

PRIVACY

Information provided pursuant to articles 13-14 of the GDPR 2016/679 (General Data Protection Regulation)

The European Regulation 2016/679 of 27 April 2016 relating to the "Protection of natural persons with regard to the processing of personal data, as well as the free movement of such data" (so-called "General Data Protection Regulation" or "Regulation"), provides the protection of personal data whose processing must take place in compliance with fundamental rights and freedoms with particular reference to the right to privacy. Pursuant to art. 12 of the Regulations the Società Agricola Borgo Incantato S.r.l. C.F. 01637690551 locality Pompagnano snc 06046 Spoleto (PG), as Data Controller of the personal data managed hereby wishes to inform you that the processing of your personal data will be based on the principles of correctness, lawfulness and transparency, protecting your privacy and your rights .

We therefore invite you, before communicating any personal data to the Data Controller, to carefully read this Privacy Policy because it contains important information on the protection of your personal data. In particular, pursuant to and for the purposes of art. 13 of the Regulation, we inform you about the following points:

1) IDENTITY AND CONTACT DETAILS OF THE DATA CONTROLLER

The Data Controller of your personal data is Società Agricola Borgo Incantato S.r.l. C.F. 01637690551 locality Pompagnano snc 06046 Spoleto (PG)

2) PURPOSE OF THE TREATMENT

The processing of your personal data by Società Agricola Borgo Incantato S.r.l. will take place for purposes related to the management and administration of Agritourism activities. In particular, the processing of personal data may be carried out to collect:

Personal data

name, surname, physical address, nationality, province and municipality of residence, landline and/or mobile telephone, fax, tax code, e-mail address(es)

Banking data

IBAN and bank/postal data (with the exception of the credit card number)

Telematic data

Log, IP address of origin.

Data collected and used for marketing and profiling purposes

The Società Agricola Borgo Incantato S.r.l. does not require the interested party to provide so-called data. "particulars", that is, in accordance with the provisions of the GDPR (art. 9), personal data that reveal racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, as well as genetic data, data biometrics intended to uniquely identify a natural person, data relating to the person's health or sexual life or sexual orientation. In the event that the service requested from Società Agricola Borgo Incantato S.r.l. requires the processing of such data, the interested party will receive specific information in advance and will be asked to give specific consent.

The Data Protection Officer (DPO) has not been appointed

3) FOR WHICH PURPOSES WE NEED THE INTERESTED PARTY'S DATA (ART. 13, 1ST PARAGRAPH OF GDPR)

The data is used by the Data Controller to follow up on the request for registration and the contract for the supply of the chosen Service and/or the purchased Product, manage and execute the contact requests forwarded by the Interested Party, provide assistance, fulfill legal and regulatory obligations which the Data Controller is required to do based on the activity carried out. In particular, the data of the interested party will be processed for:

a – registration and requests for contact and/or information material

The processing of the personal data of the interested party takes place to carry out the preliminary and consequent activities to the request for registration, the management of requests for information and contact and/or sending of informative material, possible publication of photographic, video and digital material .

as well as for the fulfillment of any other deriving obligations.

The legal basis of such processing is the consent of the interested party.

b – management of the contractual relationship

The processing of the personal data of the interested party takes place to carry out the preliminary and consequent activities to the purchase of a Service and/or a Product, the management of the relevant order, the provision of the Service itself and/or the production and/or the shipment of the purchased Product, the related invoicing and payment management, the handling of complaints and/or reports to the assistance service and the provision of the assistance itself, the prevention of fraud as well as the fulfillment of any other obligation arising from the contract.

The legal basis of these treatments is the fulfillment of the services inherent to the contractual relationship and compliance with legal obligations.

c – promotional activities on Services/Products similar to those purchased by the interested party (Recital 47 GDPR)

The data controller, even without your explicit consent, may use the contact data communicated by the interested party, for the purposes of direct sales of its own Services/Products, limited to the case in which they are Services/Products similar to those covered by the sale, unless the interested party explicitly objects.

d – commercial promotion activities on Services/Products different from those purchased by the interested party

The personal data of the interested party may be processed internally by the Organization, also for commercial promotion purposes, for surveys and market research regarding Services/Products.

This processing can take place automatically in the following ways:

e-mail;

sms or whatsapp

Every social network

telephone contact

and can be done:

if the interested party has not revoked his consent for the use of the data; if, in the event that the processing takes place through contact with a telephone operator, the interested party is not registered in the register of objections referred to in the Presidential Decree. n. 178/ 2010;

The legal basis of such processing is the consent given by the interested party prior to the processing itself, which can be revoked by the interested party freely and at any time.

and – IT security

The Data Controller, in line with the provisions of Recital 49 of the GDPR, processes, also through its suppliers (third parties and/or recipients), the personal data of the interested party relating to traffic to a strictly necessary and proportionate extent to guarantee the security of the networks and information, i.e. the ability of a network or information system to resist, at a given level of security, unexpected events or illicit or malicious acts that compromise the availability, authenticity, integrity and confidentiality of personal data stored or transmitted.

