

INTRODUCTION

By means of this document ("Policy"), the Data Controller, as defined below, informs you about the purposes and methods of the processing of your personal data and your rights established by the European Union GDPR 2016/679 Regulation.

This Policy may be integrated by the Data Controller if any additional services requested may result in further treatment.

This information is limited to the website you have consulted and not to other websites that may be consulted via a hyperlink.

The Data Controller informs you that, as a result of consulting and browsing this website, the company comes into possession of personal data (i.e. any information concerning an identified or identifiable natural person) related to navigation.

Therefore, in full compliance with the principles of fairness, lawfulness and transparency, the Data Controller provides the following information.

1. DATA CONTROLLER

Farmacia Della Cicogna S.R.L. (CF. 02397271202), with head office in San Lazzaro Di Savena (BO) Via Emilia 237, Italy, e-mail: assistenza@farmaciadellacicogna.it, phone number: 051.462030.

2. TYPED OF DATA PROCESSED.

The Data Controller processes personal identification data related to the navigation and browsing of our portal (name, surname, e-mail, address, telephone number, IP address, operating system, browser type and version).

These data are provided voluntarily by the User for the purposes listed below and essentially to enable him/her to obtain information or clarification, to conclude a contract or to receive a quote.

The data controller could also process data subjects' data to send newsletters and profiling. In this case, it's mandatory to obtain the previous consent of them.

The Data Controller is not in possession of any of your sensitive data (or data belonging to special data categories pursuant to art. 9 of the Regulation) or any biometric, genetic, or judicial data.

Users are therefore urged not to divulge them and to go directly to the pharmacy.

Concerning payment data, the data controller merely receives from the digital payment companies and institutions handling credit card payments return information regarding the status related to the latter (successful/rejected). All prepaid card or credit card details are stored by the entities operating the relevant service, which are not authorized to use personal data received through this website for other purposes. These entities are autonomous Data Controllers.

The data will be processed in accordance with the principles of purpose limitation, data minimisation, accuracy, storage limitation, relevance, non-excessiveness, and protection of confidentiality.

3. PURPOSE AND LEGAL BASIS.

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USERS.

1. Use of the Site.

The processing of personal data is necessary to find the preliminary information for the conclusion of a contract with the data controller.

As a result of your request for information - submitted by filling out the contact form - the owner will become aware of the data you entered, which will be processed to provide you with the requested information and/or to make an appointment.

It will also be possible to create a profile within our site, through the registration procedure.

The legal basis, in both cases, is the execution of a contractual relationship.

Users are urged not to disclose unnecessary information such for example, health-related data.

Where these are shared, the legal basis for processing is Article 9(e), i.e., when the processing concerns personal data made manifestly public by the data subject.

Nature of conferment: Mandatory - Failure to provide data will make it impossible for the data controller to follow up on your pre-contractual/contractual requests and/or allow you to register with our website.

It will, however, be possible to get in touch with the holder using the other contact details on the site such as telephone numbers or email.

Method of Processing: The processing is carried out, mainly, with computerized tools.

The data are not subject to automated decisions.

Retention period: Personal data will be processed to respond to your request, after which the data will not be retained unless a contract is entered into in which case the data will be retained for ten years, the ordinary limitation period.

On the other hand, regarding the creation of a profile within the website, the data will be retained until you proceed to delete your account.

In any case, the owner will delete the data after two years have passed with no interaction on the website and/or no new accesses.

2. Conclusion of a contract.

On our website, it will be possible to purchase some products (only supplements and cosmetics, not drugs). In that case, we will need some information to allow the order to be placed and the contract to be finalized.

The data will also be processed for possible invoicing and to fulfill legal obligations.

The legal basis is the execution of a contractual relationship and fulfillment of legal obligations regarding billing and accounting.

Nature of provision: Mandatory - Failure to provide data will result in the impossibility of concluding the contract. It will, however, be possible to get in touch directly with the owner using the contact details on the site.

Method of Processing: The processing is carried out, mainly, with computerized tools. The data are not subject to automated decisions.

Retention period: Personal data will be kept for 10 years in fulfillment of legal obligations and internal documentation.

