

Privacy Policy of bentiveгна-moda.myshopify.com/

This Website collects some Personal Data from its Users.

Owner and Data Controller

Bentiveгна s.r.l.
corso Vittorio Emanuele 329
93012 Gela (CL)

Owner contact email: bentiveгна.giovanni76@gmail.com

Types of Data collected

Among the types of Personal Data that this Website collects, by itself or through third parties, there are: Trackers; Usage Data; clicks; page views; first name; last name; physical address; country; date of birth; email address; gender; phone number; payment info; shipping address; billing address; launches; number of sessions; session duration; scroll-to-page interactions; mouse movements; scroll position; keypress events; session statistics; interaction events; page events; IP address; device information; app information; device logs; operating systems; browser information; language; geographic position; house number; address; geography/region; coarse location; positional information; city; ZIP/Postal code; state; province; county; latitude (of city); longitude (of city); metro area; data relating to the point of sale; in-app purchases; invoicing information; product interaction; purchase history; order ID; User ID; identification document; Tax ID; Data communicated while using the service; answers to questions; user content; contents of the email or message; profile picture; date of the message; time the message was sent; sender of the message; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using this Website. Unless specified otherwise, all Data requested by this Website is mandatory and failure to provide this Data may make it impossible for this Website to provide its services. In cases where this Website specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools — by this Website or by the owners of third-party services used by this Website serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy.

Users are responsible for any third-party Personal Data obtained, published or shared through this Website.

Mode and place of processing the Data

Methods of processing

The Owner takes appropriate security measures to prevent unauthorised access, disclosure, modification, or unauthorised destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organisational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of this Website (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Place

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data.

Retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent activity, as well as the following: Access to third-party accounts, Analytics, Displaying content from external platforms, Handling payments, Registration and authentication, Interaction with live chat platforms, Managing support and contact requests and Advertising.

For specific information about the Personal Data used for each purpose, the User may refer to the section "Detailed information on the processing of Personal Data".

Facebook permissions asked by this Website

This Website may ask for some Facebook permissions allowing it to perform actions with the User's Facebook account and to retrieve information, including Personal Data, from it. This service allows this Website to connect with the User's account on the Facebook social network, provided by Facebook Inc.

For more information about the following permissions, refer to the [Facebook permissions documentation](#) and to the [Facebook privacy policy](#).

The permissions asked are the following: Access private data, Age range, App Notifications, Basic information, Chat, Contact email, Current City, Email, Gender, Hometown, Instagram basic, Instagram manage comments, Instagram manage insights, Likes, Manage Pages, Managing Page Advertisements, Pages manage metadata, Photos, Share, Upload Photos, Video upload, Website and Whatsapp business management.

Detailed information on the processing of Personal Data

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

Access to third-party accounts

This type of service allows this Website to access Data from your account on a third-party service and perform actions with it. These services are not activated automatically, but require explicit authorisation by the User.

Facebook account access (Meta Platforms Ireland Limited)

This service allows this Website to connect with the User's account on the Facebook social network, provided by Meta Platforms Ireland Limited.

Permissions asked: Access private data; Age range; App Notifications; Chat; Contact email; Current City; Email; Gender; Hometown; Instagram basic; Instagram manage comments; Instagram manage insights; Likes; Manage Pages; Managing Page Advertisements; Pages manage metadata; Photos; Share; Upload Photos; Video upload; Website; Whatsapp business management.

Place of processing: Ireland – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; california Consumer Records Statute information; internet information; sensorial information; inferred information.

This processing constitutes:

- a Sale in California

Mailchimp account access (Intuit Inc.)

This service allows this Website to connect with the User's account on Mailchimp, provided by Intuit Inc.

Personal Data processed: country; date of birth; email address; first name; gender; last name; phone number; physical address.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers.

This processing constitutes:

- a Sale in California

Advertising

This type of service allows User Data to be utilised for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on this Website, possibly based on User interests.

This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below.

Some of the services listed below may use Trackers to identify Users or they may use the behavioural retargeting technique, i.e. displaying ads tailored to the User's interests and behaviour, including those detected outside this Website.

