

Privacy Policy di Microtech Retail S.r.l

This Website collects some Personal Data from its Users.

Titolare del Trattamento dei Dati:

In accordance with article 4 of regulation, the company is the owner of the processing of data relating its customers. For communications or requests, the company can be reached via mail at: amministrazione@microtech.store. Pursuant top articles 37 and following of the regulation the company has appointed a data protection manager (hereinafter the DPO), attainable at the email address: fabio.rifici@microtechsrl.com

Types of Data collected

Among the Personal Information collected by this Website, independently or through third parties, there are: email, cookies, usage data, geographical position, name, surname, telephone number, address, username, password, Fiscal Code, Match VAT, country, state, province, zip code, city, billing address, shipping address, house number and language.

Full details on each type of data collected are provided in the dedicated sections of this privacy policy or through specific information texts displayed before the data are collected. Personal Data may be freely provided by the User or, in the case of Usage Data, collected automatically during the use of this Website.

Unless otherwise indicated, all the Data requested by this Website are mandatory. If the User refuses to communicate them, it may be impossible for this Website to provide the Service. In cases where this Website indicates some Data as optional, Users are free to refrain from communicating such Data, without this having any consequence on the availability of the Service or on its operation.

Users who have doubts about which data are mandatory, can contact the owner.

Any use of Cookies - or other tracking tools - by this Website or by third party service providers used by this Website, unless otherwise specified, is intended to provide the Service requested by the User, in addition the additional purposes described in this document and in the Cookie Policy, if available.

The User assumes responsibility for the Personal Data of third parties obtained, published or shared through this Website and warrants that he has the right to communicate or disseminate them, freeing the Owner from any responsibility to third parties.

Mode and place of processing of collected data

Method of treatment

The Controller takes appropriate security measures to prevent unauthorized access, disclosure, modification or destruction of Personal Data.

Processing is carried out using IT treatments and / or telematic tools, with organizational methods and with logic strictly related to the purposes indicated. In addition to the owner, in some cases, may have access to the Data other parties involved in the organization of this Website, (administrative, commercial, marketing, legal, system administrators) or external subjects (as suppliers of third party technical services, postal carrier, hosting providers, IT companies, communication agencies) also appointed, if necessary, Data Processors by the Data Controller. The updated list of Managers can always be requested from the Data Controller.

Legal basis of the processing

The Holder processes Personal Data relating to the User in the event one of the following conditions exists:

- the User has given consent for one or more specific purposes; Note: in some jurisdictions the Owner may be authorized to process Personal Data without the User's consent or another of the legal bases specified below, as long as the User does not object ("opt-out") to this treatment. However, this is not applicable if the processing of Personal Data is regulated by European legislation regarding the protection of Personal Data;
- the processing is necessary for the execution of a contract with the User and / or the execution of pre-contractual measures;
- the processing is necessary to fulfill a legal obligation to which the Data Controller is subject;
- processing is necessary for the performance of a task carried out in the public interest or for the exercise of public authority vested in the Holder;
- processing is necessary for the pursuit of the legitimate interest of the owner or third parties.

In any case, it is always possible to ask the Owner to clarify the concrete legal basis of each treatment and in particular to specify whether the treatment is based on the law, provided for by a contract or necessary to conclude a contract.

Place

The Data are processed at the operational headquarters of the Data Controller and in any other place where the parties involved in the processing are located. For more information, contact the owner.

The User's Personal Data may be transferred to a country other than that in which the User is located. To obtain further information on the processing site, the User can refer to the section concerning the processing of Personal Data.

The User has the right to obtain information regarding the legal basis for the transfer of Data outside the European Union or to an international organization of public international law or consisting of two or more countries, such as ONU, as well as regarding the security measures taken by the Data Controller to protect the Data.

If one of the transfers described above takes place, the User can refer to the respective sections of this document or request information from the Data Controller by contacting him at the opening dates.

Retention period

The Data are processed and stored for the time required by the purposes for which they were collected.

Therefore:

- Personal Data collected for purposes related to the execution of a contract between the Owner and the User will be retained until the execution of the contract is completed.
- Personal Data collected for purposes related to the legitimate interest of the Data Controller will be retained until such interest is met. The User can obtain further information regarding the legitimate interest pursued by the Owner in the relevant sections of this document or by contacting the Data Controller.

When the processing is based on the consent of the User, the Data Controller may retain the Personal Data for a longer period until such consent is revoked. Furthermore, the Data Controller may be obliged to keep Personal Data for a longer period in compliance with a legal obligation or an order of an authority.



At the end of this period the Personal Data will be deleted. Therefore, at the end of this term the right of access, cancellation, rectification and the right to data portability can no longer be done.

Purposes of the processing of collected data

The Data concerning the User is collected to allow the Owner to provide its Services, as well as for the following purposes: Contacting the User, Payment Management, Interaction with external social networks and platforms, Location-based interactions, SPAM protection, Registration and authentication, Remarketing and behavioral targeting, Platform and hosting services and Statistics.

