

PRIVACY POLICY

Your data protection is extremely important for us. Hereinafter you can find detailed informations on how we use your data.
The aim of this Privacy Policy is explaining clearly the way we process your data, in order to earn your trust.

SUMMARY

- [1. WHO'S YOUR DATA CONTROLLER](#)
 - [2. WHICH CATEGORY OF DATA WE PROCESS](#)
 - [3. ON WHAT LEGAL BASIS YOUR DATA WILL BE USED](#)
 - [4. FOR WHICH REASONS DO WE PROCESS YOUR DATA?](#)
 - [5. WHO WE SHARE YOUR DATA WITH?](#)
 - [6. WILL YOUR DATA BE TRANSFERRED TO OTHER COUNTRIES?](#)
 - [7. HOW LONG WILL YOUR DATA BE FILED?](#)
 - [8. WHAT DATA PROTECTION RIGHTS ARE YOU ENTITLED TO REQUIRE AS A DATA SUBJECT?](#)
 - [9. WHO'S THE SUPERVISORY AUTHORITY OF PERSONAL DATA?](#)
 - [10. HOW WILL YOUR DATA BE PROTECTED?](#)
 - [11. RELEVANT LEGAL TEXTS](#)
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1. WHO'S YOUR DATA CONTROLLER

MIRTA ACCESSORI MODA SRL

With registered office at Via Don Lorenzo Milani, 18,
51031 Agliana (PT)
VAT No. and Tax Code: 01332790474
online@mirtaaccessori.it

2. WHICH CATEGORY OF DATA WE PROCESS

The personal data we process (hereinafter defined as "Data") are informations referring to an identifiable individual.

Through our website we process the followin data categories:

Data deliberately made available to us:

- Whenever you sign up as a registered User before purchasing an order
- Whenever you sign up to our newsletter indicating the willingness to be contacted in order to keep you updated on our brands and promotions: (your name, e-mail address, telephone number, your address and other infos)

The optional and voluntary supply of an e-mail address to addresses listed on the Website involves the later acquisition of the sender's address, as well as any other personal data inserted in the communication necessary to answer to and fulfil the requests.

Cookies: to let you browse our site in an efficient and secure way and allow you to use certain features, we use cookies on several pages. It's about data that aren't collected in order to be associated to identifiable individuals, but by their very nature might, through elaborations and associations with data held by third parties, permit to identify the users.

For further informations about the categories of personal data that we collect, see our cookie policy.

Special categories of personal data: through our website we don't collect or process any special category of personal or sensitive data.

3. ON WHAT LEGAL BASIS YOUR DATA WILL BE USED

- **CONSENT**

The lawfulness of the processing to the present case is to be identified only in the **CONSENT** you express deliberately.

With the use and the consulting of our site you accept our privacy policy and give your express consent to processing your personal details with respect to methods and purposes hereinafter defined, but it will be required only through the checkmark in our forms' pre-filled section.

The **consent**, pursuant to the new General Regulation (art. 4 GDPR), is defined as any **deliberately expressed willingness, specific, informed and unequivocal**, following our precise and clear request.

Your consent applies to every activity of use processed for the same purposes.

- **CONTRACTUAL BASIS**
- **LEGAL OBLIGATION**

(Art.6(1)(c) of GDPR: We shall process some of your data in order to act in compliance to legal obligations under which we are subjects. (invoicing etc.)

4. FOR WHICH REASONS DO WE PROCESS YOUR DATA?

We'll process your data for the following reasons:

- **Be in compliance with the provisions under the national and community legislation;**
- **Enter the registration data in company's database ;**
- **Be in compliance with the sale contract of goods and execute it correctly pursuant to the law;**
- **Keep you updated through our newsletter.**

SECONDARY PURPOSES

Data processing in order to be in compliance with legal obligations: we shall be in compliance with certain legal obligations with respect to web management. This implies, besides, the duty to ensure safety to your data when using the web. For this purpose we are entitled to process your data as part of measures to be taken in order to ensure safety to your data.

