



## VILLA LA SELVA

WINE RESORT

# PRIVACY POLICY

Dear Customer,  
we hereby inform you that the Legislative Decree n° 196 of June 30, 2003 provides that personal data shall be processed in full compliance with basic rights and liberties, as well as with the data subject's dignity, with particular reference to confidentiality, personal identity and to the right to protect personal data.

We hereby describe the management of our website as regards to the processing of the personal data of users visiting the website. Such Privacy Policy, in pursuance of Art. 13 of the Legislative Decree n° 196/ 2003 (Personal Data Protection Code), applies to those who interact with our website, which is accessible at

**[www.villalaselva.com](http://www.villalaselva.com)**

corresponding to the first page of the official website of the company

**Villa La Selva Wine Resort - Loc. Montebenichi - 52021 Bucine (AR) - Italy.**

The Privacy Policy applies only to our website and does not apply to other websites that might have been accessed by the user through a link.

The Privacy Policy is also based on the Recommendation n° 2/2001, which was adopted on May 17, 2001 by the European data protection authorities within the Working Party set up under article 29 of the European Directive n°95/46/CE, in order to lay down minimum requirements for the collection of personal data online and, in particular, for the handling, timing and nature of the information that data controllers shall provide to users visiting web pages, for whatever the purpose.

## DATA CONTROLLER

The data controller responsible for the processing of personal data of users visiting this website is: **Villa La Selva Wine Resort - Loc. Montebenichi - 52021 Bucine (AR) - Italy.**

## PLACE WHERE DATA IS PROCESSED

The processing operations related to the web-based services that are made available via this website are carried out at the aforementioned office of **Villa La Selva Wine Resort** and exclusively by the staff in charge of said processing, or else by persons tasked with such maintenance activities as may be necessary from time to time. No data resulting from web-based services is either communicated or disseminated. Any personal data provided by users requesting specific information is only used to provide the service or performance requested.

## TYPES OF PROCESSED DATA

### NAVIGATION DATA

The data processing systems and software procedures relied upon to operate this website collect personal data as part of their standard functioning. The transmission of such data is an inherent feature of Internet communication protocols. Such information is not collected in order to associate it with identifiable users, but it may, by its very nature, allow the identification of users through processing and association with data held by third parties. This data category includes IP addresses or the domain names of the computers used by any user connecting with this website, the URI (Uniform Resource Identifier) addresses of the requested resources, the time of such requests, the method used for submitting a given request to the server, returned file size, a numerical code relating to server response status and other parameters related to the user's operating system and computer environment. Such data is only used anonymously and for statistical purposes related to the use of this website and to check its correct functioning. The data may be used in the event of suspected IT misdemeanor to the detriment of the website.

### DATA VOLUNTARILY PROVIDED BY USERS

The optional, explicit and voluntary forwarding of emails to addresses listed on this website implies the subsequent collection of the sender's address, which is necessary in order to respond to the request, as well as of other personal data entered in the email.

### COOKIES

See detailed information in our **Cookie Policy** section below.

## HANDLING OF PERSONAL DATA

Personal data is processed through computer and manual tools for the time strictly necessary to achieve its intended purpose. Specific security measures are taken to prevent loss of data or its unlawful or inappropriate use or unauthorized access.

## PURPOSE OF PERSONAL DATA PROCESSING

Personal data is processed for the following purposes:

- Fulfilment of contract obligations towards the party concerned;
- Fulfilment of legal obligations (administrative, tax, accounting, civil law, etc.);
- For business purposes: forwarding of advertising material, market research, promotional and marketing activities if requested.

## DATA PROVISION

### MANDATORY OR OPTIONAL DATA PROVISION AND CONSEQUENCES OF REFUSAL TO PROVIDE DATA

Should the website provide forms to be filled out in order to require information and services or product availability and booking, the provision of data marked with an asterisk (\*) is mandatory and necessary to provide information/services. The provision of further data is optional.

The refusal to provide data marked with an asterisk (\*) will entail the impossibility to provide the requested information/services. The refusal to provide further data will not incur consequences relating to website registration.

## RIGHTS OF DATA SUBJECTS

The subjects to whom the personal data refer are entitled at any time to receive confirmation of

the existence or otherwise of personal data concerning them and be informed about their content and origin, verify their accuracy, or obtain the integration or updating, or else rectification of data (Art. 7 of Legislative Decree n° 196/2003).

According to the above-mentioned article, data subjects are entitled to demand the deletion, anonymization or blocking of processed data in violation of the law, and to oppose in all cases, for legitimate reasons, the processing of personal data.

All requests shall be forwarded:

- by e-mail to: **info@villalaselva.it**
- or by post to:  
**Villa La Selva Wine Resort – Loc. Montebenichi – 52021 Bucine (AR) – Italy.**

## COOKIE POLICY

### WHAT IS A COOKIE AND WHAT IS IT FOR?

Cookies are small text files which the websites operated by the user transfer to the user's terminal (usually the browser), where they are stored in memory and sent back to the same websites if the user visits them again.