For more information, please check the privacy policies of the relevant services.

Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.

TikTok conversion tracking (TikTok Inc.)

TikTok conversion tracking is an analytics and behavioural targeting service provided by TikTok Inc. that connects data from the TikTok advertising network with actions performed on this Website. The TikTok pixel tracks conversions that can be attributed to TikTok ads and enables to target groups of Users on the base of their past use of this Website.

Personal Data processed: device information; Trackers; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); Usage Data.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; internet information.

This processing constitutes:

- a Sale in California

Analytics

The services contained in this section enable the Owner to monitor and analyse web traffic and can be used to keep track of User behaviour.

Google Analytics (Universal Analytics) (Google Ireland Limited)

Google Analytics (Universal Analytics) is a web analysis service provided by Google Ireland Limited ("Google"). Google utilises the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualise and personalise the ads of its own advertising network.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in the United States

Google Analytics (Universal Analytics) with anonymised IP (Google Ireland Limited)

Google Analytics (Universal Analytics) is a web analysis service provided by Google Ireland Limited ("Google"). Google utilises the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualise and personalise the ads of its own advertising network.

This integration of Google Analytics anonymises your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of this Website and interact with them. Such services are often referred to as widgets, which are small elements placed on a website or app. They provide specific information or perform a particular function and often allow for user interaction.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

TrustBox widget (Trustpilot A/S)

The TrustBox widget is a reviews and ratings service provided by Trustpilot A/S that allows this Website to incorporate that content on its pages.

Personal Data processed: clicks; page views; Trackers; Usage Data.

Place of processing: Denmark – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Instagram widget (Meta Platforms Ireland Limited)

Instagram is an image visualisation service provided by Meta Platforms Ireland Limited that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Handling payments

Unless otherwise specified, this Website processes any payments by credit card, bank transfer or other means via external payment service providers. In general and unless where otherwise stated, Users are requested to provide their payment details and personal information directly to such payment service providers. This Website isn't involved in the collection and processing of such information: instead, it will only receive a notification by the relevant payment service provider as to whether payment has been successfully completed.

Apple Pay (Apple Inc.)

Apple Pay is a payment service provided by Apple Inc., which allows Users to make payments using their mobile phones.

Personal Data processed: email address; first name; last name; phone number; Usage Data; various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; internet information.

Android Pay (Google LLC)

Android Pay is a payment service provided by Google LLC, which allows Users to make payments using their mobile phones.

Personal Data processed: email address; first name; last name; payment info; phone number; shipping address; Trackers; Usage Data; various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information.

Google Pay

Google Pay is a payment service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, which allows users to make online payments using their Google credentials.

Personal Data processed: billing address; email address; first name; last name; payment info; phone number; shipping address; Trackers; Usage Data; various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#); Ireland – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information.

Scalapay (Scalapay S.r.l.)

Scalapay is a payment service provided by Scalapay S.r.l. that allows customers to pay in installments.

Personal Data processed: address; app information; billing address; browser information; city; clicks; coarse location; country; county; data relating to the point of sale; date of birth; device information; device logs; email address; first name; geographic position; geography/region; house number; identification document; in-app purchases; interaction events; invoicing information; IP address; keypress events; language; last name; latitude (of city); launches; longitude (of city); metro area; mouse movements; number of sessions; operating systems; order ID; page events; page views; payment info; phone number; physical address; positional information; product interaction; province; purchase history; scroll position; scroll-to-page interactions; session duration; session statistics; shipping address; state; Tax ID; Usage Data; User ID; ZIP/Postal code.

Place of processing: Italy – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information; geolocation data; inferred information.

This processing constitutes:

- a Sharing in California

Satispay (Satispay Europe S.A.)

Satispay is a payment service provided by Satispay Europe S.A. which allows Users to make online payments.

Personal Data processed: address; city; date of birth; invoicing information; last name; Tax ID; Trackers; ZIP/Postal code.

Place of processing: Luxembourg – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information.

This processing constitutes:

- a Sharing in California

Klarna (Klarna AB)

Klarna is a payment service provided by Klarna AB.

