

Privacy policy

Data Controller and Owner

Fra-Ber srl - Address: Via M.K.Gandhi, 24051 Antegnate (BG - ITALY) - P.IVA: IT 03351820166 - Email: info@fra-ber.it.

Types of Data collected

Among the types of Personal Data that this Application collects, by itself or through third parties, there are: Cookie, Usage data and Email. Other Personal Data collected may be described in other sections of this Privacy policy or by dedicated explanation text contextually with the Data collection. The Personal Data may be freely provided by the User, or collected automatically when using this Application. Any use of Cookies - or of other tracking tools - by this Application or by the owners of third party services used by this Application, unless stated otherwise, serves to identify Users and remember their preferences, for the sole purpose of providing the service required by the User. Failure to provide certain Personal Data may make it impossible for this Application to provide its services. Users are responsible for any Personal Data of third parties obtained, published or shared through this Application and confirm that they have the third party's consent to provide the Data to the Owner.

Mode and place of processing the Data

Methods of processing

The Data Controller processes the Data of Users in a proper manner and shall take appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data. The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Data Controller, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of the site (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 Data Controller at any time.

Place

The Data is processed at the Data Controller's operating offices and in any other places where the parties involved with the processing are located. For further information, please contact the Data Controller.

Retention time

The Data is kept for the time necessary to provide the service requested by the User, or stated by the purposes outlined in this document, and the User can always request that the Data Controller suspend or remove the data.

The use of the collected Data

The Data concerning the User is collected to allow the Owner to provide its services, as well as for the following purposes: Analytics, Contacting the User, Interaction with external social networks and platforms, Infrastructure monitoring, Remarketing and Behavioral Targeting, Managing contacts and sending messages, Displaying content from external platforms, Commercial affiliation. The Personal Data used for each purpose is outlined in the specific sections of this document.

Details of processing the Data

The Personal Data are collected for the following purposes and using the following services:

Contacting the User

- **Mailing List or Newsletter (This Application)**

By registering on the mailing list or for the newsletter, the User's email address will be added to the contact list of

those who may receive email messages containing information of commercial or promotional nature concerning this Application. Your email address might also be added to this list as a result of signing up to this Application or after making a purchase. Personal Data collected: Email address.

Managing contacts and sending email messages

These services make it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User. These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message.

- **MailUp (MailUp)**

MailUp is an email address management and message sending service provided by NWeb srl.

Personal Data collected: Email.

Place of processing: Italy - [Privacy policy](#)

Interaction with external social networks and platforms

These services allow interaction with social networks or other external platforms directly from the pages of this Application. The interaction and information obtained by this Application are always subject to the User's privacy settings for each social network. If a service enabling interaction with social networks is installed it may still collect traffic data for the pages where the service is installed, even when Users do not use it.

- **Twitter Tweet button and social widgets (Twitter)**

The Twitter Tweet button and social widgets are services allowing interaction with the Twitter social network provided by Twitter Inc.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#)

- **Facebook Like button and social widgets (Facebook, Inc.)**

The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Facebook, Inc.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#)

- **Google+ button and social widgets (Google Inc.)**

The Google+ button and social widgets are services allowing interaction with the Google+ social network provided by Google Inc.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#)

- **YouTube button and social widgets (Google Inc.)**

Youtube is a video content visualization service provided by Google Inc. that allows this Application to incorporate content of this kind on its pages. The YouTube button and social widgets are services allowing interaction with the YouTube social network provided by Google Inc.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#)

- **Vimeo button and social widgets (Vimeo, LLC)**

Vimeo is a video content visualization service provided by Vimeo, LLC that allows this Application to incorporate content of this kind on its pages. The Vimeo button and social widgets are services allowing interaction with the Vimeo social network provided by Vimeo, LLC.

Personal Data collected: Cookie and Usage data.

Place of processing : USA - [Privacy policy](#)

- **LinkedIn button and social widgets (LinkedIn Corporation)**

The LinkedIn button and social widgets are services allowing interaction with LinkedIn social network provided by LinkedIn Corporation.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#)

Advertising

These services allow the use of your data for commercial communication purposes in various forms of advertising, such as banner, even in relation to your interests. This does not mean that all Personal Data are used for those purposes. Data and operating conditions are given below. Some of the services listed below may use cookies to identify you or to use the technique of Behavioral Retargeting, which display advertisements tailored to your interests and your behavior, recognized even outside of this application. For more information you may check the Privacy policy of their respective services.

- **Google AdSense (Google)**

Google AdSense is an advertising service provided by Google Inc. That service uses “DoubleClick” Cookie, that tracks the use of this Application and your behavior in relation to advertisements, products and services offered. You can decide at any time to not use anymore this Cookie by [deactivating it](#).

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#)

Remarketing and Behavioral Targeting

These services allow this Application and its partners to inform, optimize and serve advertising based on past use of this Application by the User. This activity is performed by tracking Usage Data and by using Cookies, information that is transferred to the partners that manage the remarketing and behavioral targeting activity.