The Data Controller will promptly inform the Interested Parties if there is a particular risk of violation of their data without prejudice to the obligations deriving from the provisions of the art. 33 of the GDPR relating to notifications of personal data breaches.

The legal basis for such processing is compliance with legal obligations and the legitimate interest of the Data Controller in carrying out processing relating to the protection of company assets and system security.

f – profiling

The personal data of the interested party may also be processed for profiling purposes (such as analysis of the data transmitted and the chosen Services/Products, proposing advertising messages and/or commercial proposals in line with the choices expressed by the users themselves) exclusively in the event that the interested party has provided explicit and informed consent. The legal basis of such processing is the consent given by the interested party prior to the processing itself, which can be revoked by the interested party freely and at any time.

g – fraud prevention (recital 47 and art. 22 GDPR)

the personal data of the interested party, with the exception of particular data (Art 9 GDPR) or judicial data (Art 10 GDPR) will be processed to allow checks for the purpose of monitoring and preventing fraudulent payments, by software systems that carry out checks in a manner automated and prior to the negotiation of Services/Products.

Personal data collected for anti-fraud purposes only, unlike the data necessary for the correct execution of the requested service, will be immediately deleted at the end of the control phases.

h – the protection of minors

The Services/Products offered by the Owner are reserved for subjects legally able, on the basis of the relevant national legislation, to conclude contractual obligations.

In order to prevent illegitimate access to its services, the Data Controller implements prevention measures to protect its legitimate interest, such as checking the tax code and/or other checks, when necessary for specific Services/Products, the correctness of the data identifiers of identity documents issued by the competent authorities.

I - data collected and used for marketing and profiling purposes

the personal data of the interested party, with the exception of particular data (Art 9 GDPR) or judicial data (Art 10 GDPR) will be processed for the purpose of profiling, i.e. collecting personal data and transforming them into information to be used for the construction of calibrated advertising and sponsorships on the user's interests, with the ultimate aim of purchasing a specific product/service.

4) COMMUNICATION TO THIRD PARTIES AND CATEGORIES OF RECIPIENTS (ART. 13, 1ST PARAGRAPH OF GDPR)

The communication of the interested party's personal data occurs mainly with third parties and/or recipients whose activity is necessary for the performance of activities inherent to the established relationship and to respond to certain legal obligations, such as:

Third party suppliers

Provision of services (assistance, maintenance, provision of additional services, network providers and electronic communications services) connected to the requested service.

Administrative, accounting and related obligations to contractual performance.

Credit and digital payment institutions, banking/postal institutions

Management of collections, payments, reimbursements connected to contractual performance

External professionals/consultants and consultancy companies

Fulfillment of legal obligations, exercise of rights, protection of contractual rights, debt collection

Financial administration, public bodies, judicial authorities, supervisory and control authorities, lists and registers kept by public authorities or similar bodies

Fulfillment of legal obligations, defense of rights; based on specific legislation, in relation to the contractual performance

Subjects formally delegated or having recognized legal title

Legal representatives, curators, guardians, etc.

The Data Controller requires its third party suppliers and Data Processors to comply with security measures equal to those adopted for the Interested Party, limiting the scope of action of the Data Processor to the processing connected to the service requested.

The Data Controller does not transfer your personal data to countries in which the GDPR is not applied (non-EU countries) unless specifically indicated otherwise for which you will be informed in advance and your consent will be requested if necessary.

The legal basis of such processing is the fulfillment of the services inherent to the established relationship, compliance with legal obligations and the legitimate interest of Società Agricola Borgo Incantato in carrying out processing necessary for these purposes.

What happens if the interested party does not provide his/her data identified as necessary for the execution of the requested service? (Art. 13, 2nd paragraph, letter e GDPR)

The collection and processing of personal data is necessary to follow up on the requested services as well as the provision of the Service and/or the supply of the requested Product.

What happens if the interested party does not provide consent to the processing of personal data for commercial promotion activities on Services/Products other than those purchased?

In the event that the interested party does not give his consent to the processing of personal data for these purposes, said processing will not take place for the same purposes, without this having any effect on the provision of the services requested, nor for those for which he has already given your consent, if requested.

In the event that the interested party has given consent and should subsequently revoke it or oppose the processing for commercial promotion activities, his/her data will no longer be processed for such activities, without this leading to consequences or prejudicial effects for the interested party and for the required performances.

How we process the data of the interested party (art. 32 GDPR)

The Data Controller arranges for the use of adequate security measures in order to preserve the confidentiality, integrity and availability of the interested party's personal data and imposes similar security measures on third party suppliers and Managers.

Where we process the data of the interested party

The personal data of the interested party are stored in paper, computer and electronic archives located in countries where the GDPR is applied (EU countries).

How long are the interested party's data stored for? (art. 13, 2nd paragraph, letter a GDPR)

Unless the latter explicitly expresses their desire to remove them, the personal data of the interested party will be kept for as long as they are necessary for the legitimate purposes for which they were collected. In particular, they will be kept for the entire duration of your registration and in any case no longer than a maximum period of 12 (twelve) months of inactivity, or if, within this period, no Services are associated and/or no Products are purchased through the the registry itself.