Personal Data processed: billing address; email address; first name; last name; payment info; phone number; shipping address; Trackers; Usage Data; various types of Data as specified in the privacy policy of the service.

Place of processing: Sweden – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information.

Interaction with live chat platforms

This type of service allows Users to interact with third-party live chat platforms directly from the pages of this Website, in order to contact and be contacted by this Website's support service.

If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service. Moreover, live chat conversations may be logged.

WhatsApp Business Chat widget (Meta Platforms Ireland Limited)

WhatsApp Business Chat widget is a service for interacting with the WhatsApp instant messaging app and platform provided by Meta Platforms Ireland Limited.

Personal Data processed: answers to questions; contents of the email or message; Data communicated while using the service; date of the message; first name; last name; phone number; profile picture; sender of the message; time the message was sent; user content.

Place of processing: Ireland – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; internet information; sensorial information; inferred information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Managing support and contact requests

This type of service allows this Website to manage support and contact requests received via email or by other means, such as the contact form.

The Personal Data processed depend on the information provided by the User in the messages and the means used for communication (e.g. email address).

WhatsApp Business customer support (Meta Platforms Ireland Limited)

WhatsApp Business customer support is a customer support service provided by Meta Platforms Ireland Limited.

Personal Data processed: answers to questions; first name; last name; phone number.

Place of processing: Ireland – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers; inferred information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Registration and authentication

By registering or authenticating, Users allow this Website to identify them and give them access to dedicated services. Depending on what is described below, third parties may provide registration and authentication services. In this case, this Website will be able to access some Data, stored by these third-party services, for registration or identification purposes. Some of the services listed below may also collect Personal Data for targeting and profiling purposes; to find out more, please refer to the description of each service.

Log In with PayPal (PayPal Inc.)

Log In with PayPal is a registration and authentication service provided by PayPal Inc. and is connected to the PayPal network.

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

Place of processing: See the PayPal privacy policy – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers.

This processing constitutes:

- a Sale in California

Information on opting out of interest-based advertising

In addition to any opt-out feature provided by any of the services listed in this document, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

Cookie Policy

This Website uses Trackers. To learn more, Users may consult the [Cookie Policy](#).

Further Information for Users

Legal basis of processing

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes.
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Further information about retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.
- Personal Data collected for the purposes of the Owner's legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to fulfil a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

The rights of Users based on the General Data Protection Regulation (GDPR)

Users may exercise certain rights regarding their Data processed by the Owner.

In particular, Users have the right to do the following, to the extent permitted by law:

- **Withdraw their consent at any time.** Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data.
- **Object to processing of their Data.** Users have the right to object to the processing of their Data if the processing is carried out on a legal basis other than consent.
- **Access their Data.** Users have the right to learn if Data is being processed by the Owner, obtain disclosure regarding certain aspects of the processing and obtain a copy of the Data undergoing processing.
- **Verify and seek rectification.** Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected.
- **Restrict the processing of their Data.** Users have the right to restrict the processing of their Data. In this case, the Owner will not process their Data for any purpose other than storing it.
- **Have their Personal Data deleted or otherwise removed.** Users have the right to obtain the erasure of their Data from the Owner.
- **Receive their Data and have it transferred to another controller.** Users have the right to receive their Data in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another

controller without any hindrance.

- **Lodge a complaint.** Users have the right to bring a claim before their competent data protection authority.

Users are also entitled to learn about the legal basis for Data transfers abroad including to any international organization governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

Details about the right to object to processing

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground related to their particular situation to justify the objection.

Users must know that, however, should their Personal Data be processed for direct marketing purposes, they can object to that processing at any time, free of charge and without providing any justification. Where the User objects to processing for direct marketing purposes, the Personal Data will no longer be processed for such purposes. To learn whether the Owner is processing Personal Data for direct marketing purposes, Users may refer to the relevant sections of this document.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible and always within one month, providing Users with the information required by law. Any rectification or erasure of Personal Data or restriction of processing will be communicated by the Owner to each recipient, if any, to whom the Personal Data has been disclosed unless this proves impossible or involves disproportionate effort. At the Users' request, the Owner will inform them about those recipients.

