

WEBSITE PRIVACY POLICY

ALL YOU NEED TO KNOW, IN SHORT:

The data controller is **Alexide S.r.l.**, with registered office in Via Cristoforo Roda, 85, 47522 Cesena (FC)

We **process your data** through the website <https://www.alexide.com>, mainly for the following purposes:

1. to manage the Website and its browsing by users, and to correctly maintain the Website to grant users' safety;
2. to handle inquiries, if any;
3. to allow access to the personal area, if you are a customer of ours;
4. to allow you to subscribe to our newsletter
5. to analyze data for statistic and marketing purposes through the use of cookies.

The data collected through cookies will be retained for a period that may vary in relation to the type of cookies, technical or analytical, as reflected in our **Cookie Policy**.

In addition, personal data collected for the purpose of handling inquiries will be retained for a period that may vary in relation to the type of relationship established with the customer. If no business relationship is established with the customer, and therefore no subsequent contracting follows after the initial contacts, any personal data collected (e.g., contact person details) will be retained for 3 years. Otherwise, the data retention policies outlined in the information addressed to customers, provided to them at the time of entering into the contract, will apply.

Certain types of personal data of the Website's users may be accessed by parties who provide us with hosting and maintenance services for the Website, as well as advertising, marketing and media management, and e-mail services. In addition, employees or collaborators of the Controller, who have received specific authorization, will be able to access those data.

We also wish to point out that this privacy policy only applies to data processing carried out within the use of the Website. Therefore, it does not apply to other data processing referred to customers or suppliers, who will receive another, specific privacy policy.

YOUR RIGHTS

You will always have the right to receive all the information you need about the processing of your personal data, obtain **access** to them and copies of them. You also have the right to have your personal data **updated, supplemented, corrected or deleted**.

At any time, you have the right to **object** to all or part of the processing of your data or request its **limitation**. For data processed on the basis of consent or by reason of performance of a contract, you may also request **portability** of your personal data.

If you think that the processing of your data is done in **violation** of Regulation (EU) 2016/679 and Legislative Decree 196/2003 as amended., you have the right to **complain** to the competent Authority (*Garante per la protezione dei dati personali* as for Italy).

If you wish to know more, keep reading!

1. WHO PROCESSES YOUR DATA

Being the website's manager (<https://www.alexide.com/portal/it/>, the "Website"), Alexide S.r.l. is the **Controller** of the personal data of users browsing the Website's pages.

Please find hereto the contact details:

Alexide S.r.l.

Registered office: Via Cristoforo Roda, 85, 47522 Cesena (FC)

E-mail: info@alexide.com

2. WHICH DATA ARE PROCESSED ON THE WEBSITE

A) Browsing data. These are the **data transmitted in the use of Internet communication protocols**, which are collected by hardware devices and software procedures supporting the Website. This includes IP addresses, domain names of terminals used by users, information about which pages have been visited or other parameters related to the user's operating system and computer environment.

B) Cookies and other tracking systems. We use **analytical** and **marketing cookies** which may monitor your behavior when browsing the website for statistical purposes or to suggest you customized content. To know more, please refer to our **Cookie Policy**.

C) Contact details and access credentials. We will use your name, surname, e-mail address, company name and, if necessary, telephone number, to handle inquiries or to create the user account within the personal area accessible with specific credentials.

3. WHAT ARE THE LEGAL BASIS AND THE PURPOSES FOR THE PROCESSING?

A) Browsing data are processed on the basis of a **legitimate interest** of the Data Controller for the purpose of managing the Website and its navigation by the user, providing for the proper maintenance of the Website to ensure the safety of users, and ascertaining and prosecuting any wrongdoing committed against the Data Controller or users.

B) Personal data acquired through **analytical cookies** are processed on the basis of **consent**, which the user gives through a special **cookie banner**, in order to analyze the data collected for statistical purposes. At any time, the user will have the right to revoke the consent.

C) Personal data acquired through the **contact and/or newsletter form** are processed on the basis of the execution of pre-contractual measures taken upon request of the data subjects, in particular for inquiries, whereas contact details and credentials are used to access the personal area, on the basis of the execution of contractual obligations.

4. FOR HOW LONG WILL MY DATA BE RETAINED?

A) Browsing data will be retained for a period of time strictly necessary for the purposes for which they have been collected.

B) As regards the technical and analytical cookies retention period, please refer to our **Cookie Policy**.

C) The data acquired through the **contact form** will be kept for a period that may vary depending on the type of relationship that is established with the customer. If no business relationship is established with the customer, and therefore **no subsequent relationship of a contractual nature follows**, your data will be retained for **3 years**. **Otherwise**, the **data retention policies** outlined in our **privacy policy addressed to customers**, and provided to them when entering into a contract, shall apply. Regarding our newsletter, we have provided two logics for unsubscribing:

your **willingness to unsubscribe** (opt-out) according to the indications provided at the bottom of each newsletter; or your **inactivity for a continuous period of 32 months**, such that we assume you no longer have any interest in keeping the subscription.

5. WHO MY DATA ARE DISCLOSED TO?

Exclusively for the above purposes, your data may be disclosed to:

STAFF IN CHARGE OF PROCESSING: means employees or internal contractors of the Controller's, who have been specially mandated and trained to process data according to their duties.

DATA PROCESSORS: means **third parties which process personal data on behalf of the Controller** and guarantee adequate security measures to best protect your data. In particular, the following may process your data:

- **hosting provider services**, with data centers located in EU;
- **cookie and consent management services;**
- **marketing inbound and advertising services;**
- **e-mail marketing services;**

RECIPIENTS: means those to which the personal data are disclosed by the Controller, who act as autonomous Controllers after said disclosure. Among others:

- **Linkedin and other platforms of the Controller's.** When you click on the relevant social network and platform icons, you will be redirected to pages outside the website and agree to share some of your information with the owners of that service. The information you share will then be governed by the privacy policies of the chosen social network or platform.