

This Privacy Policy made pursuant to EU Regulation no. 679/2016 applies exclusively to all Data collected through the Website emiliarussoevents.com

The subjects of the Treatment

Owner of the Treatment

The Owner of the Treatment is Emilia Russo Events with registered office located in via Armando Diaz 6, 20060 Pozzo d'Adda (MI) VAT no. 12608620964.

The User can write to emiliarussoevents@libero.it for any question or request relating to his Personal Data and respect for his privacy.

Other subjects who may have access to the Data

1. categories of persons in charge, specially trained, who take part in the activities of this Website (administrative staff, marketing);
2. external subjects also appointed as Data Processors (such as communication agencies, hosting providers, archiving, administrative, payment and billing service providers) used by the Data Controller to achieve the Purposes specified in point 3;
3. administrative and judicial bodies and authorities by virtue of legal obligations.

Place of Data Processing and Transfer Abroad

The Data are processed at the Data Controller's operational headquarters and for further information you can contact the Data Controller at the email address emiliarussoevents@libero.it . The Data may be processed by natural persons and/or legal entities operating on behalf of the Data Controller and by virtue of specific contractual obligations and based in EU or non-EU member countries. In the event that the Data is transferred outside the EEA, the Data Controller will adopt all suitable contractual measures to guarantee adequate data protection.

Personal Data collected

When the User uses the Website emiliarussoevents.com, he accepts that the The Data Controller collects some of his Personal Data, in particular:

- Name and Surname
- Email address
- Telephone number

Personal Data may be provided voluntarily by the User when using the Website, by filling in the Contact Form , when communicating with the Owner via email and/or by telephone. Other Personal Data collected could be indicated in other sections of this Privacy Policy or by means of information notices displayed together with the collection of the same Data. The optional, voluntary and explicit sending of emails by the User through the contact form or through the addresses indicated on this Website, implies the consequent acquisition of the sender's address and other Personal Data contained in the relative email, so that the The Owner and the subjects in charge can respond to requests.

Data collected using Cookies: Cookies are small text files that can be used by websites to improve the user's browsing experience, analyze traffic and personalize content and advertisements based on the interests of the users themselves. For more information, visit the Cookie Policy.

Purpose and Legal Basis of the Processing of Personal Data

The Data is collected by the Data Controller for the following Purposes:

1. to respond to requests sent by the User to the Owner by filling in the contact form, e-mail and telephone messages. This treatment is optional and is based on the User's consent;
2. to send information and commercial offers also through the Newsletter service. This treatment is based on the consent freely expressed by the User;
3. to carry out profiling activities so as to be able to provide the User, through third party partners, with contents and commercial offers in line with her interests also based on her previous browsing experience of this Website. This treatment is based on the consent freely expressed by the User;
4. to carry out statistical analyses, on aggregated and anonymous data relating to User behaviour, aimed at improving the products and services provided by the Owner as well as meeting the User's expectations;
5. to fulfill the obligations deriving from the Contract stipulated between the User and the Owner for the supply of products and services. This processing is mandatory for the execution of the contract of which the User is a part, for the execution of pre-contractual measures or to fulfill a legal obligation to which the Data Controller is subject.

Tools used for the Processing of Personal Data and Security measures adopted

The Personal Data provided or acquired will be processed in compliance with the principles of lawfulness, correctness, transparency, integrity and confidentiality pursuant to current regulations.

The Processing is carried out by means of IT and/or telematic tools according to strictly connected to the purposes indicated and by adopting the appropriate security measures aimed at preventing unauthorized access, disclosure, modification or destruction of Personal Data.

Contact form

The User, by entering their Data in the contact form, I consent to their treatment to receive responses to requests for information or for any other purpose indicated by the title of the form. Personal Data collected through the contact form: Name and Surname, Email address, Telephone number.

Newsletter

Registration to the Newsletter involves the automatic insertion of the User's email address in a list of contacts to which messages can be sent emails containing information, including of a promotional nature, relating to this Website.

The User can decide to unsubscribe from the Newsletter at any time by clicking on a specific button present in each email received. After clicking on the unsubscribe button, the User Data will be immediately removed from the email marketing software.

Personal Data collected through the Newsletter: Name and Surname, Email address.

This Website uses specific email marketing software.

The Data Collected personal data may be processed for more information, please refer to the privacy policy described by the email marketing service.

Statistics

The Statistics services allow the Data Controller to collect statistical information on the use of the Site by the User (eg number of visitors, pages visited, ...) in anonymous and aggregated form. This Website uses the following services:

Google Analytics (Google Ireland Limited)

This Website uses Google Analytics, a service provided by Google Ireland Limited, to monitor and analyze the use of this Website by the User, generate report and share the Personal Data collected with other services provided by Google.

This Website anonymizes the User's IP address so that the IP address transmitted by the browser for purposes related to Google Analytics will not be associated with other data already owned by Google.

The User can disable Google Analytics by downloading an add-on for the browser available at the following link <https://tools.google.com/dlpage/gaoptout?hl=it>.

Personal Data collected through Google Analytics: Cookies and Usage Data. The place of treatment: Ireland.

The User is invited to read the Google Analytics Privacy Policy at the following link <https://policies.google.com/privacy?hl=it> for more information on how he can protect his privacy.

Facebook pixel conversion tracking (Facebook Ireland Ltd.)

Facebook conversion tracking (Facebook pixel) is an statistics service provided by Facebook. The Facebook pixel tracks conversions that can be attributed to Facebook ads. Personal Data collected: Cookies; Usage data. Place of processing: Ireland – Privacy Policy.