Further information for Users in Switzerland

This section applies to Users in Switzerland, and, for such Users, supersedes any other possibly divergent or conflicting information contained in the privacy policy.

Further details regarding the categories of Data processed, the purposes of processing, the categories of recipients of the personal data, if any, the retention period and further information about Personal Data can be found in **the section titled "Detailed information on the processing of Personal Data" within this document.**

The rights of Users according to the Swiss Federal Act on Data Protection

Users may exercise certain rights regarding their Data within the limits of law, including the following:

- right of access to Personal Data;
- right to object to the processing of their Personal Data (which also allows Users to demand that processing of Personal Data be restricted, Personal Data be deleted or destroyed, specific disclosures of Personal Data to third parties be prohibited);
- right to receive their Personal Data and have it transferred to another controller (data portability);
- right to ask for incorrect Personal Data to be corrected.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible, providing Users with the information required by law.

Further information for Users in the United States

This part of the document integrates with and supplements the information contained in the rest of the privacy policy and is provided by the business running this Website and, if the case may be, its parent, subsidiaries and affiliates (for the purposes of this section referred to collectively as "we", "us", "our").

The information contained in this section applies to all Users (Users are referred to below, simply as "you", "your", "yours"), who are residents in the following states: California, Virginia, Colorado, Connecticut, Utah, Texas, Oregon and Montana.

For such Users, this information supersedes any other possibly divergent or conflicting provisions contained in the privacy policy.

This part of the document uses the term Personal Information (and Sensitive Personal Information).

Notice at collection

The following Notice at collection provides you with timely notice about the **categories of Personal Information collected or disclosed in the past 12 months** so that you can exercise meaningful control over our use of that Information.

While such categorization of Personal Information is mainly based on California privacy laws, it can also be helpful for anyone who is not a California resident to get a general idea of what types of Personal Information are collected.

• Identifiers

Personal Information collected or disclosed: Hometown, Likes, Current city, Photos, Website, Email, Chat, Manage pages, Upload photos, Video upload, Share, Contact email, Access private data, App notifications, Gender, Age range, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Managing page advertisements, Whatsapp business management, First name, Last name, Physical address, Country, Date of birth, Email address, Gender, Phone number, Various types of data as specified in the privacy policy of the service, Usage data, Trackers, Shipping address, Billing address, Launches, Number of sessions, Session duration, Scroll-to-page interactions, Mouse movements, Scroll position, Keypress events, Clicks, Session statistics, Page views, Interaction events, Page events, Ip address, Device information, App information, Device logs, Operating systems, Browser information, Language, Geographic position, House number, Address, Geography/region, Coarse location, Positional information, City, Zip/postal code, State, Province, County, Latitude (of city), Longitude (of city), Metro area, Data relating to the point of sale, In-app purchases, Invoicing information, Product interaction, Purchase history, Order id, User id, Identification document, Data communicated while using the service, Answers to questions, User content, Profile picture, Date of the message, Time the message was sent, Sender of the message, Unique device identifiers for advertising (google advertiser id or idfa, for example)

Sensitive Personal Information collected or disclosed ⓘ: payment info, Tax ID, contents of the email or message

Purposes:

- Access to third-party accounts
- Handling payments
- Registration and authentication
- Interaction with live chat platforms
- Managing support and contact requests
- Advertising

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms Ireland Limited, Intuit Inc., Apple Inc., Google LLC, PayPal Inc., Scalapay S.r.l., Satispay Europe S.A., Klarna AB, TikTok Inc.

