

# Privacy Policy

European Regulation 2016/679 on Personal Data Protection

## Privacy Policy – Website

<b>1 – INFORMATION RELATING TO THE PRIVACY POLICY OF THE WEBSITE</b> .....	2
<b>2 – DATA PROCESSING</b> .....	2
<b>3 - COOKIES</b> .....	3
<b>4 – DATA PROCESSED</b> .....	4
<b>5 – USER RIGHTS</b> .....	7
<b>6 – DATA TRANSFER TO NON-EU COUNTRIES</b> .....	7
<b>7 – SECURITY OF PROVIDED DATA</b> .....	8
<b>8 – CHANGES TO THIS DOCUMENT</b> .....	8

## 1 – INFORMATION RELATING TO THE PRIVACY POLICY OF THE WEBSITE

1. This section contains information on how the website [www.btimber.it](http://www.btimber.it), hereinafter referred to as the “website,” manages user data.
2. This notice is also valid for the purposes of Article 13 of Legislative Decree No. 196/2003, Personal Data Protection Code, and for the purposes of Article 13 of EU Regulation No. 2016/679, concerning the protection of natural persons with regard to the processing of personal data and the free movement of such data, for users who interact with the website and is accessible at the homepage address: [www.btimber.it](http://www.btimber.it)
3. This information is provided only for the website [www.btimber.it](http://www.btimber.it) and not for other websites that may be consulted by the user via links contained therein.
4. The purpose of this document is to provide guidelines on the methods, timing, and nature of the information that data controllers must provide to users when connecting to the pages of [www.baribasboutique.com](http://www.baribasboutique.com), regardless of the purpose of the connection, according to Italian and European legislation.
5. This notice may be subject to changes due to the introduction of new regulations in this regard; therefore, users are invited to periodically check this page.
6. If the user is under 16 years old, pursuant to Article 8, paragraph 1 of EU Regulation 2016/679, they must legitimize their consent through the authorization of their parents or guardians.

## 2 – DATA PROCESSING

### 1 - Data Controller

1. The data controller is the natural or legal person, public authority, service, or other body that, alone or jointly with others, determines the purposes and means of the processing of personal data and also handles security profiles.
2. For this website, the data controller is: **BTIMBER SC**, and for any clarification or exercise of user rights, they can be contacted at the following email address: [info@btimber.it](mailto:info@btimber.it)

### 2 - Data Processor

1. The data processor is the natural or legal person, public authority, service, or other body that processes personal data on behalf of the data controller.
2. Pursuant to Article 28 of EU Regulation No. 2016/679, on the appointment of the data controller, the data processor of the website [www.btimber.it](http://www.btimber.it) is: Daniela Barbieri.

### 3 - Location of Data Processing

1. The data processing generated by the use of the website is carried out at **93 Palade St. 38013 Borgo D'Anania (Trento)**
2. If necessary, the data connected to the newsletter service may be processed by the data processor or by persons appointed by them at their respective offices.

### **3 - COOKIES**

#### **1 - Type of Cookies**

1. The website uses cookies to make the user's browsing experience easier and more intuitive: cookies are small text strings used to store some information that may concern the user, their preferences, or the device used to access the Internet (computer, tablet, or mobile phone) and are mainly used to adapt the operation of the site to the user's expectations, offering a more personalized browsing experience and storing the choices made previously.
2. A cookie consists of a reduced set of data transferred to the user's browser by a web server and can only be read by the server that made the transfer. It is not executable code and does not transmit viruses.
3. Cookies do not record any personal information and any identifiable data will not be stored. If desired, the user can prevent the saving of some or all cookies. However, in this case, the use of the site and the services offered could be compromised. To proceed without changing the cookie options, simply continue browsing.

Below are the types of cookies used by the site:

#### **2 - Technical Cookies**

1. There are numerous technologies used to store information on the user's computer, which are then collected by sites. The best-known and most widely used is HTML cookies. They are used for navigation and to facilitate the user's access and use of the site. They are necessary for the transmission of communications over an electronic network or to the provider to deliver the service requested by the customer.
2. The settings to manage or disable cookies may vary depending on the Internet browser used. However, the user can manage or request the general deactivation or deletion of cookies by changing the settings of their Internet browser. This deactivation may slow down or prevent access to certain parts of the site.
3. The use of technical cookies allows the safe and efficient use of the site.
4. Cookies placed in the browser and retransmitted by Google Analytics or through the blogger statistics service or similar are technical only if used for site optimization purposes directly by the site owner, who can collect information in aggregate form on the number of users and how they visit the site. Under these conditions, the same rules on information and consent apply to Analytics cookies as for technical cookies.
5. From the point of view of duration, we can distinguish temporary session cookies, which are automatically deleted at the end of the browsing session and are used to identify the user and thus avoid logging in on every page visited, and permanent ones that remain active on the PC until expiration or deletion by the user.
6. Session cookies may be installed to allow access and stay in the reserved area of the portal as an authenticated user.
7. They are not stored persistently but only for the duration of navigation until the browser is closed and disappear with the closure of the same. Their use is strictly limited to the transmission of session identifiers consisting of random numbers generated by the server necessary to enable safe and efficient site exploration.

