

# LEGAL NOTES, PRIVACY POLICY e Cookies Policy in accordance with European Regulation 679/2016 (GDPR)

Last Update on: 02/22/2021

## COMPANY INFORMATION

Company Name: **Franchi Travel di Giorgio Franchi**, website owner: **franchitravel.com**

hereinafter also referred to as "Site Owner", and whose data are as follows::

Address: **Via Carlo del Prete, 6**

City: **PISA**

ZIP: **56100**

Province: **PI**

contact e-mail: **info.franchitravel@gmail.com**

Phone: **+39 345 283 00 38**

VAT number : **02082970506**

Fiscal Code:

## LEGAL NOTES

This website was created by **i.LAB Srl** (VAT N. 10471200013).

All the contents in this website, whether textual, photographic or multimedia, have been approved by the Website Owner who declared to own all required intellectual property and/or the right of use for the purposes pursued by this site.

## PRIVACY POLICY

### Processing of personal data

The owner of the website shows the highest attention towards the protection of personal data, having adopted adequate and necessary measures for the protection of the data and the conservation of the same by virtue of the application of the national and European reference discipline and having examined every connected risk to the activities mentioned here above.

Access to some sections of the site and/or any request for information or services by visitors of the website, may be subject to the inclusion of personal data treatment. The owner of the website, as Data Controller, will operate in total compliance with the General Data Protection Regulation (EU Regulation 2016/679) and the national legislation.

This information is intended to inform visitor, even before accessing the various sections of the site and to provide his data, about how the owner of the website treats their personal data and it's necessary for the user to read and understand this document before he gives his personal data by filling in the appropriate spaces in the various sections of the site, giving consent to the processing of his data.

### Purpose of the processing

According to the needs expressed from time to time by the user who accesses the various sections of the website, the purposes of processing personal data provided directly by users by completing the online forms may be the following:

- a) allowing the website owner to provide the requested service, with all connected and associated services in any capacity;
- b) allowing the website owner's marketing activities such as, (merely by way of example but not exhaustive) the sending of promotional and advertising material, carrying out of related statistical analysis about operations made by the users visiting this site in order to improve the services and products offered and the browsing experience); these marketing activities could be done by e-mail, fax, mms and sms, as said prior specific consent and until the revocation of the same;
- e) allowing the website owner to send newsletters that could include updates on all the site's news and many other news on the offered services offered by the website owner
- d) allowing the website owner to answer users' requests in relation to products / services offered by the site owner.

## METHOD AND DURATION OF DATA TREATMENT

Personal data will be processed by the staff and collaborators of **Franchi Travel di Giorgio Franchi** or companies expressly appointed as data processors mainly in an automated way for the aforementioned purposes.

Outside of these hypotheses the data will not be communicated to third parties or disseminated, except in the cases specifically mentioned by National or European Union law. The data will be processed for the entire duration of the established contractual relationships and also subsequently, for the time in which the owner is subject to conservation obligations for fiscal/legal purposes or other regulations.

#### **USERS' PERSONAL DATA ASSIGNMENT**

**The acceptance of personal data treatment is optional.** Should it be necessary, the user will be asked for his explicit acceptance. The website owner will use only those data which are necessary to provide the service which has been requested by the user himself.

The user is informed that any refuse to consent the treatment of his personal data could result in the impossibility, for the website owner, to deliver the requested service/product.

The user is also informed that missing, partial or incorrect authorization about the treatment of his personal data, if requested, does not entail any consequence.

#### **CATEGORIES OF PERSONAL DATA**

Computer systems and software procedures used to operate the website indirectly acquire, in addition to the personal data provided directly by the users (such as name, surname, postal address, e-mail address, telephone contact number etc.) during the connection to the site, some personal data whose transmission is implicit in the use of Internet communication protocols.