• Personal information

Personal Information collected or disclosed: Hometown, Likes, Current city, Photos, Website, Email, Chat, Manage pages, Upload photos, Video upload, Share, Contact email, Access private data, App notifications, Gender, Age range, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Managing page advertisements, Whatsapp business management

Purposes:

- Access to third-party accounts

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms Ireland Limited

• Internet or other electronic network activity information

Personal Information collected or disclosed: Hometown, Likes, Current city, Photos, Website, Email, Chat, Manage pages, Upload photos, Video upload, Share, Contact email, Access private data, App notifications, Gender, Age range, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Managing page advertisements, Whatsapp business management, Trackers, Usage data, Clicks, Page views, Various types of data as specified in the privacy policy of the service, First name, Last name, Email address, Phone number, Shipping address, Billing address, Launches, Number of sessions, Session duration, Scroll-to-page interactions, Mouse movements, Scroll position, Keypress events, Session statistics, Interaction events, Page events, Date of birth, Ip address, Device information, App information, Device logs, Operating systems, Browser information, Language, Physical address, Geographic position, House number, Address, Geography/region, Coarse location, Positional information, City, Zip/postal code, State, Province, County, Country, Latitude (of city), Longitude (of city), Metro area, Data relating to the point of sale, In-app purchases, Invoicing information, Product interaction, Purchase history, Order id, User id, Identification document, Data communicated while using the service, Answers to questions, User content, Profile picture, Date of the message, Time the message was sent, Sender of the message, Unique device identifiers for advertising (google advertiser id or idfa, for example)

Sensitive Personal Information collected or disclosed : payment info, Tax ID, contents of the email or message

Purposes:

- Access to third-party accounts
- Analytics
- Displaying content from external platforms
- Handling payments
- Interaction with live chat platforms
- Advertising

Retention period: for the time necessary to fulfill the purpose


Sold or Shared : Yes

Targeted Advertising: : Yes

Third-parties: Meta Platforms Ireland Limited, Google Ireland Limited, Trustpilot A/S, Apple Inc., Google LLC, Scalapay S.r.l., Satsipay Europe S.A., Klarna AB, TikTok Inc.

• **Audio, electronic, visual, thermal, olfactory, or similar information**

Personal Information collected or disclosed: Hometown, Likes, Current city, Photos, Website, Email, Chat, Manage pages, Upload photos, Video upload, Share, Contact email, Access private data, App notifications, Gender, Age range, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Managing page advertisements, Whatsapp business management, First name, Last name, Phone number, Data communicated while using the service, Answers to questions, User content, Profile picture, Date of the message, Time the message was sent, Sender of the message

Sensitive Personal Information collected or disclosed : contents of the email or message

Purposes:

- Access to third-party accounts
- Interaction with live chat platforms

Retention period: for the time necessary to fulfill the purpose

Sold or Shared : Yes

Targeted Advertising: : Yes

Third-parties: Meta Platforms Ireland Limited

• **Inferences drawn from other personal information**

Personal Information collected or disclosed: Hometown, Likes, Current city, Photos, Website, Email, Chat, Manage pages, Upload photos, Video upload, Share, Contact email, Access private data, App notifications, Gender, Age range, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Managing page advertisements, Whatsapp business management, Usage data, Launches, Number of sessions, Session duration, Scroll-to-page interactions, Mouse movements, Scroll position, Keypress events, Clicks, Session statistics, Page views, Interaction events, Page events, First name, Last name, Date of birth, Ip address, Device information, App information, Device logs, Operating systems, Browser information, Language, Phone number, Email address, Physical address, Geographic position, House number, Address, Geography/region, Coarse location, Positional information, City, Zip/postal code, State, Province,

County, Country, Latitude (of city), Longitude (of city), Metro area, Billing address, Shipping address, Data relating to the point of sale, In-app purchases, Invoicing information, Product interaction, Purchase history, Order id, User id, Identification document, Data communicated while using the service, Answers to questions, User content, Profile picture, Date of the message, Time the message was sent, Sender of the message

Sensitive Personal Information collected or disclosed ⓘ: payment info, Tax ID, contents of the email or message

Purposes:

- Access to third-party accounts
- Handling payments
- Interaction with live chat platforms
- Managing support and contact requests

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms Ireland Limited, Scalapay S.r.l.