In the case of data provided to the Data Controller for the purposes of commercial promotion for services other than those already acquired by the interested party, for which he initially gave consent, these will be kept for 24 months, unless the consent given is revoked.

In the case of data provided to the Data Controller for profiling purposes, these will be kept for 12 months, unless the consent given is revoked.

It should also be added that, in the event that a user forwards to Società Agricola Borgo Incantato S.r.l. personal data not requested or not necessary for the execution of the requested service or for the provision of a service strictly connected to it, Società Agricola Borgo S.r.l. cannot be considered the owner of these data, and will delete them as soon as possible.

Regardless of the interested party's determination to remove them, the personal data will in any case be stored according to the terms established by current legislation and/or national regulations, for the exclusive purpose of guaranteeing the specific obligations specific to some Services (by way of example but not exhaustive, Certified Email, Digital Signature, Substitutive Storage - in this regard, see the relevant section).

Furthermore, personal data will in any case be kept for the fulfillment of obligations (e.g. tax and accounting) which remain even after the termination of the contract (art. 2220 of the civil code); for these purposes the Data Controller will only retain the data necessary for the relevant pursuit.

This is without prejudice to cases in which the rights deriving from the contract and/or registration must be asserted in court, in which case the personal data of the interested party, exclusively those necessary for these purposes, will be processed for the time necessary for their pursuit.

5) WHAT ARE THE INTERESTED PARTY'S RIGHTS? (ART. 15 – 20 GDPR)

The interested party has the right to obtain from the data controller the following:

a) confirmation of whether or not personal data concerning him or her are being processed and, if so, to obtain access to the personal data and the following information:

the purposes of the processing;

the categories of personal data in question;

the recipients or categories of recipients to whom the personal data have been or will be communicated, in particular if recipients are from third countries or international organisations;

when possible, the expected retention period of personal data or, if this is not possible, the criteria used to determine this period;

the existence of the right of the interested party to ask the data controller to rectify or delete personal data or to limit the processing of personal data concerning him or to oppose their processing;

the right to lodge a complaint with a supervisory authority;

if the data is not collected from the interested party, all available information on its origin;

the existence of an automated decision-making process, including profiling, and, at least in such cases, significant information on the logic used, as well as the importance and expected consequences of such processing for the interested party.

the adequate guarantees provided by the third country (non-EU) or an international organization to protect any data transferred

b) the right to obtain a copy of the personal data being processed, provided that this right does not harm the rights and freedoms of others; In case of further copies requested by the interested party, the data controller may charge a reasonable fee based on administrative costs.

c) the right to obtain from the data controller the rectification of inaccurate personal data concerning him without unjustified delay

d) the right to obtain from the data controller the deletion of personal data concerning him without unjustified delay, if the reasons provided for by the GDPR in art. exist. 17, including, for example, in the event that they are no longer necessary for the purposes of the processing or if this is considered unlawful, and always if the conditions established by law exist; and in any case if the processing is not justified by another equally legitimate reason;

e) the right to obtain from the data controller the limitation of processing, in the cases provided for by the art. 18 of the GDPR, for example where you have contested its accuracy, for the period necessary for the Data Controller to verify its accuracy. The interested party must also be informed, within a reasonable time, of when the suspension period has been completed or the cause of the limitation of processing has ceased to exist, and therefore the limitation itself revoked;

f) the right to obtain communication from the owner of the recipients to whom the requests for any corrections or cancellations or limitations of the processing carried out have been transmitted, unless this proves impossible or involves a disproportionate effort.

g) the right to receive personal data concerning him in a structured, commonly used and machine-readable format and the right to transmit such data to another data controller without impediments on the part of the data controller to whom he provided them , in the cases provided for by the art. 20 of the GDPR, and the right to obtain the direct transmission of personal data from one data controller to another, if technically feasible.

For any further information and in any case to send your request you must contact the Data Controller at borgoincantato@pec.it in order to guarantee that the above-mentioned rights are exercised by the interested party and not by unauthorized third parties, the Data Controller may request the same to provide any further information necessary for this purpose.

How and when can the interested party object to the processing of their personal data? (Art. 21 GDPR)

For reasons relating to the particular situation of the interested party, the interested party may object at any time to the processing of their personal data if it is based on legitimate interest or if it takes place for commercial promotional activities, by sending the request to the Data Controller at borgoincantato@pec.it

Without prejudice to any other administrative or judicial action, the interested party may submit a complaint to the competent supervisory authority on Italian territory (Personal Data Protection Authority) or to the one that carries out its tasks and exercises its powers. in the Member State where the violation of the GDPR occurred.

Any update to this information will be communicated promptly and by appropriate means and will also be communicated if the Data Controller processes the data of the interested party for purposes other than those referred to in this information before proceeding and following the manifestation of the relevant consent of the interested party.