3. Fidelity card.

If requested, the holder will issue a fidelity card that will allow you to get discounts on your next purchases.

We will only take into account the volume of spending and not individual products purchased.

The legal basis for processing is the performance of a contractual relationship.

Nature of provision: The provision of data is optional. Where you are not interested in obtaining our fidelity card, you will still be able to make purchases on our site, ask for information, or simply take a look at our products.

Method of Processing: The processing is carried out, mainly, with computerized tools.

Retention Period: Personal data will be retained for 2 years from the last purchase made. We will retain your data, when purchases are made, according to the obligations of keeping tax and accounting records.

4. Profiling.

With the data subject's consent, we will carry out profiling activities, understood as observing the purchasing habits of the products on our site.

Why do we do this? Both to improve ourselves and to forward your communications in line with your preferences.

What data will we collect for this purpose? First name, last name, products purchased, date, and frequency of purchase.

The provision of data is optional. Without your prior consent, we will not keep track of this data.

Failure to consent will have no consequences, you will still be able to finalize your order or ask us for information.

You will always be able, however, to revoke your prior consent by writing us an email or contacting us in any way.

It will also be your right to request the deletion of the data we have stored following this privacy policy.

Method of Processing: The processing is carried out, mainly, with computerized tools.

No fully automated decisions will be made.

Retention Period: Personal data will be kept for 2 years from the last purchase made. After this period has elapsed, we will provide for the elimination of data related to purchasing habits; however, we will retain the information related to the purchase made, as resulting from the fiscal and/or accounting documentation. In this case, we will keep your data for as long as required by law (maximum 10 years).

5. Navigation data

The computer systems and software procedures used to operate this website acquire, during their normal operation, some personal data whose transmission is implicit in the Internet Communication Protocols.

This information is not collected to be associated with identified interested parties, but by its very nature could, through processing and association with data held by third parties, allow users to be identified.

This category of data includes the IP addresses or domain names of the computers used by users connecting to the site, the URI (Uniform Resource Identifier) addresses of the resources requested, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response given by the server (successful, error, etc.) and other parameters relating to the user's operating system and computer environment.

These data are used only to obtain anonymous statistical information on the use of the site and to check its correct functioning; they are deleted immediately after processing. The data could be used to ascertain responsibility in the event of hypothetical computer crimes to the detriment of the site: except for this possibility, at present the data on web contacts do not persist for more than seven days.

The data provided will be processed for the following purposes: site maintenance, illegal use of the site, anonymous statistical analysis of site use.

The legal basis of such processing is the legitimate interest.

Nature of data provision: Mandatory - Failure to provide data will make it impossible for the company to provide the web service provided.

Storage period for personal data: Data are stored for 7 days.

6. Blog

If you decide to review one of our products, you can enter your first and last name and this will be visible to other users.

The legal basis for processing is the performance of a contractual relationship.

The data will be kept until you delete the review.

The provision of data is optional.

We will not use this data in any way except to allow you to publish your comment.

7. Social Plug-in

Social media pages.

When a user uses the Page administered by the Data Controller, Facebook ("Social Media") collects information such as the types of contents viewed or interacted with, the actions performed as well as information about the devices used (IP addresses, operating system, browser type, language settings, cookie data).

By linking to the Facebook page via the website, information and data will be transmitted to the social platform.

Therefore, below, we will briefly outline how the data is acquired and provide information on how to find out how the social page processes the data.

Page Insights are aggregated statistics created from certain events recorded by Facebook's servers when users interact with pages and the content therein.

As explained in Facebook's Privacy Policy, this social media also collects and uses information to provide statistical data collection services called Page Insights to pages administrators to enable them to understand how people interact with the content on their pages.

Details of the processing carried out by Facebook are available at the following link:

<https://www.facebook.com/privacy/explanation>

Details of the personal data processed for Insights are available at the following link:
https://www.facebook.com/legal/terms/information_about_page_insights_data

Details of the cookies used by Facebook can be found at the following link:

<https://www.facebook.com/policies/cookies/>

The co-ownership agreement, (https://www.facebook.com/legal/terms/page_controller_addendum, between the owner and Facebook, covers the creation of these events and their aggregation in Insights on the Page provided to each administrator.