Microsoft Clarity

This website uses Microsoft Clarity, a heat mapping and session recording service provided by Microsoft Corporation to identify which areas of a page are subject to cursor passage or clicks mouse, in order to detect which of them are of greatest interest to the User.

Personal Data collected through Microsoft Clarity: Cookies and Usage Data.

The User is invited to read the Microsoft Clarity Privacy Policy at following link <https://clarity.microsoft.com/terms> for more information on how you can protect your privacy.

Social Network Buttons and Widgets

The Social Network Buttons and Widgets allow you to interact with social networks directly from the pages of this website. The information collected by this Website as a result of interaction by the User is subject to the User's privacy settings relating to each social network. This type of service may still collect traffic data for the pages where the service is installed, even when the User does not use it.

Facebook buttons and widgets (Facebook Ireland Limited)

Facebook buttons and widgets are interaction services with the social network Facebook, provided by Facebook Inc. Personal Data collected: Cookies and Usage Data. Place of processing: Ireland – Privacy Policy <https://www.facebook.com/privacy/explanation>

Instagram buttons and widgets (Instagram Ireland Limited)

Instagram buttons and widgets are interaction services with the Instagram social network, provided by Instagram Inc. Personal Data collected: Cookies and Usage Data. Place of processing: Ireland – Privacy Policy <https://help.instagram.com/519522125107875>

Profiling for marketing purposes

Profiling for marketing purposes allows the Data Controller to be able to provide the User, through third party partners, with content and commercial offers in line with your interests also based on your previous

browsing experience on this Website. This activity is carried out through the use of Cookies and Usage Data. This Website uses the following services:

Facebook Remarketing (Facebook Ireland Limited)

This Website uses Facebook Pixel, a tool provided by Facebook Inc., to measure the effectiveness of paid advertising and to understand the actions that the User performs on this Website. The Data collected can be used to:

- ensure that the advertisements are shown to the targeted people
- create audience groups to deliver the advertisements to

The information collected is anonymous to the administrators of this Website and cannot be used to identify a single user. However, Facebook saves and analyzes the information collected, this means that Facebook could associate a certain action with a single user and use this information for internal purposes of its advertising network. The owner of this website cannot supervise the use of this data by Facebook. The User is invited to read the Facebook Privacy Policy at the following link <https://www.facebook.com/about/privacy/> for more information on how it can protect its privacy.

To control and disable ads, please invites the User to read the section dedicated to third-party Cookies for profiling purposes.

Google Ads (Google Ireland Limited)

This Website uses Google Ads, a service provided by Google Ireland Limited, to use the targeting function and Google remarketing which provides for the possibility of adapting the advertisement according to the User's personal interests identified on the basis of Google searches, actions on this Website and the navigation device used (mobile or desktop).

By clicking on the following link <https://www.google.com/settings/ads/onweb/> The User can permanently disable the targeting and remarketing functions by disabling the "ad personalization" function.

Personal Data collected through Google Ads: Cookies and Data of use. Place of processing: Ireland.

The User is invited to read the Google Privacy Policy at the following link <https://policies.google.com/privacy?hl=it> for more information on how to protect their privacy .

Security measures adopted

An SSL certificate is installed on this Website and the HTTPS protocol is used so that Personal Data is transmitted with maximum security.

User rights

In relation to Personal Data processed by the Data Controller | The User has the right to:

- access their Data. The User has the right to obtain, at any time, information about the existence of their Personal Data, their origin, the Purposes and methods of Treatment and, if present, to obtain access to Personal Data.
- verify and request correction. The User has the right to verify the correctness of his Data and to request its correction.
- obtain the limitation of the Treatment. The User has the right to request the limitation of the Processing of their Data in the event that one of the conditions set out in article 18 of the European Regulation n.

679/2016. In this case, the Data Controller will not process the Data for any other purpose than their conservation.

- oppose the Processing. The User has the right to object to the Processing of their Data when it occurs on a legal basis other than consent.

- obtain the cancellation of their Personal Data. The User has the right to request the cancellation of their Data by the Owner in the event that one of the conditions set out in article 17 of the European Regulation n. 679/2016.

- revoke consent at any time. The User has the right to revoke the consent at any time without prejudice to the lawfulness of the Processing based on the consent given before the revocation.

- receive their Data or have them transferred to another holder. The User has the right to receive his Data, processed on the basis of a contract or on the User's consent, in a structured format, commonly used and readable by an automatic device, and to obtain its transfer to another data controller without impediments.

- propose a complaint. The User can lodge a complaint with the competent personal data protection supervisory authority or take legal action.

To exercise the aforementioned rights, the User is invited to send a request by e-mail to the address [emiliarussoevents@libero .it](mailto:emiliarussoevents@libero.it)

Time of Processing

The Data are kept for the time strictly necessary to fulfill the purposes referred to in point 3 and in particular:

- The Data collected on the basis of the User's Consent may be kept until such Consent is not is revoked;

- The Data collected for Purposes connected to the legitimate interest of the Data Controller will be kept until such interest is satisfied. The User can obtain further information regarding the legitimate interest pursued by the Data Controller by contacting the Data Controller.

- Data collected for contractual obligations and for tax obligations will be kept for the time necessary to fulfill the aforementioned purposes and in accordance with the provisions of the legislation;

- Data may be kept by the Data Controller for a longer period than that envisaged in compliance with legal obligations or by order of an authority.

Modifications to this Privacy Policy

This Privacy Policy may be subject to modifications over time. In this regard, the User is invited to frequently consult this page, referring to the date of the last modification indicated at the bottom.

If the modifications concern treatments whose Legal basis is consent, the Owner will request the User's consent again .

Privacy Policy updated May 2023