**These data are processed for the sole purpose of carrying out anonymous statistical surveys.**

#### **SUBJECTS TO WHICH PERSONAL DATA COULD BE TRANSMITTED**

The personal data may be brought to the attention of employees or collaborators ("collaborators" means here also the specialized companies that collaborate with the owner of the website in the commercial development of their own activity – i.e. newsletter sending company) of the Marketing Department of the Owner (note that with the definition "Marketing Office" we mean here not necessarily a production unit defined specifically in the Company organization chart but rather the person(s) appointed by the Owner to process data to pursue the commercial and strategic development of the marketing activities as commonly understood) which, operating under the direct authority of the latter, are appointed as data controllers or processors pursuant to articles 28 and 29 of the European Regulations and which will receive adequate operational instructions in this regard; the same will take place - by the Managers appointed by the Data Controller - towards the employees or collaborators of the Managers.

#### **AMBITO DI COMUNICAZIONE O DIFFUSIONE DEI DATI PERSONALI DEGLI UTENTI**

Personal data provided directly by users by filling in online forms will never, for any reason whatsoever (except as provided for by legal obligations) be disclosed to third parties or disclosed without the user's express consent.

#### **DATA CONTROLLER OF PERSONAL DATA TREATMENT**

The Controller of Personal Data Treatment is: **Appartamenti Velez di Sandra Velez**

The user can contact the Data Controller by using following methods:

by email using this email: [info.franchitravel@gmail.com](mailto:info.franchitravel@gmail.com)

by post to following data: **Franchi Travel di Giorgio Franchi - Via Carlo del Prete, 6 – 56100 – Pisa (PI)**

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#### **SUBJECTS' RIGHTS (Reg. Eu. 679/2016)**

The European Regulation recognizes the right of the subject (the person who gives his data) to ask the Data Controller (identified here above) to access his personal data and to obtain a copy of them.

In particular, pursuant to art. 15 of the Regulations, each interested party has the right to obtain from the Data Controller confirmation that a processing of personal data concerning him is being processed and, in this case, to obtain access to personal data and a serie of other information, such as:

- a) the purposes of the processing;
- b) the categories of personal data in question;
- c) the recipients or categories of recipients to whom the personal data have been or will be communicated, in particular if they are recipients of third countries or international organizations;
- d) when possible, the period of storage of personal data that have been provided or, if this is not possible, the criteria used to determine this period;

The interested party also has the right to ask the data controller to rectify or delete his personal data, pursuant to articles 16 and 17 of the Rules, or to limit the processing of personal data concerning him or to oppose its processing pursuant to articles 18 and 21.

The Regulation provides, in the art. 20, also the right to the portability of one's data. All the rights granted by the national legislation are expressly recognized.

**Any interested party may revoke the consent to the processing and lodge a complaint with the Privacy**

Guarantor, pursuant to the regulations in force.

### **HOW TO EXERCISE THE RIGHTS REFERRED TO ARTICLES 15 AND 22 OF THE REGULATION AND HOW TO KNOW THE LIST OF SUBJECTS ENTITLED OF PERSONAL DATA TREATMENT**

The user may, at any time, enforce his rights referred to articles from 15 to 22 of the Regulations as well as request the complete list of subjects who are entitled to treat his personal data by contacting the Data Controller in the ways specified here above.

Furthermore, the user may revoke his previous consent related to all purposes reported in letter b) (marketing activity).

#### **Modality of modification of the "profile" of the user**

The user may, at any time, modify the data provided or delete his or her profile, if present, using the appropriate "Modify data" feature on the website, or by sending an e-mail to the Data Controller's address for the above specified data processing. This applies just for those website in which personal data are collected. If the website does not collect any personal data, this feature will not be available.

