

# Termini e condizioni

## Descrizione

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Information for the processing of personal data of users

Updated to 24 May 2018

Giuliano Ladolfi Editore srl. (Hereinafter “Ladolfi Editore”) as data controller wishes to inform users (the “Users”) of the website [www.atelierpoesia.it](http://www.atelierpoesia.it) (the “Site”) about the processing of personal data supplied to Ladolfi Editore, as required by Legislative Decree no. 196/2003 (the “Privacy Code”) and the new European Regulation no. 679/2016 concerning the protection of personal data (the “Privacy Regulation”).

### 1. Owner and responsible for processing

The Data Controller is Giuliano Ladolfi Editore srl, with registered office in Corso Roma 168 – 28021 Borgomanero (NO) and can be contacted at the following email address: [ladolfi.editore@gmail.com](mailto:ladolfi.editore@gmail.com)  
The complete list of data processors is available upon request. written request sent to the email address indicated above.

### 2. Personal data collected

Ladolfi Editore treats, in accordance with this privacy statement, the data provided by Users, including

- a) the personal and contact data provided when creating an account on the Site;
- b) data relating to purchases made through the Website;
- c) navigation data relating to the use of the services offered through the Website collected through cookies in accordance with the information on cookies available below (paragraph 12)
- d) the data provided in case of request for information and assistance.

There are no data on health and in general particular categories of personal data pursuant to Article 9 of the European Privacy Regulation. The data of minors will be processed according to the procedures described in paragraph 8 below.

The above data are processed only to the extent to which they are necessary to achieve the purposes described in paragraph 4 of this statement.

### 3. Methods of data processing

The User’s personal data are processed with the support of electronic and / or paper means and are protected by appropriate security measures to guarantee the confidentiality and security of personal data.

In particular, Ladolfi Editore adopts appropriate organizational and technical measures to protect the personal data in its possession against loss, theft, as well as the use, disclosure or unauthorized modification of personal data.

Ladolfi Editore proceeds to the anonymization of personal data and the removal of identification data if there is no need to process personal data in an identifiable form for the purposes of treatment and at the expiry of the retention period indicated in paragraph 10 below.

#### 4. Purposes of the treatment

The purposes for which the User is required to provide Ladolfi Editore with their personal data are as follows:

- a) allow the User to register on the Site by creating a personal account and using the services made available through the Website, including the activities of participation in online courses, prize competitions and customer support services and asserting and defending the rights towards the User and third parties (hereafter referred to as “Contractual Purposes”);
- b) comply with any legal and regulatory obligations (hereinafter referred to as “Purpose of the Law”);
- c) with the prior consent of the User, to send newsletters and commercial communications, through traditional and remote means of communication including emails, SMS, MMS, social networks, instant messages, mobile applications, banners, fax, mail and telephone, for the promotion and / or sale of products and / or services marketed by Ladolfi Editore and for surveys of customer satisfaction (“Ladolfi Editore Marketing Purpose”);
- e) with the prior consent of the User, to send commercial communications according to the methods described in points c) and d) that take into account the preferences, characteristics and consumption habits of Users or perform analyzes based on the characteristics indicated above (“Profiling Purpose”);
- f) in the event that the User has consented to the processing of his data for the Marketing Purposes of Ladolfi Editore, send newsletters and communications relating to products and services marketed by Ladolfi Editore via email, SMS with a frequency not exceeding 3 communications per week to Users identified solely on the basis of non-invasive categories to which they belong, such as, the type of books of interest and the possible opening of previous newsletters received (“Legality of Legitimate Interest of Marketing”); is
- g) carry out activities functional to the sale of a company and business unit, acquisitions, mergers, demergers or other transformations and for the execution of such operations (“Legitimate Business Interest Intent”).