• **Commercial information**

Personal Information collected or disclosed: Various types of data as specified in the privacy policy of the service, Trackers, Usage data, First name, Last name, Email address, Phone number, Shipping address, Billing address, Launches, Number of sessions, Session duration, Scroll-to-page interactions, Mouse movements, Scroll position, Keypress events, Clicks, Session statistics, Page views, Interaction events, Page events, Date of birth, Ip address, Device information, App information, Device logs, Operating systems, Browser information, Language, Physical address, Geographic position, House number, Address, Geography/region, Coarse location, Positional information, City, Zip/postal code, State, Province, County, Country, Latitude (of city), Longitude (of city), Metro area, Data relating to the point of sale, In-app purchases, Invoicing information, Product interaction, Purchase history, Order id, User id, Identification document

Sensitive Personal Information collected or disclosed ⓘ: payment info, Tax ID

Purposes:

- Handling payments

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Google LLC, Scalapay S.r.l., Satispay Europe S.A., Klarna AB

• **Geolocation data**

Personal Information collected or disclosed: Usage data, Launches, Number of sessions, Session duration, Scroll-to-page interactions, Mouse movements, Scroll position, Keypress events, Clicks, Session statistics, Page views, Interaction events, Page events, First name, Last name, Date of birth, Ip address, Device information, App information, Device logs, Operating systems, Browser information, Language, Phone number, Email address, Physical address, Geographic position, House number, Address, Geography/region, Coarse location, Positional information, City, Zip/postal code, State, Province, County, Country, Latitude (of city), Longitude (of city), Metro area, Billing address, Shipping address, Data relating to the point of sale, In-app purchases, Invoicing information, Product interaction, Purchase history, Order id, User id, Identification document

Sensitive Personal Information collected or disclosed ⓘ: payment info, Tax ID

Purposes:

- Handling payments

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Scalapay S.r.l.

i You can read the definitions of these concepts inside the “[Definitions and legal references section](#)” of the privacy policy.

To know more about your rights in particular to opt out of certain processing activities and to limit the use of your sensitive personal information (“Limit the Use of My Sensitive Personal Information”) you can refer to the “[Your privacy rights under US state laws](#)” section of our privacy policy.

For more details on the collection of Personal Information, please read the section “[Detailed information on the processing of Personal Data](#)” of our privacy policy.

We won’t process your Information for unexpected purposes, or for purposes that are not reasonably necessary to and compatible with the purposes originally disclosed, without your consent.

What are the sources of the Personal Information we collect?

We collect the above-mentioned categories of Personal Information, either directly or indirectly, from you when you use this Website.

For example, you directly provide your Personal Information when you submit requests via any forms on this Website. You also provide Personal Information indirectly when you navigate this Website, as Personal Information about you is automatically observed and collected.

Finally, we may collect your Personal Information from third parties that work with us in connection with the Service or with the functioning of this Website and features thereof.

Your privacy rights under US state laws

You may exercise certain rights regarding your Personal Information. In particular, to the extent permitted by applicable law, you have:

- **the right to access Personal Information: the right to know.** You have the right to request that we confirm whether or not we are processing your Personal Information. You also have the right to access such Personal Information;
- **the right to correct inaccurate Personal Information.** You have the right to request that we correct any inaccurate Personal Information we maintain about you;
- **the right to request the deletion of your Personal Information.** You have the right to request that we delete any of your Personal Information;
- **the right to obtain a copy of your Personal Information.** We will provide your Personal Information in a portable and usable format that allows you to transfer data easily to another entity – provided that this is technically feasible;
- **the right to opt out from the Sale of your Personal Information;** We will not discriminate against you for exercising your privacy rights.
- **the right to non-discrimination.**

Additional rights for Users residing in California

In addition to the rights listed above common to all Users in the United States, as a User residing in California, you have

- **The right to opt out of the Sharing of your Personal Information** for cross-context behavioral advertising;
- **The right to request to limit our use or disclosure of your Sensitive Personal Information** to only that which is necessary to perform the services or provide the goods, as is reasonably expected by an average consumer. Please note that certain exceptions outlined in the law may apply, such as, when the collection and processing of Sensitive Personal Information is necessary to verify or maintain the quality or safety of our service.