When navigating on a website, users may also receive cookies from different websites or web servers on their terminal (the so-called "third-party cookies"), containing components (such as images, maps, audio or specific links to web pages in other domains) available on the website that the user is visiting.

### TYPES OF COOKIE

#### SESSION COOKIES AND PERSISTENT COOKIES

Cookies can either last for a browser session or be persistent. Session cookies are automatically deleted when the browser window is closed.

Persistent cookies are stored on the user's device until deletion or for the period of time specified in the cookie.

#### TECHNICAL COOKIES AND PROFILING COOKIES

Technical cookies are used for the sole purpose of "transmitting a communication on an electronic communication network, or as strictly necessary to allow the provider of an information service to provide such service explicitly required by the website subscriber or user" (as per art. 122, paragraph 1 of the Privacy Code).

These cookies are not used for any other purposes and are usually installed by the Data Controller or Webmaster.

They can be classified as follows:

- **navigation or session cookies**, which ensure normal navigation or use of the website (for instance, allowing the user to make purchases or perform authentication to access reserved areas);
- **analytics cookies**, which are similar to technical cookies in that they are directly used by the webmaster to gather information, in the aggregate, on the number of users and on how they visit the website;

- **functionality cookies**, which allow the website to remember the choices or changes made by the user (such as the language and products selected for purchase) in order to provide enhanced and more personal features.

These cookies do not require the user's consent to installation.

Profiling cookies are designed to create user profiles and to deliver targeted advertisements, which are more relevant to the user and to his/her interests shown during Internet browsing. Due to the potential for invasion of privacy, according to European and Italian law, users must be adequately informed about the use of such cookies and consent to their use. Article 122 of the Privacy Code provides that: "The filing of information in the computer of a contracting party or of a user or the access to already filed information is only allowed on condition that the contracting party or the user has expressed his/her consent after being informed in the streamlined manner as per art. 13, paragraph 3 of the Privacy Code".

## FIRST-PARTY AND THIRD-PARTY COOKIES

First-party cookies belong to the website that created them. Third-party cookies are created by websites other than the one the user is visiting and data are collected, processed and used by third parties and subject to the provider's Privacy Policy. The third-party is therefore required to inform the user about the use of cookies and obtain, if necessary, the user's consent in its capacity as data controller. If a website enables the placement of third-party cookies, the third party has the responsibility for ensuring users are clearly informed about cookies and for obtaining their consent. Users must be adequately informed, even if in the streamlined manner provided for by law, when they access the website that enables the storage of third-party cookies, that is, when they access the content provided by third parties and, in any case, before the cookies are downloaded on their computer.

## WHAT TYPES OF COOKIES ARE USED ON THIS WEBSITE?

This website uses technical cookies, in order to help the website perform smoothly and to optimize the user's surfing experience.

This website uses third-party cookies (Google Analytics) for statistical purposes in order to improve the website's content. Google Analytics is a website analysis service provided by Google Inc. ("Google") designed to monitor the number of users, the pages visited or the time spent on a specific page for the purpose of tracking and measuring website traffic: the most clicked pages, for how long users stay on a web page or the country they come from. Said data is collected only for statistical purposes and anonymously. The data collected by Google Analytics, including the user's IP address, is anonymously sent to the Google Inc server. These cookies cannot be used to profile or identify users, but exclusively for statistical purposes in the aggregate.

For information on Google's Privacy Policy and to disable the Google Analytics service, please refer to:

- **Privacy Policy:** <http://www.google.com/intl/it/policies/privacy/>
- **Google Analytics:** <https://support.google.com/analytics/answer/6004245?hl=it>
- **Opt Out:** <https://tools.google.com/dlpage/gaoptout?hl=it>

The website provides access to other websites, each with its own Privacy Policy. For further information please refer to the Privacy and Cookie Policy of each other social network and service that you visit:

- **Google Maps Privacy Policy:** <http://www.google.com/policies/privacy/>
- **Facebook Privacy Policy:** <https://www.facebook.com/help/cookies/>
- **Twitter Privacy Policy:** <https://twitter.com/privacy?lang=it/>
- **Pinterest Privacy Policy:** <https://about.pinterest.com/it/privacy-policy>
- **Google Plus Privacy Policy:** <http://www.google.com/intl/it/policies/privacy/>
- **Youtube Privacy Policy:** <http://www.google.com/intl/it/policies/privacy/>

## HOW TO DISABLE COOKIES

Most web browsers (Chrome, Safari, Internet Explorer, Firefox, etc.) automatically accept cookies. Most of them, however, allow you to control and even disable cookies by adjusting the browser settings.

In order to change your browser settings, please refer to the browser's user manual. Please note, however, that full deactivation of cookies by the user may compromise the use of various functions on the website.

For further information about managing cookies for main web browsers, please refer to the following links:

**Cookie Settings in Internet Explorer:** <https://support.microsoft.com/it-it/kb/196955>

**Cookie Settings in Firefox:** <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer?redirectlocale=en-US&redirectslug=Cookies>

**Cookie Settings in Chrome:** <https://support.google.com/chrome/answer/95647?hl=en>

**Cookie Settings in Safari:** <https://support.apple.com/it-it/HT201265>