To obtain further detailed information on the purposes of the processing and on the Personal Data concretely relevant to each purpose, the User can refer to the relevant sections of this document.

Details on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

Contact the user

Mailing list or newsletter (this Website)

By registering with the mailing list or the newsletter, the User's email address is automatically added to a list of contacts to which email messages containing information, including commercial and promotional information, relating to this Website may be transmitted. User's email address could also be added to this list as a result of registering with this Website or after making a purchase.

Personal Data collected: email.

Payment management

The payment management services allow this Website to process payments by credit card, bank transfer or other instruments. The data used for payment are obtained directly by the payment service provider requested without being in any way handled by this Website.

Some of these services may also allow the sending of messages to the User, such as emails containing invoices or notifications regarding payment.

PayPal (Paypal)

PayPal is a payment service provided by PayPal Inc., which allows the User to make payments online.

Personal Data collected: various types of Data as specified in the privacy policy of the service.

Place of processing: Consult the Paypal privacy policy - Privacy Policy.

Interaction with social networks and external platforms

This kind of services allows interaction with social networks, or with other external platforms, directly from the pages of this Website.

The interactions and information acquired from this Website are in any case subject to the User's privacy settings relating to any social network.

If an interaction service with social networks is installed, it is possible that, even if the Users do not use the service, the same collect traffic data relating to the pages in which it is installed.

PayPal button and widget (Paypal)



The PayPal button and widget are services of interaction with the PayPal platform, provided by PayPal Inc.
Personal Data collected: Cookies and Usage Data.
Place of processing: Consult the Paypal privacy policy - Privacy Policy.

Like button and Facebook social widgets (Facebook, Inc.)

The “Like” button and Facebook social widgets are services of interaction with the social network Facebook, provided by Facebook, Inc.
Personal Data collected: Cookies and Usage Data.
Place of processing: United States - Privacy Policy- subject adhering to the Privacy Shield.

Protection from SPAM

This type of service analyzes the traffic of this Website, potentially containing Personal Data of Users, in order to filter it from parts of traffic, messages and contents recognized as SPAM.

Akismet (Automattic Inc.)

Akismet is a SPAM protection service provided by Automattic Inc.
Personal Data collected: various types of Data as specified in the privacy policy of the service.
Place of processing: United States - Privacy Policy.

Registration and authentication

By registering or authenticating the User allows the Application to identify it and give it access to dedicated services.

Depending on the following, the registration and authentication services may be provided with the help of third parties. If this happens, this application will be able to access some data stored by the third party service used for registration or identification.

Direct registration (this Website)

The User registers by filling in the registration form and providing his Personal Data directly to this Website.
Personal Data collected: ZIP code, city, Fiscal Code, surname, email address, billing address, shipping address, language, country, name, house number, telephone number, VAT number, password, province, state and username.

Statistica

The services contained in this section allow the Data Controller to monitor and analyze traffic data and are used to keep track of User behavior.

Google Analytics (Google Inc.)

Google Analytics is a web analytics service provided by Google Inc. (“Google”). Google uses Personal Information collected for the purpose of evaluating the use of this Website, compiling reports and sharing them with other services developed by Google.

Google may use the Personal Data to contextualise and personalize the advertisements of its advertising network.

Personal Data collected: Cookies and Usage Data.

Place of processing: United States - Privacy Policy - Opt Out. Person adhering to the Privacy Shield.



Tracking conversions of Google AdWords (Google Inc.)

Google AdWords Conversion Tracking is a statistics service provided by Google Inc. that links data from the Google AdWords ad network with the actions performed within this Website.

Personal Data collected: Cookies and Usage Data.

Place of processing: United States - Privacy Policy. Person adhering to the Privacy Shield.

Platform and hosting services

These services have to host and operate key components of this Website, making it possible to provide this Website from a single platform. These platforms provide the Owner with a wide range of tools such as, for example, analytical tools, for managing user registration, for managing comments and databases, for e-commerce, for processing payments, etc. The use of such tools involves the collection and processing of Personal Data. Some of these services work through geographically dispersed servers in different locations, making it difficult to determine the exact location where Personal Data is stored.

WordPress.com (Automattic Inc.)

WordPress.com is a platform provided by Automattic Inc. that allows the Owner to develop, operate and host this Website.

Personal Data collected: various types of Data as specified in the privacy policy of the service.

Place of processing: United States - Privacy Policy.

Sale of goods and services online

The Personal Data collected is used for the provision of services to the User or for the sale of products, including payment and any delivery. The Personal Data collected to complete the payment may be those relating to the credit card, the bank account used for the transfer or other payment instruments provided. Payment details collected from this Website depend on the payment system used.

User Rights

Users may exercise certain rights with reference to the Data processed by the Data Controller.

In particular, the User has the right to:

- **withdraw consent at any time.** The User can withdraw consent to the processing of their Personal Data previously expressed.