The legal basis for the processing is the legitimate interest of the Data Controller, Art. 6(1)(f) of the GDPR. Therefore, the acquisition of your prior consent to the processing is not necessary.

The LinkedIn privacy policy, instead, can be found at this address:

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

If you do not want to pass on data to Facebook or other social media, please do not click on the relevant social buttons.

Nature of data provision: Mandatory - Failure to provide the requested data will make it impossible for the Owner to provide services through the Page published on Facebook.

Period of storage of personal data: The data collected will be processed for the time strictly necessary for the fulfilment of the above-described purposes as specified in the above-mentioned policies.

Method of processing: The data will be processed with computer tools by the Joint-Data Controller Facebook..

8. WhatsApp.

It will be possible to write to the Pharmacy via the WhatsApp button on our website.

In this case, we invite you to log on and read the privacy policy of the messaging application to find out how your data will be processed: https://www.whatsapp.com/legal/privacy-policy-eea/?locale=it_IT.

9. Newsletters.

With the consent of the data subject, we will send you newsletters with promotional communications having as an object the products on our website.

The newsletter will be sent to the e-mail you enter on the site.

The provision of data is optional. Without your prior consent, we will not keep track of this data. Failure to give consent will have no consequences.

Consent is the legal basis for processing.

You will always be able, however, to revoke your prior consent by writing us an e-mail or contacting us in any way.

It will also be your right to request the deletion of the data we have stored following this privacy policy.

Method of Processing: The processing is carried out, mainly, with computerized tools.

Retention Period: Personal data will be retained until you ask us, freely and in any way to stop sending you newsletters.

4. DATA TRANSFER OUTSIDE EUROPE

Personal data are stored at the company's headquarters, therefore within the European Union as well as at the webhosting datacentre located in Europe.

5. DATA RECIPIENTS

The data may be made accessible for the purposes referred to in point 3 to the following categories of subjects:

- employees and collaborators, previously appointed as authorised processors, of the company;
- third party companies or other subjects (by way of example, companies that provide IT services or that deal with fulfilments related to invoicing) that carry out activities in outsourcing on behalf of the owner, in their capacity as external data processors.
- Website hosting company.

The data may also be communicated to all subjects to whom communication is mandatory by law for the fulfilment of the purposes set out in point 2. These subjects will process the data in their capacity as autonomous data controllers.

Your data will not be disclosed.

6. DATA SUBJECTS' RIGHTS.

Pursuant to the Privacy Code and Articles 15 et seq. of the Regulation, as concerned party in relation to the processing, you have the right to

Obtain confirmation of the existence or otherwise of personal data concerning him/her, even if not yet recorded, and their communication in intelligible form.

Obtain information on the origin of the personal data, the purposes and methods of processing, the logic applied in the event of processing carried out with the aid of electronic tools, the identity of the data controller and data processors, the subjects, or categories of subjects to whom the personal data may be communicated in their capacity as appointees.

Obtain the updating, rectification or, when interested, integration of data.

Obtain the deletion of data in the cases provided for by art. 17 EU Reg. 2016/679, the transformation into anonymous form or the blocking of data processed in violation of the law, including data whose retention is not necessary in relation to the purposes for which the data were collected or subsequently processed.

obtain the restriction of processing in the cases provided for by Article 18 EU Reg. 2016/679.

receive in a structured, commonly used, and machine-readable format the personal data concerning him/her and the right to transmit them to another Data Controller.

to object, in whole or in part, on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection.

object to the processing of personal data concerning him/her for the purposes of direct marketing, sending advertising or direct sales material or for carrying out market research or commercial communication.

to lodge a complaint with the Personal Data Protection Authority.

The exercise of the rights is not subject to any formal constraint and is free of charge.

To this end, you may apply directly to the Data Controller by sending an e-mail to: assistenza@farmaciadellacigogna.it.

7. SAFEGUARDS

The data controller takes appropriate technical and organisational security measures to prevent data loss, unlawful or incorrect use and unauthorised access. Moreover, the possibility of restoring - in the event of damaging events - the proper functioning of the site is ensured, as well as the protection of processed data.