#### 5. Legal basis of the processing

The processing of personal data for Contractual Purposes is mandatory as necessary for the purposes of registration, the performance of the activities referred to in the Conditions of Sale of the Site, the purchase of products online and for the use of specific services offered through the Site. The provision of personal data for the purposes of the law is mandatory as required under applicable laws. In the event that the User does not want his personal data to be processed for these purposes it will not be possible for him / herself to use the Website and the services made available through it.

The processing of personal data for the Marketing Purposes of Ladolfi Editore, is optional and subject to the prior consent of the User. Failure to provide consent will make it impossible for Ladolfi Editore to keep the User updated on new products or services, promotions, personalized offers, as well as to carry out market surveys and to send communications or other informative material that may be in line with their interests.

The treatment for the purposes of legitimate marketing interests is functional to the pursuit of a legitimate interest of Ladolfi Editore adequately balanced with the interests of the Users in light of the limits imposed on this treatment illustrated in paragraph 4 f).

The treatment for the purposes of legitimate business interests is carried out for the pursuit of the legitimate interest of Ladolfi Editore and its counterparties to the performance of the economic operations indicated therein pursuant to article 6, letter f) of the Privacy Regulation, adequately balanced with the interests of the Users as the processing takes place within the limits strictly necessary for the execution of these operations.

## 6. Scope of communication and dissemination of data

Ladolfi Editore, for the purposes referred to in paragraph 4 may communicate the data of the Users, strictly necessary for each type of treatment, to the following categories of subjects:

- a) to the collaborators, employees and suppliers of Ladolfi Editore, as part of their duties and / or any contractual obligations with them, concerning the commercial relationships with the Users;
- b) to subcontractors and / or subcontractors engaged in activities related to the execution of the services and products offered by Ladolfi Editore;
- c) to legal, administrative and fiscal consultants within the limits necessary or functional for carrying out the activities of Ladolfi Editore, in the manner and for the purposes illustrated above;

The User's personal data will not be disclosed.

## 7. Personal data are transferred abroad

Personal data may be freely transferred outside the national territory to countries located in the European Union, but could also be transferred outside the European Union and in particular in the United Kingdom and the United States. Any transfer of the User's personal data in countries located outside the European Union will, in any case, take place in compliance with the appropriate and appropriate guarantees for the purpose of the transfer in accordance with the applicable legislation and in particular with Article 44 of the Privacy Code and articles 45 and 46 of the Privacy Regulation.

## 8. Children under 18

The site is not aimed at individuals under the age of 18. Ladolfi Editore does not collect and knowingly process the personal data of minors under the age of 18 who may use the Website.

## 9. Rights of Users

The User may, at any time and for free (a) obtain confirmation of the existence or not of data concerning him and have communication thereof; (b) know the origin of the data, the purposes of the processing and its methods, as well as the logic applied to the processing carried out through electronic tools; (c) request the updating, correction or – if interested – integration of data; (d) obtain cancellation, transformation into anonymous form or blocking of data that may be processed in violation of the law, as well as to oppose, for legitimate reasons, processing; (e) object, in whole or in part, to the processing of data concerning him for the purposes of direct marketing carried out through automated methods and / or traditional methods; (f) revoke, at any time, the consent to the processing of data, without prejudice in any way to the lawfulness of the treatment based on the consent given prior to the revocation.

In addition to the rights listed above, the User may benefit from the rights referred to in paragraph 10, letter. b) of this information.

At any time the User can exercise the above rights, change the contact details, notify Ladolfi Editore any updates to their data, request the removal of their personal data communicated by third parties, or to obtain further information about the use [ladolfi.editore@gmail.com](mailto:ladolfi.editore@gmail.com) ” by Ladolfi Editore of their personal data, contacting Ladolfi Editore at [ladolfi.editore@gmail.com](mailto:ladolfi.editore@gmail.com)

## 10. Provisions pursuant to the Privacy Regulations

The following provisions will become effective as of May 25, 2018, as a consequence of the beginning of the effectiveness of the Privacy Regulations.