Data processing based on the legitimate interests: access data retention in our server's registration files: when browsing our website, we can file your access data in our server's registration files, such as requested file's name, date and hour of the access, transferred data volume and requesting provider. We use these data solely to ensure you a proper functioning of the website. To ensure safety goals (filter anti - spam, firewall, survey virus) recorded data can eventually include personal data with the purposes to stop attempts of damage of the site or to the users, or in any case illegal or potentially dangerous activities. This information processing is based on the legitimate interests of the owner.

5. WHO WE SHARE YOUR DATA WITH?

We are always looking for your data's safety under applicable laws. Furthermore we can transfer data to third parties for the purposes that concern our [Cookie Policy \(link\)](#)

THIRD PARTIES' SERVICES' SUPPLIERS

We may share your personal data with other companies or authorized third parties who process personal data for us for the purposes described in this Policy. This may include for example billing through your network service provider or otherwise, delivery of your purchases, providing services including customer service, managing and analyzing consumer data, credit checks, conducting research and managing marketing and other such campaigns, however we ensure that third parties won't use your data for purposes, other than the ones previously described.

Third parties plug-ins are the sole responsibility of the following providers:

Google Analytics for web analysis purposes

This site uses Google Analytics, a web analysis service by Google Inc. (www.google.com). Google Analytics uses cookies: text files filed in your pc and that permit an analysis of your use of the web. We use Google Analytics with activated IP anonymization. You can disable cookies' filings by configuring your software's browser as needed.

Plug-in and Facebook's social button:

Our website uses social plug-ins ("Plug-in") of Facebook, social plug-ins include:

- **"Like" button ; Share button ; incorporated posts ; comments section.**

Our website doesn't receive the informations present in the plug-in, but may receive a notification related to the actions executed in the plug-ins. E. g. : if you use the plug.in in the comments section to comment something, our website may have access to the comment on your profile.

Plug-in and Twitter's social button

Our website uses social plug-ins of the microblogging service Twitter. It is possible to see the insight of Twitter's plug-ins and their aspect at the following address: <https://twitter.com/about/resources/buttons> When you access to a page of our website that has this plug-in, your browser will automatically connect to your Twitter account. If you accessed to Twitter, it will be able to link your visit to your twitter account. If you interact with plug-ins, for example, by clicking on the Twitter button, the information will be transmitted to a Twitter server and stored there. The informations will be issued to your Twitter account too and showed to your contacts.

You may forbid Twitter's plug-ins from loading with the add-ons for your browser, such as the script blocker "NoScript" (<http://noscript.net/>).

Plug-in and Instagram's social button:

Our websites uses plug-ins ("Plug-in") of Instagram, social plug-ins that may include:

- **the "like" button , the Share button , incorporated posts , comments section.**

Our website doesn't receive the informations present in the plug-in, but may receive a notification related to the actions carried out in the plug-ins. Such as: if you use the plug-in in the comments section to comment something, our website may have access to the comment on your profile.

6. WILL YOUR DATA BE TRANSFERRED TO OTHER COUNTRIES?

Our products and services may be provided using resources and servers located in various countries around the world. Therefore your personal data may be transferred across international borders outside the country where you use our services, including to countries outside the European Economic Area (EEA). In such cases we ensure that there is a legal basis for such a transfer and that adequate protection for your personal data is provided as required by applicable law, for example, by using standard contractual clauses approved by the European Commission (Art. 45 (1) of GDPR) or relevant authorities (where necessary) and by requiring the use of other appropriate technical and organizational information security measures. **With the sentence in the cause C-311/18 of 16 July 2020 the European Court of Justice invalidate the "Privacy Shield" but your data will however be processed pursuant to Standard Contractual Clauses**