### **COOKIES POLICY**

*Information released on the basis of directives of the Privacy Guarantor "Identification of simplified procedures for information and the acquisition of consent for the use of cookies" - 8 May 2014 and in compliance with art. 13 of the Privacy Code (Legislative Decree No. 196/2003)*

#### **What are cookies?**

*Cookies are small text strings that a website can send, while browsing, to the user's device (be it a PC, a smartphone, a notebook, a tablet etc.); normally they are stored directly on the browser - "browser" is the program used for browsing - ex. Google Chrome, Safari, Opera, Firefox etc.). The same website that transmitted them, then, can read and record the cookies that are on the device to obtain various types of information.*

#### **Cookies cannot damage your computer,**

*The owner of the website, in collaboration with the Data Controller, also very carefully selects all third-party suppliers who can set cookies for marketing purposes.*

#### **Types of cookies:**

*There are two main macro-categories of cookies, each one having different characteristics based on the aims pursued by those who use them:*

1. **TECHNICAL cookie**
2. **PROFILING cookies**

*TECHNICAL COOKIES can be divided into:*

- *navigation cookies;*
- *analytical cookies;*
- *functionality cookies.*

*Here below are all the detailed information that may allow the user to be more informed about the purpose and the use of cookies on his device:*

#### **"NAVIGATION" cookies**

*These cookies are necessary to allow the user to browse the site and use its functions, such as making a purchase or authenticating to access restricted areas, etc..*

#### **"ANALYTICAL" cookies**

*These cookies collect information about the ways in which users use the site, for example which pages are most visited, any error messages received from web pages during navigation.*

**IMPORTANT NOTE:** *Below are details and descriptions of some types of Cookies that the site may, even if not continuously, be used for its own purposes. For this reason, the user must consider these cookies as ACTIVE in case this type of cookie is defined here below as "COULD BE USED" or "COULD USE"*

#### **Google Analytics Cookies**

Google Analytics by Google, Inc. is not in use in this website.

Google Analytics by Google, Inc., is a service that provides statistics and analysis of site performance, through the use of Cookies. To consult the privacy policy of the Google Analytics service, the user is kindly requested to visit the page <http://www.google.com/intl/en/analytics/privacyoverview.html>.

## Google Adwords & Google Remarketing Cookies

This website doesn't use the Google Adwords software and Google Remarketing technology.

Both are managed by Google Inc. The AdWords conversion tracking feature also uses cookies. To keep track of any sales and other conversions, a cookie is added to a user's computer when that user clicks on a particular ad. This cookie lasts 30 days and does not collect or monitor information that can personally identify a user. Users can disable Google conversion tracking cookies in their Internet browser settings. In some cases cookies can cause problems when accessing or browsing the AdWords account.

When this occurs, the best way to correct the problem is to clear the cache and delete the saved cookies for your Internet browser. To learn more about the user, see this page: <https://www.google.es/intl/it/policies/privacy/>.

Finally, the user can disable Google Analytics cookies by downloading a specific browser plug-in available at the following address <https://tools.google.com/dlpage/gaoptout>.

## Google Map Cookies

This website **doesn't use** Google Maps, Inc. cookies, a tool provided by Google that allows the website to display an interactive map of the place of our business unit. By using Google Map, the user could give to this tool information about his place (or the place from where he's surfing the web) in order to obtain information about the distance and the best way to reach our place. This data are collected by Google Maps while surfing his search engine. Users are kindly requested to visit the page: <https://policies.google.com/privacy?fg=1#infocollect> to read the Google Privacy Policy and to gather all the information about how Google uses collected cookies.

## Google TAG Manager

This website **doesn't use** Google Tag Manager which is a tool used to organize all third party tags in the website (i.e. Google Analytics, Facebook Pixel set.) and to check their activities.

Detailed information here: <https://www.google.com/analytics/tag-manager/use-policy/>

## Google Fonts

This website **doesn't use** Google Fonts, which are fonts whose purpose is to obtain a better shape of the website and, when possible, a better surfing experience for the user. Also in this case, the user is kindly requested to visit the above mentioned Google Privacy Policy page to obtain all the necessary informations.