a) Term of conservation of personal data: Ladolf Editore will keep personal data for the period necessary to satisfy the purposes for which they were collected in accordance with paragraph 2 above. In any case, the following retention periods apply to the processing of personal data for the following purposes:

? the data collected for the Contractual Purposes referred to in paragraph 4, lett. a) are kept for the entire duration of the contract and for the 10 years following the expiration of the same for defense purposes and / or to claim a right of Ladolfi Editore in court and / or out-of-court in case of disputes related to the execution of the contract;

? the data collected for the purposes of the law referred to in paragraph 4, lett. b) are kept for a period equal to the duration prescribed for each type of data by law;

? the data collected for the Marketing Purposes of Ladolfi Editore as per paragraph 4, lett. c) are kept for a period equal to the entire duration of the User's registration to the Site through their account and / or to the use of the service offered through the Website, as well as for the 2 years following the end, deactivation and / or cancellation of the same;

? the data collected for the Third Party and Profiling Marketing Purposes referred to in paragraph 4, lett. d) and e) are kept for a period of 12 months from collection;

? the data collected for the purposes of legitimate marketing interest pursuant to paragraph 4, lett. f) are kept for a period equal to the entire duration of the User's registration to the Site, through their account and / or to participation in the online course, in the competition and / or use of the service offered through the Website, as well as for a two years after the end, deactivation and / or cancellation of the same;

? the data collected for the purpose of legitimate business interest pursuant to paragraph 4, lett. g) are kept for a period of 10 years from the time of collection.

Once the terms indicated above have elapsed, the User's data may be deleted, anonymised and / or aggregated.

b) Additional rights: the User may at any time, in the manner referred to in paragraph 9 above, (a) request the limitation of the processing of personal data in the event that (i) context the accuracy of personal data; the period necessary to verify the accuracy of such personal data; (ii) the processing is unlawful and the User opposes the deletion of personal data and requests instead that its use be limited; (iii) although Ladolfi Editore no longer needs it for processing purposes, personal data are necessary for the User to ascertain, exercise or defend a right in court; (iv) the User has opposed the treatment pursuant to art. 21, paragraph 1, of the Privacy Regulation pending verification of the possible prevalence of the legitimate reasons of the data controller with respect to those of the interested party; (b) oppose at any time the processing of personal data, except in cases where Ladolfi Editore is the holder of a legitimate overriding reason; (c) request cancellation of personal data concerning him without undue delay; (d) obtain the portability of personal data concerning him; (e) propose a complaint to the Data Protection Authority where the conditions exist.

## 11. Changes and updates

This information is valid from the date indicated in its header. Ladolfi Editore may also make changes and / or additions to this information, also as a consequence of any subsequent changes and / or regulatory additions to the Privacy Regulations.

[ladolfi.editore@gmail.com](mailto:ladolfi.editore@gmail.com) ">If the User has any doubts, comments or complaints about how to collect or use his personal data, please contact Ladolfi Editore at [ladolfi.editore@gmail.com](mailto:ladolfi.editore@gmail.com)

## 12. What are cookies

Cookies are small text files that the sites visited by users send to their terminals, where they are stored to be re-transmitted to the same sites during subsequent visits. Cookies are used for different purposes, have different characteristics, and can be used either by the owner of the site you are visiting, or by third parties.

Below you will find all the information on cookies installed through this site, and the necessary instructions on how to manage your preferences regarding them.

#### Cookies used by this site

The use of cookies by the owner of this site, company Giuliano Ladolfi Editore s.r.l. based in Borgomanero (NO) in Corso Roma 168, is part of its Privacy Policy; for all the information required by art. 13 of the Privacy Code click [here](#).