7. HOW LONG WILL YOUR DATA BE FILED?

Pursuant to Art. 17 of GDPR, your data will be stored for all the time necessary for the purposes defined in section 4, or for the time we shall store them under applicable laws. **Your data will then be erased in compliance with the principle of data's reduction to minimum.**

- FOR ACCOUNT'S FUNCTIONALITY'S PURPOSES:** Your data are filed for the time necessary for the execution of the purposes of account's management, and in any case they will be stored until you'll require your account cancellation.
- WITH REGARD TO PROCESS THEM FOR COMMERCIAL COMMUNICATIONS' PURPOSE:** If you've given your express consent, your data will be stored for no longer than two years from the first contact. In any case the cancellation may be required by sending an e-mail to: online@mirtaaccessori.it
- With regard to the process of your data for Marketing purposes of profiling purposes they'll be stored pursuant to the proportionality principle and in any case until the aforementioned purposes wont completely be carried out or if the individual doesn't withdraw the consent.
- FOR LEGAL PURPOSES:** In any case data of civil, accountancy, fiscal nature will be stored for ten years under the law.

8. WHAT DATA PROTECTION RIGHTS ARE YOU ENTITLED TO REQUIRE AS A DATA SUBJECT?

You are entitled to require several different rights as a data subject.

Access Right

You can require informations about your personal data stored (Art.15 GDPR). This informations include the data categories processed by us, the aims of the process, data source, if we didn't collect them directly from you, and if in compliance the addresses to which we transferred your data.

Withdrawal and cancelation rights

You can require the withdrawal of your personal data if inaccurate and the fulfilment of your data related to you (Art.16 of GDPR).

Furthermore you can require the cancelation of your data in compliance with the terms of Art.17 of GDPR. This may occur in cases such as:

- If your personale data are no more necessary in relation to the puposes for which they have been collected previously ;
- If you withdraw your consent and if there isn't another law that can be applied for the process ;
- If you express opposition to the process of your data and if there isn't an other law that can be applied for the process ;
- If your data have been illegally processed other than for legal obligations, e. g. the following cases:
 - Legal period of storage
 - To ensure, exercise or protect a righ.

Right of limitation to processing

You are entitled to limitate your data processing, for example, by marking your personal data with the aim of limiting the processing in the future. At this point at least one of the following requirements under Art. 18 of GDPR shall be satisfied:

- Contest inaccuracy of personal data, therefore during the verification period, we limit theprocessing;
- The processing is illicit but you, instead of stopping it, express your will to limit the processing;
- We no longer need your data but you need them for the verification, the exercise or to protect a right in judicial proceedings ;
- You have objected to processing while waiting the verification related to a possible prevalence of our legitimate reasons opposed to yours.

Right to data portability

You are entitled to receive your personal data in a format that shall be readable, of common use and structured. You can transfer these data to another owner of the processing without objection and if technically possible. (Art. 20 of GDPR)

Right to object

You have the right to object at any time, for reasons related to your precise situation, to the processing of your personal data , provided that the processing is based on your consent or on our reasonable interests or those of a thir party. In this case we refrain from keep processing your personal data provided that you prove your legitimate reasons. You can object to the data processing whenever your personal data are processed by us for direct marketing purposes (Art.21 of GDPR). Your consent's withdrawal right remains freely revocable at any time, regardless of your right to object.

Right to appeal to a supervisory authority

We collaborate with you in order to obtain a fair solution of any claim with regard to the protection of your personal data.

You are entitled to appeal to the Data Protection Authority with the purpose to ensure your personal data if you believe that the processing of your data by us isn't in compliance with the law.

9. WHO'S THE SUPERVISORY AUTHORITY OF PERSONAL DATA?

10. HOW WILL YOUR DATA BE PROTECTED?

We adopted the security measures suitable to ensure your data protection. For this purpose we developed reliable security methods.

11. RELEVANT LEGAL TEXTS

GDPR provisions are available at:

<https://eur-lex.europa.eu/legal-content/IT/TXT/PDF/?uri=CELEX:32016R0679&from=IT>