

Dear User, we wish to inform you that the “European Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data” (hereinafter “GDPR”), envisages the protection of natural persons with regard to the processing of personal data as a fundamental right. Pursuant to article 12, 13 and 14 of the GDPR, therefore, as the Data Subject, we inform you that:

DATA CONTROLLER:

MASIERO S.r.l.

Via Peschiere 53, 31032 Casale sul Sile (TV) - ITALY

C.F./P.IVA: 01244610265

Indirizzo e-mail: privacy@masierogroup.com

CATEGORIES OF DATA:

The companies of the **MASIERO S.r.l.** as “Joint Controllers” (Art. 26 GDPR), will process your personal data such as:

- Data automatically collected. The IT systems and applications dedicated to the functioning of this website acquire, during their normal functions, certain data (the transmission of which is implicit in the use of Internet communication protocols) potentially associated with identifiable users. The following are among the data collected: IP addresses and domain names of computers used by users who connect to the website, addresses in URI (Uniform Resource Identifier) notation of requested resources, the time the request is made, the method used to submit the request to the server, the file size obtained in response, the numerical code indicating the response status from the server (successful, error, etc.) and other parameters relevant to the user's operating system, browser and IT environment. This data is processed, for the time strictly necessary, only in order to obtain statistical information relevant to the site and verify its regular functioning. The provision of such data is mandatory as it is directly connected to the web browsing experience.
- Cookies. The site exclusively uses anonymous third-party technical cookies that may collect users' browsing data. Cookies work in order to analyse the effectiveness of the site and make it easier and more intuitive over time. The data collected through cookies is used to make the browsing experience more enjoyable and more efficient in the future, trying to assess the behaviour of users and to change the offer of content according to their behaviour. For more information at the bottom of this information you will find an in-depth description relevant to the nature of cookies and a list of the cookies installed.
- Data provided voluntarily by the user. The voluntary and explicit sending of e-mails to the addresses indicated in the different access channels of this website does not imply a request for consent and the voluntary sending by you of e-mails to our e-mail addresses does not require further information or requests for consent.
- Data provided by filling in forms. The filling out of specifically prepared forms involves the acquisition of the address and data of the sender/user, necessary to respond to the requests made and/or provision of the requested service.
- Data acquired directly from the Data Subject. In the context of the establishment and execution of contractual relationships, personal and tax data considered personal by the EU Regulation will be acquired directly (i.e. verbally), data relevant to the Data Subject have a legal basis since the processing is necessary for the execution of a contract to which the Data Subject is a participant or for the execution of pre-contractual measures adopted upon request by the same (lawfulness of the processing Art. 6 GDPR)

PURPOSES FOR THE PROCESSING OF PERSONAL DATA AND LEGAL BASIS:

The processing of your data during the browsing experience on the website has as its legal basis your consent (Art.7 GDPR) and has the following purpose: Improve the web browsing experience and respond to requests for contact and information, registration to the personal area to access dedicated services, respond to requests for information sent via the form, provide assistance and support services, proceed with subscription to the newsletter, send technical, informative and commercial communications.

DATA PROCESSING METHODS:

The personal data that you provide, will be subject to processing in compliance with the above-mentioned regulation as well as the confidentiality obligations on which the Data Controller bases his activities. The data will be processed both using electronic instruments and in paper form, as well as any other suitable instrument, in compliance with the appropriate security measures pursuant to art. 5, par. 1, lett. F of the GDPR.

DATA RECIPIENTS:

Within the limits relevant to the indicated processing purposes, your data may be disclosed to partners, consultancy companies, private companies, appointed as Data Processors by the Data Controller or for legal obligations or to fulfil your specific requests. Your data will not be disseminated for other purposes. Appointed Data Processors and Persons in charge of data processing are promptly identified in the internal documentation on Data Processing, which is updated on a regular basis.

TRANSFER OF DATA TO NON-EU COUNTRIES:

Within its contractual relations the Company may transfer the Data in countries outside of the European Economic Area (EEA), including store them in databases managed by entities acting on behalf of the Company. Databases management and Data processing are bound to the purposes of the processing and are carried out according to applicable data protection law.

In case the Data are transferred outside of the EEA the Company will use any appropriate contractual measures to guarantee an adequate protection of the Data including – among the others – agreements based on the standard contractual clauses adopted by the EU Commission to rule the transfer of personal data outside of the EEA.