#### **3 - Third-Party Cookies**

1. Depending on the origin, cookies sent to the browser directly from the site being visited and those sent to the computer by other sites (third parties) can be distinguished.
2. Permanent cookies are often third-party cookies.

3. Most third-party cookies consist of tracking cookies used to identify online behavior, understand interests, and then customize advertising proposals for users.

4. Analytical third-party cookies may be installed. They are sent from the domains of the aforementioned third parties external to the site.

5. Third-party analytical cookies are used to detect information on user behavior on [www.baribasboutique.com](http://www.baribasboutique.com). The detection takes place anonymously, to monitor performance and improve the usability of the site. Third-party profiling cookies are used to create user profiles to offer advertising messages in line with the choices made by the users themselves.

6. The use of these cookies is governed by the rules set by the third parties themselves; therefore, users are invited to read the privacy policies and indications to manage or disable cookies published on their respective web pages.

#### **4 - Profiling Cookies**

1. Profiling cookies create user profiles and are used to send advertising messages in line with the preferences expressed by the user within the web browsing.

2. When these types of cookies are used, the user must give explicit consent.

3. Article 22 of EU Regulation 2016/679 and Article 122 of the Personal Data Protection Code will apply.

## **4 – DATA PROCESSED**

### **1 - Methods of Data Processing**

1. Like all websites, this site also makes use of log files in which information collected in an automated manner during user visits is stored. The information collected could be the following:

- internet Protocol (IP) address;
- browser type and device parameters used to connect to the site;
- name of the Internet Service Provider (ISP);
- date and time of visit;
- web page of origin (referral) and exit;
- possibly the number of clicks.

2. The aforementioned information is processed in an automated form and collected in aggregate form only to verify the correct functioning of the site and for security reasons. Such information will be processed based on the legitimate interests of the owner.

3. For security purposes (spam filters, firewalls, virus detection), the data recorded automatically may also include personal data such as the IP address, which could be used, in accordance with applicable laws, to block attempts to damage the site itself or cause damage to other users, or in any case harmful activities or constituting a crime. Such data is never used for user identification or profiling but only for the purpose of protecting the site and its users; such information will be processed based on the legitimate interests of the owner.

4. If the site allows the insertion of comments or in the case of specific services requested by the user, including the possibility of booking a service, purchasing a product or service online, or sending a Curriculum Vitae for a possible employment relationship, the site automatically detects and records some identification data of the user, including the email address. These data are voluntarily provided by the user at the time of requesting service delivery. By entering a comment or other information, the user expressly accepts the privacy policy and, in particular, agrees that the contents entered are freely disseminated to third parties. The data received will be used exclusively for the provision of the requested service and only for the time necessary to provide the service.

5. The information that users of the site will deem to make public through the services and tools made available to them are provided by the user knowingly and voluntarily, exempting this site from any responsibility for any violations of laws. It is up to the user to verify that they have permission to enter personal data of third parties or content protected by national and international standards.

## **2 - Purpose of Data Processing**

1. The data collected by the site during its operation are used for the purposes indicated above and for the following purposes: requesting data for information purposes, purchases made through the online shop, booking a service, checking availability, marketing and/or advertising through sending newsletters, and potential market analysis.

2. Data will be retained for the period strictly necessary to achieve the purpose mentioned above and in any case not longer than the time required to provide the service.

3. Data used for security purposes (blocking attempts to damage the site) will be retained for the time strictly necessary to achieve the previously mentioned purpose.

## **3 - Data Provided by the User**

1. As indicated above, the optional, explicit, and voluntary sending of email to the addresses indicated on this site entails the subsequent acquisition of the sender's address, necessary to respond to requests, as well as any other personal data included in the message.

2. Specific information will be progressively reported or displayed on the pages of the site prepared for particular services on request.

## **4 - Support with Setting Up Your Browser**

1. The user can manage cookies also through the settings of their browser. However, deleting cookies from the browser may remove the preferences set for the site.

2. For more information and support, you can also visit the specific help page of the web browser you are using:

- Internet Explorer: <http://windows.microsoft.com/en-us/windows-vista/block-or-allow-cookies> and <https://support.microsoft.com/it-it/microsoft-edge/eliminare-i-cookie-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>
- Firefox: <https://support.mozilla.org/en-us/kb/enable-and-disable-cookies-website-preferences>

- Safari: <http://www.apple.com/legal/privacy/it/>
- Chrome: <https://support.google.com/accounts/answer/61416?hl=it>
- Opera: <http://www.opera.com/help/tutorials/security/cookies/>

## **5 - Social Network Plugins**

1. This site also incorporates plugins and/or buttons for social networks to allow easy sharing of content on your favorite social networks. These plugins are programmed so as not to set any cookies when accessing the page, to safeguard user privacy. If necessary, cookies are set, if so provided by social networks, only when the user makes effective and voluntary use of the plugin. Keep in mind that if the user navigates being logged into the social network, then they have already consented to the use of cookies conveyed through this site at the time of registering with the social network.