## Facebook Cookies

This website doesn't use Facebook cookies (Facebook is a Social network provided by Facebook Inc.) to monitor the progress of Facebook Ads advertising campaigns and any remarketing actions. The user can get

### Cookies can also be classified as:

- session cookies, which are deleted immediately when the browser is closed (for example, Internet Explorer, Safari, Google Chrome, etc.);
- persistent cookies, which - unlike session cookies - remain inside the browser for a specific period of time. They are used, for example, to recognize the device that connects to the site, facilitating user authentication operations;
- first-party cookies, ie cookies generated and managed directly by the manager of the website on which the user is browsing;
- third-party cookies, which are generated and managed by subjects other than the operator of the website on which the user is browsing (in force, as a rule, of a contract between the website owner and the third party)

### Which cookies are used on this site?

In this website technical cookies are used and profiling cookies are not used, in order to guarantee the correct use of the site contents and to allow browsing. In particular, the site may use in the future the cookies of the following authors:

Google Inc. (Analytics, ADWORDS, Remarketing, Youtube), Facebook Inc., as well as proprietary SESSION cookies named CFID, CFTOKEN, PHPSESSID.

The use of cookies is in compliance with the applicable rules and, in particular, with the EU Regulation 2016/679, without prejudice to the possible liability of the authors of the same.

### Cookie settings

The user can decide whether or not to allow the use of cookies on his computer. In this regard, it should be noted that this website works optimally with all types of cookies enabled and not technically harmful to the user.

The settings relating to cookies can be controlled and modified by the browser's "Preferences". Below are links to the most commonly used browser setup information:

Chrome <https://support.google.com/chrome/answer/95647?hl=it&topic=14666&ctx=topic>

Firefox <https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie>

Internet Explorer <https://support.microsoft.com/it-it/help/17442/windows-internet-explorer-delete-manage-cookies> Opera

<https://www.opera.com/it/help>

Safari <https://support.apple.com/it-it/guide/safari/sfri11471/mac>

If the user disables cookies, this may result in disabling some features of the site.

Even with all cookies disabled, the browser will continue to store a small amount of information. This information is necessary for the basic functionality of the site.

### **Social Networks' buttons**

They are buttons that allow users to have a better navigation experience and to connect to most common Social platforms to share contents.

Here below the most common Social buttons and their main functions:

#### **Button +1 and social widget of Google+ (Google Inc.)**

They allow to interact with services provided by the social network Google+ network.

Recorded Personal data : Cookies and usage data.

Place of treatment : USA - Privacy Policy - <https://policies.google.com/privacy?hl=it>

#### **"Like" buttons and Facebook Social widgets (Facebook, Inc.)**

"Like" buttons and Facebook widgets are tools to interact with Facebook Social network which is provided by Facebook, Inc.

Recorded Personal data : Cookies and usage data.

Place of treatment : USA - Privacy Policy - <https://www.facebook.com/privacy/explanation>

#### **Tweet button and e Twitter widget (Twitter, Inc.)**

"Tweet" buttons and Twitter widgets are tools to interact with Twitter Social network which is provided by Twitter, Inc.

Recorded Personal data : Cookies and usage data.

Place of treatment : USA - Privacy Policy - <https://twitter.com/it/privacy>

#### **LinkedIn in buttons and LinkedIn social widget (LinkedIn Corp.)**

"LinkedIn" buttons and LinkedIn widgets are tools to interact with LinkedIn Social network which is provided by LinkedIn, Inc.

Place of treatment: USA - Privacy Policy - <https://www.linkedin.com/legal/privacy-policy>

#### **TripAdvisor buttons and TripAdvisor widget (TripAdvisor LLC)**

"TripAdvisor" buttons and TripAdvisor widgets are tools to interact with TripAdvisor network which is provided by TripAdvisor LCC.

Privacy Policy - <https://tripadvisor.mediaroom.com/IT-privacy-policy>