#### Technical cookies that do not require consent

Cookies relating to activities that are strictly necessary for the operation of the site and the provision of the service. Cookies related to the activities of saving preferences and optimization. Statistical cookies used directly by the site operator to collect information in aggregate form. All technical cookies do not require consent, so they are installed automatically as a result of access to the site. Cookies for which consent is required All cookies other than the aforementioned technical cookies are installed or activated only following the consent given by the user the first time they visit the site. The consent can be expressed in a general way, interacting with the banner of brief information on the landing page of the site, according to the methods indicated in this banner (closing the banner, or clicking on the OK button, scrolling the page or clicking on any its element); or it can be provided in a selective manner, according to the methods indicated below. This consensus is tracked on the occasion of subsequent visits. However, the user always has the possibility of revoking all or part of the consent already expressed.

#### Cookies for which consent is required

All cookies other than the aforementioned technical cookies are installed or activated only following the consent given by the user the first time they visit the site. The consent can be expressed in a general way, interacting with the banner of brief information on the landing page of the site, according to the methods indicated in this banner (closing the banner, or clicking on the OK button, scrolling the page or clicking on any its element); or it can be provided in a selective manner, according to the methods indicated below. This consensus is tracked on the occasion of subsequent visits. However, the user always has the possibility of revoking all or part of the consent already expressed.

#### Advertising profiling cookies managed directly by the site owner

The site owner uses advertising profiling cookies to send advertising, promotions and commercial offers in line with the preferences expressed by the user while browsing. For all the information required by art. 13 of the Privacy Code click [here](#). You can express your consent to the use of these cookies by closing this page or by going to another page of the site.

## Cookies managed by third parties

Through this site are also installed cookies managed by third parties. You will find below some indications, and a link to the privacy policy and to the consent form of each of them. For all you can express your consent by closing this page or by going to another page of the site.

## Social network cookies

They are used for sharing content on social networks. You will find below the name of the third parties that manage them, and for each of them the link to the page where you can receive information on the treatment and express your consent.

<http://www.addthis.com/privacy/privacy-policy> ">Addthis: <http://www.addthis.com/privacy/privacy-policy>

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

<https://www.instagram.com/legal/cookies/> ">Instagram: <https://www.instagram.com/legal/cookies/>

[https://www.linkedin.com/legal/cookie\\_policy](https://www.linkedin.com/legal/cookie_policy) ">LinkedIn: [https://www.linkedin.com/legal/cookie\\_policy](https://www.linkedin.com/legal/cookie_policy)

<https://policy.pinterest.com/it/cookies> ">Pinterest: <https://policy.pinterest.com/it/cookies>

<https://support.twitter.com/articles/20170519> ">Twitter: <https://support.twitter.com/articles/20170519>

[https://www.google.it/intl/it/policies/privacy/Google Plus](https://www.google.it/intl/it/policies/privacy/Google%20Plus) ">Youtube: [https://www.google.it/intl/it/policies/privacy/Google Plus](https://www.google.it/intl/it/policies/privacy/Google%20Plus)

## Statistical cookies

They are used by third parties, also in disaggregated form, for the management of statistics. You will find below the name of the third parties that manage them, and for each of them the link to the page where you can receive information on the treatment and express your consent.

Google Analytics: <http://www.google.it/intl/it/policies/>

Aruba stats: <https://www.aruba.it/domini/contratti/arubapolicyprivacy.aspx>

Remember that you can manage your cookie preferences even through the browser.

If you do not know the type and version of browser you are using, click on "Help" in the browser window at the top, where you can access all the necessary information. If you know your browser, click on the one you are using to access the cookie management page.

Internet Explorer <http://windows.microsoft.com/it-it/windows7/block-enable-or-allow-cookies>

Google Chrome <https://support.google.com/accounts/answer/61416?hl=en>

Mozilla Firefox <https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie>

Safari [https://support.apple.com/kb/PH19214?locale=it\\_IT](https://support.apple.com/kb/PH19214?locale=it_IT)

Further information on cookies can be found at the following websites:

[www.allaboutcookies.org](http://www.allaboutcookies.org)

[www.youronlinechoices.eu](http://www.youronlinechoices.eu)

**Data di creazione**

Settembre 2, 2014

**Autore**

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