form for 24 months.

#### **Transfer of collected data to third parties**

The data collected by the site are generally not supplied to third parties, except in specific cases: legitimate request by the judicial authority and only in the cases provided for by law; if it is necessary for the provision of a specific service requested by the User; to perform security checks or site optimization.

#### **Data transfer to countries outside the EU**

This site may share some of the data collected with services located outside the European Union area. In particular with Google, Facebook and Microsoft (LinkedIn) through social plugins and the Google Analytics service. The transfer is authorized based on specific decisions of the European Union and the Guarantor for the protection of personal data, in particular decision 1250/2016 (Privacy Shield - here the information page of the Italian Guarantor), for which no further consent is required. The companies mentioned above guarantee their compliance with the Privacy Shield.

#### **Security measures**

We treat visitor / user data in a lawful and correct manner, taking appropriate security measures to prevent unauthorized access, disclosure, modification or unauthorized destruction of data.

We are committed to protecting the security of your personal data when they are sent, using Secure Sockets Layer (SSL) software, which encrypts information in transit. Processing is carried out using IT and / or telematic means, with organizational methods and logic strictly related to the purposes indicated.

In addition to the Owner, in some cases, they may have access to the data categories of officers involved in the organization of the site or external subjects (such as third party technical service providers, hosting providers).

## Cookie

This site uses cookies, text files that are recorded on the user's terminal or that allow access to information on the user's terminal.

Cookies allow us to store information on visitor preferences, are used to verify the correct functioning of the site and to improve its functionality by customizing the content of the pages based on the type of browser used, or to simplify navigation by automating the procedures (Login, site language), and finally for the analysis of the use of the site by visitors.

This site uses the following categories of cookies:

- **technical cookies**, used for the sole purpose of carrying out the transmission of an electronic communication, to ensure the correct display of the site and navigation within it. Moreover, they allow to distinguish between the various connected users in order to provide a requested service to the right user (Login), and for site security reasons. Some of these cookies are deleted when the browser is closed (session cookies), others have a longer duration (such as the cookie required to retain the user's consent in relation to the use of cookies, which lasts 1 year). No consent is required for these cookies;

- **analysis cookies**, used directly by the site manager to collect information, in aggregate form, on the number of users and how they visit the site. They are assimilated to technical cookies if the service is anonymized.

- profiling and marketing cookies, used exclusively by third parties other than the owner of this site to collect information on the behavior of users during browsing, and on interests and consumption habits, also in order to provide personalized advertising

By clicking **OK on the banner** present at the first access to the site or browsing the site, the visitor expressly consents to the use of cookies and similar technologies, and in particular to the registration of these cookies on his terminal for the purposes indicated above, or upon access through cookies to information on your terminal.

## Disabling cookies

The user can refuse the use of cookies and can at any time revoke a consent already given. Since cookies are connected to the browser used, **THEY CAN BE DISABLED DIRECTLY FROM THE BROWSER**, thus refusing / revoking the consent to the use of cookies, or through the banner at the bottom of the page.

DISABLING COOKIES MAY PREVENT THE CORRECT USE OF SOME FUNCTIONS OF THE SITE, in particular the services provided by third parties may not be accessible, and therefore may not be viewable:

- YouTube videos or other video sharing services;
- social button of social network;
- Google maps.

Instructions for disabling cookies are used on the web page pages:

[Mozilla Firefox](#) - [Microsoft Internet Explorer](#) - [Microsoft Edge](#) - [Google Chrome](#) - [Opera](#) - [Apple Safari](#)

## Third-party cookies

This site also acts as an intermediary for third-party cookies (such as buttons for social networks), used to provide additional services and features to visitors and to simplify the use of the site itself, or to provide personalized advertising.

This site has no control over their cookies entirely managed by third parties and does not have access to the information collected through these cookies. Information on the use of these cookies and on the purposes of the same, as well as on the methods for disabling them, are provided directly by the third parties on the pages indicated below. .

Please note that generally the tracking of users does not involve identifying the same, unless the User is already registered with the service and is not even already logged in, in which case it is understood that the User has

already expressed his consent directly to the third party when registering for the relevant service (eg Instagramm, Facebook).

This site uses cookies from the following third parties.

**- Google Inc.**

For information on the use of data and their processing by Google, it is recommended that you read Google's privacy policy and how Google will use the data when you use partner sites or apps.

**- GoogleAnalytics:** used to analyze the use of the site by users, compile reports on site activity and user behavior, check how often users visit the site, how the site is tracked and which pages are visited most frequently. The information is combined with information collected from other sites in order to create a comparative picture of the use of the site compared to other sites in the same category. Data collected: browser identifier, date and time of interaction with the site, page of origin, IP address. Place of data processing: the European Union being active the anonymization of the service. The data collected does not allow the personal identification of users, and is not crossed with other information relating to the same people. They are **treated in aggregate form and anonymized** (truncated to the last octet). According to a specific agreement (DPA) it is forbidden to Google Inc. (responsible for processing) the crossing of such data with those obtained from other services.

Further information on Google Analytics cookies can be found on the Google Analytics page Cookie Usage on Websites.

The user can selectively (opt-out) collect data from Google Analytics by installing the appropriate component provided by Google (opt out) on your browser.

**Plugin Social Network**

This site also incorporates plugins and / or buttons in order to allow easy sharing of content on your favorite social networks. When you visit a page on our website that contains a plugin, your browser connects directly to the social network servers from where the plugin is loaded, which server can track your visit to our website and, if appropriate, associate it with to your social account, in particular if you are connected at the time of the visit or if you have recently browsed one of the websites containing social plugins.

If you do not want the social network to record data related to your visit to our website, you must log out of your social account and probably delete the cookies that the social network has installed in your browser.

This site contains plugins with advanced user privacy protection functions, which do not send cookies or access cookies present on the user's browser when the page is opened but only after clicking on the plugin.

The collection and use of information by such third parties are governed by the respective privacy policies to which you are requested to refer.

- Instagramm (cookie information link)

**User rights**

Pursuant to the European Regulation 679/2016 (GDPR) the User can, according to the methods and within the limits established by current legislation, exercise the following rights:

- object in whole or in part, for legitimate reasons, to the processing of personal data concerning him for the purpose of sending advertising materials or direct sales or for carrying out market research or commercial communication;- request confirmation of the existence of personal data concerning him (right of access);

- know the origin;

- receive intelligible communication;

- have information about the logic, methods and purposes of the processing;

- request the updating, rectification, integration, cancellation, transformation into anonymous form, blocking of data processed in violation of the law, including those no longer necessary for the pursuit of the purposes for which they were collected;

- in the case of treatment based on consent, to receive at the cost of any support, its data provided to the holder, in a structured and readable form by a data processor and in a format commonly used by an electronic device;

- the right to file a complaint with the Control Authority (Privacy Guarantor
- link to the Guarantor page
- as well as, more generally, exercise all the rights that are recognized by the current legal provisions. Requests should be addressed to the Data Controller.