Additional rights for Users residing in Virginia, Colorado, Connecticut, Texas, Oregon and Montana

In addition to the rights listed above common to all Users in the United States, as a User residing in Virginia, Colorado, Connecticut, Texas and Oregon, you have

- **The right to opt out of** the processing of your personal information for **Targeted Advertising or profiling** in furtherance of decisions that produce legal or similarly significant effects concerning you;
- **The right to freely give, deny or withdraw your consent for the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer.

Additional rights for users residing in Utah

In addition to the rights listed above common to all Users in the United States, as a User residing in Utah, you have

- **The right to opt out of the processing of your Personal Information for Targeted Advertising;**
- **The right to opt out of the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer.

How to exercise your privacy rights under US state laws

To exercise the rights described above, you need to submit your request to us by contacting us via the contact details provided in this document.

For us to respond to your request, we must know who you are. We will not respond to any request if we are unable to verify your identity and therefore confirm the Personal Information in our possession relates to you. You are not required to create an account with us to submit your request. We will use any Personal Information collected from you in connection with the verification of your request solely for verification and shall not further disclose the Personal Information, retain it longer than necessary for purposes of verification, or use it for unrelated purposes.

If you are an adult, you can make a request on behalf of a child under your parental authority.

How to exercise your rights to opt out

In addition to what is stated above, to exercise your right to opt-out of Sale or Sharing and Targeted Advertising you can also use the privacy choices link provided on this Website.

If you want to submit requests to opt out of Sale or Sharing and Targeted Advertising activities via a user-enabled **global privacy control**, such as for example the Global Privacy Control ("[GPC](#)"), you are free to do so and we will abide by such request in a frictionless manner.

How and when we are expected to handle your request

We will respond to your request without undue delay, but in all cases within the timeframe required by applicable law. Should we need more time, we will explain to you the reasons why, and how much more time we need.

Should we deny your request, we will explain to you the reasons behind our denial (where envisaged by applicable law you may then contact the relevant authority to submit a complaint).

We do not charge a fee to process or respond to your request unless such request is manifestly unfounded or excessive and in all other cases where it is permitted by the applicable law. In such cases, we may charge a reasonable fee or refuse to act on the request. In either case, we will communicate our choices and explain the reasons behind them.

Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of this Website or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

Additional information about User's Personal Data

In addition to the information contained in this privacy policy, this Website may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

System logs and maintenance

For operation and maintenance purposes, this Website and any third-party services may collect files that record interaction with this Website (System logs) or use other Personal Data (such as the IP Address) for this purpose.

Information not contained in this policy

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

Changes to this privacy policy

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within this Website and/or - as far as technically and legally feasible - sending a notice to Users via any contact information available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

Definitions and legal references

Personal Data (or Data) / Personal Information (or Information)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Sensitive Personal Information

Sensitive Personal Information means any Personal Information that is not publicly available and reveals information considered sensitive according to the applicable privacy law.

Usage Data

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilised by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilised by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning 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 means by which the Personal Data of the User is collected and processed.

Service

The service provided by this Website as described in the relative terms (if available) and on this site/application.

Sale

Sale means any exchange of Personal Information by the Owner to a **third party, for monetary or other valuable consideration**, as defined by the applicable privacy US state law. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the applicable law, does not constitute a Sale of your Personal Information.

Sharing

Sharing means any sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's Personal Information by the business to a **third party for cross-context behavioural advertising**, whether for monetary or other valuable consideration, including transactions between a business and a third party for cross-context behavioural advertising for the benefit of a business in which no money is exchanged, as defined by the California privacy laws. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the California privacy laws, does not constitute sharing of your Personal Information.

Targeted advertising

Targeted advertising means displaying advertisements to a consumer where the advertisement is selected based on Personal Information obtained from that consumer's activities over time and across nonaffiliated websites or online applications to predict such consumer's preferences or interests, as defined by the applicable privacy US state law.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

This privacy statement has been prepared based on provisions of multiple legislations.

This privacy policy relates solely to this Website, if not stated otherwise within this document.

Latest update: 29 April 2024