2. The collection and use of information obtained through the plugin are governed by the respective privacy policies of the social networks, which please refer to:

- Facebook: <https://www.facebook.com/help/cookies>
- Twitter: <https://support.twitter.com/articles/20170519-uso-dei-cookie-e-di-altre-tecnologie-simili-da-parte-di-twitter>
- Pinterest: <https://about.pinterest.com/it/privacy-policy>
- AddThis: <http://www.addthis.com/privacy/privacy-policy>
- LinkedIn: <https://www.linkedin.com/legal/cookie-policy>

## **6 - Google AdWords Tracking, Remarketing and Facebook Pixel**

Our website uses the Google Analytics Remarketing features in conjunction with Google AdWords and Google DoubleClick device-based features. The service provider is: Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

This feature allows linking the ad groups created with Google Analytics Remarketing to the device-based features of Google AdWords and Google DoubleClick. This enables targeted and personalized ads to be displayed based on user interests, previously visited sites, location, or how the device is used.

Users can disable this feature at any time by turning it off in their Google account settings at the following link: <https://www.google.com/settings/ads/onweb/>.

In the context of Google AdWords and Facebook Advertising, our website uses "Conversion Tracking." When a user clicks on a Google or Facebook ad, a conversion tracking cookie is created. This cookie becomes invalid after 30 days and does not allow for explicit user recognition. During its validity period, this cookie allows our website to determine if the user arrived via clicking on an advertisement.

## 5 – USER RIGHTS

1. Article 13, paragraph 2 of EU Regulation 2016/679 lists the user's rights.
2. The website therefore intends to inform the user about the existence of:
  - the right of the interested party to request access to personal data from the data controller (Article 15 of the EU Regulation), their updating (Article 7, paragraph 3, letter a of Legislative Decree 196/2003), rectification (Article 16 of the EU Regulation), integration (Article 7, paragraph 3, letter a of Legislative Decree 196/2003), or the limitation of the processing concerning them (Article 18 of the EU Regulation) or to oppose, for legitimate reasons, their processing (Article 21 of the EU Regulation), in addition to the right to data portability (Article 20 of the EU Regulation);
  - the right to request cancellation (Article 17 of the EU Regulation), transformation into anonymous form, or blocking of data processed in violation of the law, including those whose retention is not necessary for the purposes for which the data were collected or subsequently processed (Article 7, paragraph 3, letter b of Legislative Decree 196/2003);
  - the right to obtain the attestation that the operations of updating, rectification, data integration, deletion, data blocking, and transformation have been brought to the knowledge, also as regards their content, of those to whom the data were communicated or disseminated, except in the case where this fulfillment proves impossible or involves a manifestly disproportionate use of means with respect to the protected right (Article 7, paragraph 3, letter c of Legislative Decree 196/2003);
3. Requests can be addressed to the data controller, either informally or alternatively using the form provided by the Data Protection Authority, or by sending an email to: [info@baribasboutique.com](mailto:info@baribasboutique.com)
4. If the processing is based on Article 6, paragraph 1, letter a - express consent to use - or on Article 9, paragraph 2, letter a - express consent to use of genetic, biometric, health-related data revealing religious or philosophical beliefs, or union membership, data revealing racial or ethnic origin, political opinions - the user has the right to revoke consent at any time without affecting the lawfulness of the processing based on the consent given before the revocation.
5. Likewise, in case of violation of the law, the user has the right to lodge a complaint with the Data Protection Authority, which is the authority responsible for monitoring the processing in the Italian state.
6. For a more in-depth examination of your rights, see Articles 15 et seq. of EU Regulation 2016/679 and Article 7 of Legislative Decree 196/2003.

## 6 – DATA TRANSFER TO NON-EU COUNTRIES

1. This website may share some of the collected data with services located outside the European Union. In particular, with Google, Facebook, and Microsoft (LinkedIn) via social plug-ins, Google Maps, and Google Analytics services.

The transfer is authorized and strictly regulated by Article 45, paragraph 1 of EU Regulation 2016/679, and no further consent is required. The aforementioned companies ensure their adherence to the Privacy Shield.

2. Data will never be transferred to third countries that do not comply with the conditions set forth in Article 45 et seq. of EU Regulation.

## **7 – SECURITY OF PROVIDED DATA**

1. This site processes user data in a lawful and correct manner, taking appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of data. Processing is carried out using IT and/or telematic tools, with organizational methods and logics strictly related to the indicated purposes.
2. In addition to the data controller, in some cases, categories of employees involved in the site organization (administrative, commercial, marketing, legal, system administrators) or external subjects (such as third-party technical service providers, postal carriers, hosting providers, IT companies, communication agencies) may have access to the data.

## **8 – CHANGES TO THIS DOCUMENT**

1. This document constitutes the privacy policy of this site.
2. It may be subject to changes or updates. Users are encouraged to periodically consult this page to stay informed about the latest legislative news.
3. The document has been updated to comply with the relevant legal provisions, and in particular, in accordance with EU Regulation 2016/679.