

Privacy Policy

European Regulation 2016/679 on Personal Data Protection

Privacy Policy – Website

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1 – WEBSITE PRIVACY POLICY

This section contains some manage information of our website www.btimber.it, after simply called “website”, referred to processing personal data.

This notice is also valid for the purposes of Article 13 of Legislative Decree No. 196/2003 – Italian legislation of 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 www.btimber.it

This information is provided only for our website and not for other external websites that may be consulted by the user.

The purpose of this document is to provide guidelines on methods, timing, and nature of the information that data controllers must provide to users during the connection on our website, regardless of the purpose of the connection, according to Italian and European legislation.

This notice may be change due the introduction of new privacy regulations; therefore, users are invited to periodically check this page.

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 - Controller

The data controller is a natural or legal person, public authority, service, or other type of organization that, alone or jointly with others, defines purposes and means of the processing of personal data and handles security profiles.

For this website, the controller is: **BTIMBER SC**, and for any clarification or exercise of user rights you can write us at info@btimber.it

2 - Processor

The processor is the natural or legal person, public authority, service, or other type of organization that processes personal data on behalf of the data controller.

According to Article 28 of EU Regulation No. 2016/679, on the appointment of the controller, the processor of the website www.btimber.it is: Francesco Bertolla.

3 - Location of Data Processing

1. The data processing generated on our website is carried out in our factory located in **93 Palade St. 38013 Borgo D’Anania (Trento)**

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.

4 - Methods of Data Processing

Like all websites, also this site uses log files that contain information collected automatically during surfing the website. The information collected could be the following:

- Internet Protocol (IP);
- browser type and device parameters used to log into the website
- Internet Service Provider (ISP)
- date and time of visit
- landing web page and exit
- eventually number of clicks.

The information is processed automatically and collected in aggregate form only due to verify the correct site running and for security reasons. Such information will be processed based on owner interests.

the data recorded automatically should be used for security purposes (spam filters, firewalls, virus detection) and 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 or cause damage to other users, or in any case harmful activities or crimes. 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.

5 - Data Processing Goal

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

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.

6 - Data Provided by the User

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, the site automatically detects and records some identification data of the user, including the email address. These data are voluntarily provided by the user on requesting the service. By entering a comment or other information, the user explicitly accepts the privacy policy and agrees that the contents entered are freely distributed 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.

The information that users make public through the services and tools are given 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.

5 - Social Network Plugins

This site has plugins and/or buttons for social networks to allow easily sharing of content on your favorite social network. These plugins do not set any cookie when landing the page, to safeguard user privacy. If necessary, cookie are set only when the user makes effective and voluntary use of the plugin. If the user is logged into a social network, he has already accepted cookies at the registration time on the social network.

The collection and use of information via plugin are governed by the respective privacy policies of the social networks like:

- 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>
- LinkedIn: <https://www.linkedin.com/legal/cookie-policy>

6 - Google AdWords Tracking, Remarketing and Facebook Pixel

Our website uses Google Analytics Remarketing features 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 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 an explicit user recognition. During its validity period, this cookie allows our website to know if the user is landed clicking on an advertisement.

3 - COOKIE

1 - Type of Cookies

The website uses cookie to make the user's browsing experience easier and intuitive: cookie are small text strings used to store some user information like preferences, or the device used to access the Internet (computer, tablet, or mobile phone). Cookie offers a more personalized browsing experience by storing the choices made previously.

Cookie is not an executable code and is not a virus.

Cookie do not record any personal information and any identifiable data will be not stored. The user can choose to not save some or all cookies. 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:

Technical Cookies

Technical cookie are numerous technologies used to store information on the user's computer collected by sites. The best-known and most widely used is HTML cookies used for navigation and to facilitate the user's access and use of the site and necessary for the transmission of communications over an electronic network or to the provider to deliver the service requested by the customer.

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 some parts of the site.

There are three types of technical cookies:

1. Cookie analytics: cookies in the browser are transmitted through Google Analytics or other types like blogger statistics to optimize the website and gest aggregation of data on the way users surf on the website.

2. Session cookies: temporary session cookies are not memorized; they are active only during web navigation and expire on closing the browser. On this website can be installed session cookies on logging in the reserved area.

3. Functional cookies: this type of cookie can gest some user information (like language, product chosen, ...) to improve user navigation. This type of cookies doesn't request a consent from the user.

Third-Party Cookies

Third-Party Cookies are on the website, but we don't have titularity.

On the site can be installed third party analytic cookie e can be delivered to third party domains outside our website.

Third-party analytical cookies are used to detect information on user behavior on our website. 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.

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.

Profiling Cookies

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.

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

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

2 - Support Setting Up the Browser

User can manage cookies throughout the browser settings. Deleting cookies may remove the preferences set for the site.

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

- Internet Explorer - Microsoft Edge: <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/>

4 – USER RIGHTS

Article 13, paragraph 2 of EU Regulation 2016/679 lists the user's rights.

The website therefore intends to inform the user about the existence of:

- the right of access by the data subject (Article 15 of the EU Regulation), updating (Article 7, paragraph 3, letter a of Legislative Decree 196/2003), right to rectification (Article 16 of the EU Regulation), integration (Article 7, paragraph 3, letter a of Legislative Decree 196/2003), or limitation of the processing (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);
- right to erasure ('right to be forgotten') (Article 17 of the EU Regulation), transformation into anonymous form, or blocking data processed in law violation, 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);
- right to obtain the attestation that updating, rectification, data integration, deletion, data blocking, and transformation are known, also regarding the 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);

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@btimber.com

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.

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.

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.

5 – DATA TRANSFER ABROAD

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

The transfer is authorized and strictly regulated by Article 45, paragraph 1 of EU Regulation 2016/679, and does not require consent. The companies ensure their adherence to the Privacy Shield.

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

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.

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 – DOCUMENT UPDATE

This document is the privacy policy of this site.

It may be subject to changes or updates. Users are encouraged to periodically consult this page to stay informed about the latest legislative news.

The document has been updated in accordance with EU Regulation 2016/679.