- **oppose the processing of your data.** You may object to the processing of your data when it occurs on a legal basis other than consent. Further details on the right of opposition are indicated in the section below.

- **access your data.** The User has the right to obtain information on the Data processed by the Data Controller, on certain aspects of the processing and to receive a copy of the Data processed.

- **verify and request correction.** The User can verify the correctness of his Data and request its updating or correction.

- **obtain treatment limitation.** When certain conditions are met, the User may request the limitation of the processing of their Data. In this case, the Data Controller will not process the Data for any other purpose other than their conservation.

- **obtain the cancellation or removal of their Personal Data.** When certain conditions are met, the User can request the cancellation of their Data by the Owner.

- **receive your data or have it transferred to another holder.** You have the right to receive your data



in a structured format, commonly used and readable by automatic device and, where technically feasible, to obtain the transfer without hindrance to another holder. This provision is applicable when the Data are processed with automated tools and the processing is based on the User's consent, on a contract of which the User is a party or on contractual measures connected to it.

• **propose a complaint.** The User can lodge a complaint with the competent personal data protection authority or act in court.

Details on the right of opposition

When Personal Data is processed in the public interest, in the exercise of public authority to which the Holder is invested or to pursue a legitimate interest of the Owner, Users have the right to oppose the processing for reasons related to their particular situation.

Users are reminded that, if their data are processed for direct marketing purposes, they can oppose the processing without providing any reasons. To find out if the Owner deals with data for direct marketing purposes, Users can refer to the respective sections of this document.

How to exercise the rights

To exercise the rights of the User, Users can direct a request to the contact details of the Owner indicated in this document. The requests are deposited free of charge and processed by the Owner as soon as possible, in any case within a month.

More information on treatment

Defense in court

The User's Personal Data may be used by the Owner in court or in the preparatory stages of its possible establishment for the defense against abuse of the use of this Website or the related Services by the User. The User declares to be aware that the Data Controller may be obliged to disclose the Data by order of the public authorities.

Specific information

At the request of the User, in addition to the information contained in this privacy policy, this Website may provide the User with additional and contextual information regarding specific Services, or the collection and processing of Personal Data.

System logs and maintenance

For needs related to operation and maintenance, this Website and any third parties services used by it may collect System Logs, which are files that record the interactions and that may also contain Personal Data, such as the User IP address.

Information not contained in this policy

Further information in relation to the processing of Personal Data may be requested at any time to the Data Controller using the contact details.

Response to "Do Not Track" requests

This Website does not support "Do Not Track" requests.

To find out if any third-parties services used support them, the User is invited to consult their respective privacy policies.

Changes to this privacy policy



The Data Controller reserves the right to make changes to this privacy policy at any time by informing Users on this page and, if possible, on this Website as well as, if technically and legally feasible, by sending a notification to Users through one of the contact details held by the Holder. Please therefore consult this page regularly, referring to the date of the last modification indicated at the bottom.

If the modifications concern treatments whose legal basis is consent, the Controller will collect the User's consent again, if necessary.

Definitions and legal references

Dati Personali (o Dati)

It constitutes personal data any information that, directly or indirectly, also in connection with any other information, including a personal identification number, makes a physical person identified or identifiable.

Usage Data

This information is collected automatically through this Website (also from third parties applications integrated into this Website), including: IP addresses or domain names of the computers used by the User that connects to this Website, the addresses in URI (Uniform Resource Identifier) notation, the time of the request, the method used in forwarding the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response from the server (good order, error, etc. .) the country of origin, the characteristics of the browser and the operating system used by the visitor, the various temporal connotations of the visit (for example the time spent on each page) and the details relating to the itinerary followed within the Application, with particular reference to the sequence of the pages consulted, to the parameters relating to the operating system and the IT environment of the User.

User

The person who uses this Website that, unless otherwise specified, coincides with the interested person.

Interested

The natural person to whom the Personal Data refers.

Data Processor (or Manager)

The natural person, legal person, public administration and any other entity that processes personal data on behalf of the Owner, as set out in this privacy policy.

Data Controller (or Holder)

The natural or legal person, public authority, service or other body which, individually or together with others, determines the purposes and means of the processing of personal data and the tools adopted, including the security measures related to the operation and use of this Website. The Data Controller, unless otherwise specified, is the owner of this Website.

This Website (or this Application)

The hardware or software tool through which the Personal Data of Users are collected and processed.

Service

The Service provided by this Website as defined in the relevant terms (if any) on this website / application.



Unione Europea (o UE)

Salvo ove diversamente specificato, ogni riferimento all'Unione Europea contenuto in questo documento si intende esteso a tutti gli attuali stati membri dell'Unione Europea e dello Spazio Economico Europeo.

Cookie

Small portion of data stored in the User's device.

Legal references

This privacy statement is drawn up on the basis of multiple legislative systems, including articles 13 and 14 of Regulation (EU) 2016/679.

Unless otherwise specified, this privacy statement applies exclusively to this Website.



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