SOCIAL PLUG-IN AND RELATIONS WITH SOCIAL NETWORKS AND OTHER THIRD PARTIES

The Website allows interaction with social networks through sharing buttons, which may contain social plug-in (e.g. Facebook, Twitter, YouTube, Pinterest, Instagram, LinkedIn). If you access one of the areas of the Site equipped with this type of plug-in, your Internet browser will connect you directly to the servers of the social network involved. In addition, the plug-in will be shown on screen through your browser connection. With regard to privacy protection instruments and the processing of personal data collected by these social networks, please refer to the pages of the individual social networks.

STORAGE PERIOD:

The data collected will be kept no longer than is necessary for the purposes for which the personal data are processed (“storage limitation principle”, art. 5, GDPR) or pursuant to statutory limits. The verification of the obsolescence of the data stored in relation to the purposes for which they were collected is carried out periodically.

MANDATORY, OR NON-MANDATORY, NATURE OF THE CONSENT:

The provision of your data is required while browsing our website, they are necessary to continue with the submission in the forms provided.

RIGHTS OF DATA SUBJECTS:

Data Subjects always have the right to request the Data Controller, through the contact details provided, for access to their data, and in particular:

- The Data Subject has the right to access his/her data (Art. 15 GDPR): this right consists in being able to obtain at any time the confirmation that your data is subject to processing, constant information and/or updates regarding the purposes of the processing, the categories of personal data in question, their storage period as well as the existence and application of an automated decision-making process (including profiling).
- Right to rectification (Art. 16 GDPR): The Data Controller must correct, without delay, any inaccuracies of the Data Subject’s personal data. Should the data be incomplete, the Data Subject has the right to obtain the integration of the same.
- Right to erasure (Art. 17 GDPR): The Data Subject shall have the right to obtain from the controller the erasure of personal data concerning him or her, where the grounds pursuant to the article exist.
- Right to restriction of processing (Art. 18 GDPR): in the cases strictly envisaged by the Regulation, the data shall, with the exception of storage, only be processed with the Data Subject's consent or for the establishment, exercise or defence of legal claims.
- The Data Subject also has the right to object (Art. 21 GDPR) on grounds relating to his or her particular situation, at any time to processing of personal data concerning him or her, especially when the data is processed for direct marketing purposes.
- The Data Subject has the right to lodge a complaint with the Supervisory Authority of the State in which he/she resides (Art. 51 GDPR), whenever the same deems that his/her data is being processed in breach of Regulation 679/2016. If, within three months of the complaint, the Supervisory Authority does not express the outcome or the status of the complaint, the Data Subject has the right to start a court action against that Supervisory Authority before the courts of the Member State in which the Supervisory Authority is established.

- Another right of the Data Subject is to be able to start court action directly against the Data Controller or Data Processor should the Data Subject deem that his/her rights pursuant to the Regulation have been breached by the aforementioned following processing operations. These actions can be started before the courts of the Member State where the Data Controller has a facility or the State in which the Data Subject resides.

COOKIES INSTALLED ON THIS WEBSITE:

Here is a list of the cookies (logically grouped at the level of functionality or supplier) on the website. Third-party cookies are the link to the data protection information of the external supplier, where it is possible to find a detailed description of the individual cookies and the processing that is carried out.