- **AdWords Remarketing (Google)**

AdWords Remarketing is a Remarketing and Behavioral Targeting service provided by Google Inc. that connects the activity of this Application with the Adwords advertising network and the Doubleclick Cookie.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#) - [Opt Out](#)

- **Facebook Custom Audience (Facebook, Inc.)**

Facebook Custom Audience is a Remarketing and Behavioral Targeting service provided by Facebook, Inc. that connects the activity of this Application with the Facebook advertising network.

Personal Data collected: Cookie and Email address.

Place of processing: USA - [Privacy policy](#) - [Opt Out](#)

- **Facebook Remarketing (Facebook, Inc.)**

Facebook Remarketing is a Remarketing and Behavioral Targeting service provided by Facebook, Inc. that connects the activity of this Application with the Facebook advertising network.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#) - [Opt Out](#)

Analytics

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

- **Google Analytics (Google)**

Google Analytics is a web analysis service provided by Google Inc. (“Google”). Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#) - [Opt Out](#)

- **Facebook Ads conversion tracking (Facebook, Inc.)**

Facebook Ads conversion tracking is an analytics service provided by Facebook, Inc. that connects data from the Facebook advertising network with actions performed on this Application.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#)

- **Google AdWords conversion tracking (Google Inc.)**

Google AdWords conversion tracking is an analytics service provided by Google Inc. that connects data from the Google AdWords advertising network with actions performed on this Application.

Personal Data collected: Cookie and Usage data.

Place of processing: USA - [Privacy policy](#)

Cookie policy

This application uses Cookie. You can get more information by reading the [Cookie policy](#).

Further information about Personal Data

Further rights of the Users

We don't sell or rent Users' Data to any third parties for any purpose. The only uses of Data are those highlighted in this policy. Users are the only owner of their Data and can request modification or deletion at any time.

Information about Cookies

Since the installation of third party Cookies and other tracking systems through the services used within this Application can not be technically controlled by the Owner, any specific references to Cookies and tracking systems installed by third parties are to be considered indicative. In order to obtain complete information, consult the Privacy policy for the respective third party services listed in this document.

Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Data Controller, in Court or in the stages leading to possible legal action arising from improper use of this Application or the related services. The User declares to be aware that the Data Controller 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 Application 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 Application and any third party services may collect files that record interaction with this Application (System Logs) or use for this purpose other Personal Data (such as IP Address).

Information not contained in this policy

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

The rights of Users

Users have the right, at any time, to know whether their Personal Data has been stored and can consult the Data Controller to learn about their contents and origin, to verify their accuracy or to ask for them to be supplemented, cancelled, updated or corrected, or for their transformation into anonymous format or to block any data held in violation of the law, as well as to oppose their treatment for any and all legitimate reasons. Requests should be sent to the Data Controller at the contact information set out above. This Application does not support "Do Not Track" requests. To determine whether any of the third party services it uses honor the "Do Not Track" requests, please read their privacy policies.

Changes to this Privacy policy

The Data Controller reserves the right to make changes to this Privacy policy at any time by giving notice to its Users on this page. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom. If a User objects to any of the changes to the Policy, the User must cease using this Application and can request that the Data Controller removes the Personal Data. Unless stated otherwise, the then-current Privacy policy applies to all Personal Data the Data Controller has about Users.

Information about this Privacy policy

The Data Controller is responsible for this Privacy policy.

Definitions and legal references

Personal Data (or Data)

Any information regarding a natural person, a legal person, an institution or an association, which is, or can be, identified, even indirectly, by reference to any other information, including a personal identification number.

Usage Data

Information collected automatically from this Application (or third party services employed in this Application), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Application, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized 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 utilized 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 Application, which must coincide with or be authorized by the Data Subject, to whom the Personal Data refer.

Data Subject

The legal or natural person to whom the Personal Data refers.

Data Processor (or Data Supervisor)

The natural person, legal person, public administration or any other body, association or organization authorized by the Data Controller to process the Personal Data in compliance with this Privacy policy.

Data Controller (or Owner)

The natural person, legal person, public administration or any other body, association or organization with the right, also jointly with another Data Controller, to make decisions regarding the purposes, and the methods of processing of Personal Data and the means used, including the security measures concerning the operation and use of this Application. The Data Controller, unless otherwise specified, is the Owner of this Application.

This Application

The hardware or software tool by which the Personal Data of the User is collected.

Cookie

Small piece of data stored in the User's device.

Email

Provides access to the user's primary email address

Legal information

Notice to European Users: this privacy statement has been prepared in fulfillment of the obligations under Art. 10 of EC Directive n. 95/46/EC, and under the provisions of Directive 2002/58/EC, as revised by Directive 2009/136/EC, on the subject of Cookies. This Privacy policy relates solely to this Application.