

## **Our data protection**

Responsible for the content:

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### **Disclosure of information in accordance with Italian Legislative Decree of 30.06.2003 „DATA PROTECTION CODE”**

In accordance with art. 13 of Italian Legislative Decree no. 196 of 30.06.2003 concerning the protection of persons and other subjects, we would like to inform you that the FARMHOUSE OBERPAPPING, processes the personal data of customers, commercial partners and suppliers as well as of persons who voluntarily provide us with their personal information (by telephone, fax or e-mail).

Your personal data will be processed according to Italian Legislative Decree no.196 as well as following our company's principles of confidentiality and professionalism.

The personal data held by our company may be collected directly from our customers or by third parties in the framework, for example, of the registration of external data for commercial information, market researches or direct offer of products and services. In this latter case information will be provided to the party concerned at the moment of data registration or, in any case, not later than the first communication.

It may occur that in the framework of activities requested by our customers we come into possession of "sensitive" data, as defined by the law. For the processing of the so-called sensitive data the law requires a special process of consent.

### **Goals and purposes of data processing:**

- The fulfillment of legal obligations, Community standards, as well as regulations issued by authorities with right to do so by law or by monitoring and/or control bodies.
- The fulfillment of possible contractual obligations with respect to the party concerned.
- Inspection and control of the system's efficiency.
- The carrying out of activities strictly related to the business activity of our company, such as the keeping of internal statistics, invoicing or accounting (accounts receivable and accounts payable).
- Purposes of a business nature such as the sending of business information and advertising materials (by post, fax or e-mail), marketing and market studies.
- The protection of claims and the management of liabilities.
- Purposes related to insurance, in particular credit insurance.
- Customer satisfaction survey about the quality of the products and services provided by our company, either conducted by ourselves or by external companies by means of personal interviews or telephone surveys, questionnaires etc.

### **Way of data processing:**

With reference to the abovementioned aims, personal data treatment is carried out through manual processing, computerized or telematic tools, with logics that are strictly connected to the aims and in any case in such a way that data security and confidentiality are guaranteed.

With regard to the abovementioned objectives your personal data will be forwarded as required:

- to public administrative bodies and authorities, where provided by law;
- to credit institutions with which our company enjoys business relationships for the management of claims/liabilities and for the provision of financing;
- to all natural and/or legal, public and/or private persons (legal, administrative and tax consultant offices, courts, chambers of commerce etc.) if such forwarding is shown to be necessary for or relevant to the exercise of our activity and in the manner and for the purposes listed above.

The subjects mentioned above, to whom the data can be communicated, will use these data as "owners", as governed by the law, in complete independence, as they are outside of the original data treatment occurred in our company.

### **Disclosure and dissemination**

The personal information processed by our company shall not be subject to dissemination.

## **Data processing**

The processing of information may take place with or without the assistance of means electronic or otherwise automated and it encompasses all the procedures that are provided for in art. 4, paragraph 1, (a) of Italian Legislative Decree no. 196 of 30 June 2003 and that are necessary for the processing of the relevant information. In any case, the processing of information shall be carried out in observance of all cautionary measures that ensure its security and confidentiality.

## **Rights of the parties concerned**

The Data protection code grants the parties concerned the exercise of certain rights in accordance with art. 7. In particular, they have the right to receive notice about whether or not information on them exists and to be given more details in comprehensible form regarding this information, its origin and the purposes and methods of its processing. Moreover, the party concerned may request to be acquainted with the logics applied in case of processing carried out with the aid of electronic tools, the owner's essential identification data, the persons appointed to be in charge and the persons and categories of persons to whom the data can be communicated or who can acquire knowledge of it.

The party concerned has the right to verify his or her information, to check it, to correct it and to supplement it as well as to demand that the information be deleted, blocked or transformed into anonymous information in the event that the processing violates legal regulations.

He or she has the right to refuse for legitimate reasons the processing of his or her information in whole or in part, even if pertinent to the aim of their collection, as well as to refuse without any reason the processing of his or her information if this information is to be used for purposes of commercial information, sending out of advertising material, direct sales or market research. The rights under discussion may be asserted by the party concerned or by a person appointed by him or her by means of a request sent by registered mail or e-mail and directed to the person responsible for the processing mentioned above.

## **The holder of the processed information is:**

FARMHOUSE OBERPAPPING – Markus Jud, I-39038 INNICHEN (BZ); Street Pappingweg 3. The company reserves the right to modify or to revise this privacy notice at any time, especially in case of amendments of the law and/or new regulations.

## **Information concerning the e-mail addresses published on this website**

The users of the website of the FARMHOUSE OBERPAPPING are expressly notified that within the meaning of the provisions issued by the data protection guarantor concerning the protection of personal data of 7 March 2001 and of 20 March 2002, the e-mail addresses published on this website do not represent "public data" according to the data protection code (Legislative Decree no. 196/2003). Therefore the e-mail addresses posted on the website of the company FARMHOUSE OBERPAPPING can be used for the transfer of information of any kind only after prior consent given by the party concerned (see newsletter of the data protection authority of 10 and 16 February 2003).

Furthermore, according to art. 130 of Legislative Decree no.196/2003, "the use of automatic calling systems without human intervention for the sending out of advertising material, for direct sales, for market research or for commercial information purposes requires the prior consent of the party concerned". The provisions under paragraph 1 are valid also for electronic communications, for the aims described above, by means of e-mails, fax, Mms (Multimedia Messaging Service) or Sms (Short Message Service) messages or any other kind.

The users of the website of the company FARMHOUSE OBERPAPPING are therefore allowed to use the e-mail addresses posted on the website for the sending out of advertising material, for direct sales and for market research purposes only after the prior consent of the parties concerned. As aforementioned, the company FARMHOUSE OBERPAPPING, denies any responsibility for the illegal behavior of the users.

## **Google Analytics:**

"This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States . Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the

appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.”

### **Third-party Cookies**

**Youtube – google analytics – google maps – google plus**  
<https://policies.google.com/technologies/cookies?hl=en>

**facebook**  
<https://en-gb.facebook.com/policies/cookies/>

**Tripadvisor**  
<https://www.tripadvisor.co.uk/CookiePolicy>

**yes alps**  
<https://www.yesalps.com/en/help/cookiePolicy.html>

### **Delete or disable Cookies**

<https://support.google.com/accounts/answer/32050?hl=en>

Third party cookies can also be cancelled or deactivated by the user. For further information please have a look at the European Interactive Digital Advertising Alliance website:

<http://www.youronlinechoices.eu/>