Cookie	In Their Own Words	Privacy Policy	Data Collected	Data Retention
HubSpot	"HubSpot is an inbound marketing software company that helps businesses transform their marketing from outbound (cold calls, email spam, trade shows, tv ads, etc) lead generation to inbound lead generation."	https://legal.hubspot.com/privacy-policy	Anonymous (Browser Information, Demographic Data, Hardware/Software Type, Page Views , Serving Domains) Pseudonymous (IP Address (EU PII), Location Based Data, Clickstream Data) PII (Name , Address, Phone Number, Email Address, Login) Sensitive (Financial Information)	As long as necessary to fulfill a business need or as required by law.
Google Analytics	Google (www.google.com) operates the Google Display Network a collection of millions of websites and mobile applications that are powered by display advertising, including many Google services like YouTube. Google also operates the DoubleClick digital advertising platform: the ad technology foundation to create, transact, and manage digital advertising for the worlds buyers, creators, and sellers. The DoubleClick platform includes the DoubleClick Advertising Exchange and Double Click Bid Manager.	http://www.google.com/intl/en/policies/privacy/	Anonymous (Ad Views, Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views , Serving Domains) Pseudonymous (IP Address (EU PII), Search History, Location Based Data, Device ID (EU PII)) PII (Name , Address, Phone Number, Email Address, Login, EU- IP Address, EU- Unique Device ID)	Undisclosed
Facebook	A secure and convenient way for users to log into a website, and for a website to ask for permissions to access data. The user is authenticated through his Facebook account.	https://www.facebook.com/full_data_us_e_policy	Anonymous (Ad Views, Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views) Pseudonymous (IP Address (EU PII), Location Based Data, Clickstream Data, Device ID (EU PII)) PII (Name , Address, Phone Number, Email Address, PII Collected via 3rd Parties, Login, EU- IP Address, EU- Unique Device ID) Sensitive (Financial Information)	Undisclosed
Vimeo	"Vimeo is home to communities looking for a place to share their moments and creativity with friends, family, or other users. These videos are created with care by our users and seen throughout the world."	http://vimeo.com/privacy	Anonymous (Browser Information, Cookie Data , Date/Time, Demographic Data, Interaction Data , Page Views) Pseudonymous (IP Address (EU PII)) PII (PII Collected via 3rd Parties)	Undisclosed

WHAT ARE COOKIES?

Cookies are small text files sent from the website to the user's terminal (usually to the browser), where they are stored before being re-transmitted to the website at the next visit by the same user. A cookie cannot retrieve any other data from the user's hard disk nor pass on computer viruses or capture email addresses. Each cookie is unique to the user's web browser. Some functions of cookies can be transferred to other technologies. Herein, the term 'cookie' refers both to cookies, and to all similar technologies.

Cookies can record information related to your preferences, such as browsing pages or downloading files from our website, or other similar actions performed by browsing our website.

FIRST OR THIRD-PARTY COOKIES

Cookies can be first or third-party, where “first-party” means cookies developed by the Owner of the website and “third-party” are cookies developed by Third parties in respect the Owner of the website.

NATURE OF COOKIES

With regard to the nature of cookies, there are several types:

Technical cookies

Technical cookies are those used for the sole purpose of transmitting a communication over an electronic communications network, or to the extent strictly necessary for the provider of an information service explicitly requested by the subscriber or user to provide such service.

They are not used for other purposes and are normally installed directly by the owner or operator of the website. They can be broken down into:

- browsing or session cookies, that guarantee the normal browsing and use of the website (allowing, for example, to make a purchase or authenticate to access restricted areas); they are in fact necessary for the proper functioning of the website;
- analytics cookies, assimilated to technical cookies when used directly by the website operator to collect information, in aggregate form, on the number of users and how they visit the website, in order to improve the performance of the website;
- functional cookies, that allow the user to browse according to a series of selected criteria (for example, the language, the products selected for purchase) in order to improve the service rendered to the same. Prior user consent is not required for the installation of these cookies (more information in the paragraph “Management of cookies” below).

Profiling cookies

Profiling cookies are used to create user profiles and to send advertising messages in line with the preferences expressed by the same while browsing the internet.

Use of profiling cookies requires the consent of the user. Pursuant to Provision [no. 229 of 8 May 2014](#) the user must have the opportunity to authorise or refuse consent for the installation of profiling cookies should they be present.

In the case of third-party cookies, the website does not have direct control over individual cookies and cannot control them (it can neither install them directly nor delete them). You can still manage these cookies through your browser settings (follow the instructions below), or the sites listed in the “Management of cookies” section.

MANAGEMENT OF COOKIES

You can disable cookies on websites by downloading special software such as [Ghostery](#) for your browser and disabling the use of individual cookies. Or you can activate the “anonymous browsing” mode - it is a function that allows you to browse without leaving traces in the browser of browsing data. This function only allows to not maintain browsing data within the browser.

Alternatively, you can disable/delete cookies by accessing the settings panel of your browser.

ACCEPTANCE AND WAIVER OF COOKIES

By continuing to browse this website, closing the information folder or clicking anywhere on the page or scrolling to highlight further content, you accept the Cookie Policy and cookies are set and collected. Should cookies not be accepted through leaving the website, any cookies already registered locally in your browser will remain registered but will no longer be read or used by us until you accept the Policy. You will always be able to remove such cookies at all times using the above-mentioned methods.