

INFORMATION ON THE TREATMENT OF PERSONAL DATA OF CUSTOMERS ONLINE PURSUANT TO REGULATION (EU) 2016/679 ("GDPR")

HOLDER OF THE TREATMENT

Hitaly Srl, via dei Palissandri, 8, 86039 Termoli (CB), Cod. Fisc. P.iva and Reg.Imp. No. 01816930703

E-mail: a.acunzo@hitaly.top

PERSONAL DATA PROCESSED

Personal data. Contact details. Data concerning the details of purchases. Navigation data (see Cookie Policy which can be accessed from the link in the sidebar at the bottom of the page)

PURPOSE OF THE PROCESSING

Purchase of goods or services online

Registration at www.hitaly.top; adherence to any loyalty and / or data registration programs in the Company's CRM

Activation of any additional services requested

Participation in competitions, events, prize operations, loyalty programs, online initiatives and on social media.

LEGAL BASIS OF THE TREATMENT

Execution of a contract of which you are part

DATA RETENTION PERIOD

Contract duration and, after termination, for the ordinary limitation period of 10 years.

Fulfill obligations under applicable regulations and national and supranational legislation.

Need to fulfill legal obligations

Duration prescribed by law (10 years for administrative and accounting requirements)

If necessary, to ascertain, exercise or defend the rights of the Data Controller in court

Legitimate interest (legal protection)

In the case of litigation, for the entire duration of the same, until the deadlines for appeals can be exhausted.

Extrajudicial debt recovery

Legitimate interest (legal protection)

In the case of litigation, for the entire duration of the same, until the deadlines for appeals can be exhausted.

Direct marketing purposes: by way of example, sending - with automated contact methods (such as sms, mms, e-mails, social networks, instant messaging apps, push notifications)

and traditional (such as calls with operator and traditional mail) - of promotional and commercial communications relating to services / products offered by the Company or reporting of corporate events, as well as detection of the degree of customer satisfaction, carrying out market surveys and statistical analysis.

Consent (optional and revocable at any time).

Personal data and contact details: until consent is revoked

Data concerning the details of purchases: 7 years from the collection of each data

Profiling purposes: analysis of your preferences, habits, behaviors, interests also through the installation of cookies (eg, navigation analysis, monitoring of selected products and virtual shopping cart ... see Cookie Policy which can be accessed from the link in the sidebar at the bottom of the page) in order to send personalized commercial communications / targeted promotional actions / offers and services appropriate to your needs / preferences.

Consent (optional and revocable at any time).

Personal data and contact details: until consent is revoked

Data concerning the details of purchases: 7 years from the collection of each data

Once the aforementioned storage terms have expired, the Data will be destroyed, erased or made anonymous.

OBLIGATORY OF PROVIDING DATA

The personal and contact details are mandatory for the stipulation of contractual relationships.

Regarding the navigation data, see Cookie Policy which can be accessed from the link in the sidebar at the bottom of the page

DATA ADDRESSEES

The data can be processed by external parties acting as autonomous holders such as, for example, the authorities and supervisory and control bodies. All the subjects that offer electronic payment services on their circuits are also autonomous owners.

The data may also be processed, on behalf of the Company, by external parties designated as managers, to whom appropriate operating instructions are given. These subjects are essentially included in the following categories:

- companies offering e-mail services;
- companies that offer services instrumental to the pursuit of the purposes indicated in this disclosure (media agency, IT suppliers, shippers ...);
- companies that offer support in carrying out market studies.

SUBJECTS AUTHORIZED FOR TREATMENT

The data may be processed by employees of company departments appointed to pursue the aforementioned purposes, which have been expressly authorized for processing and which have received adequate operating instructions.

TRANSFER OF PERSONAL DATA IN COUNTRIES NOT BELONGING TO THE EUROPEAN UNION

There are no data transfers outside the European Union

RIGHTS OF THE INTERESTED PARTY - CLAIM TO THE CONTROL AUTHORITY

Contacting Hitaly S.r.l. via dei Palissandri, 8 - 86039 Termoli (CB), via e-mail at a.acunzo@hitaly.top the interested parties can ask the owner to access the data concerning them, their cancellation, the correction of inaccurate data , the integration of incomplete data, the limitation of processing in the cases provided for by art. 18 GDPR, as well as the opposition to the processing in the hypotheses of legitimate interest of the owner.

Furthermore, if the treatment is based on consent or on the contract and is carried out with automated tools, the interested parties have the right to receive the data in a structured format, commonly used and automatically readable, as well as, if technically feasible , to transmit them to another holder without impediment.

Interested parties have the right to revoke the consent given at any time for marketing and / or profiling purposes, as well as to oppose the processing of data for marketing purposes, including profiling related to direct marketing. The possibility remains for the interested party who prefers to be contacted for the aforementioned purpose exclusively through traditional methods, to express his opposition only to receiving communications through automated means.

Interested parties have the right to lodge a complaint with the competent control authority in the Member State in which they habitually reside or work or of the State in which the alleged violation occurred.