

# Privacy Policy

Data Controller

Company Name **Berma Macchine S.r.l.**

## Types of Data Collected

The personal data collected, either independently or through third parties, are related to: cookies, usage data, name, surname, date of birth, telephone number, VAT number, company name, address, country, province, email and ZIP code.

Other personal data collected may be indicated in other sections of this privacy policy or through informative texts displayed together with the collection of the data itself.

The personal data may be entered voluntarily by the user, or collected automatically during use of the site.

Any use of Cookies - or other tracking tools - by the site or third-party service owners used by this site, unless otherwise stated, is intended to identify the user and record the related preferences for purposes strictly linked to the provision of the service requested by the user.

Failure to provide certain personal data by the user may prevent this company from providing its services.

The user assumes the responsibility of the personal data of third parties published or shared through this website and guarantees to have the right to communicate or disseminate them, freeing the data controller from any responsibility towards third parties.

## Methods of data processing. Data retention

The data controller processes the users' personal data by taking appropriate security measures to prevent unauthorized access, disclosure, modification or destruction of personal data.

Processing is carried out using IT and / or telematic tools, with organizational methods logically related to the purpose indicated. Besides the data controller, in some cases, some other figures might be involved in the organization of the site (administratives, commercials, marketing, system administrators) or external parties (such as third party technical service providers, hosting providers, IT companies, communication agencies) also involved, if necessary, data processors. The updated list of data processors may always be requested from the data controller.

## Place

The data are processed at the data controller's operating offices and in any other place where the parties involved in the processing are located. For more information, contact the data controller.

## Period of time

The data is processed for the time necessary to perform the service requested by the user, or required by the purposes described in this document, and the user can always ask for the interruption of the treatment or the cancellation of the data.

Purposes of the processing of the collected data

The user's data is collected in order to allow the data controller to provide his services, as well as for the following purposes: statistics, contacting the user, displaying content from external platforms, interaction with social networks, payment management.

The types of personal data used for each purpose are indicated in the specific sections of this document.

## Statistics

The services contained in this section allow the data controller to monitor and analyze traffic data and are used to keep track of user behavior.

#### **Google Analytics (Google Inc.)**

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google uses the personal data collected for the purpose of tracking and examining the use of this website, compiling reports and sharing them with other services developed by Google.

Google may use personal data to contextualize and personalize the ads of its own advertising network.

Collected Personal Data: Cookies and Usage Data.

Place of processing: USA - Privacy Policy - Opt Out

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

Conversion tracking of Facebook Ads is a statistics service provided by Facebook, Inc. that links the data coming from the Facebook with the actions taken on this website.

Personal data collected: Cookies and usage data.

Place of processing: USA - Privacy Policy

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

Google AdWords Conversion Tracking is a statistics service provided by Google Inc. that links data from the Google AdWords ads network with actions taken on this website.

Personal data collected: Cookies and usage data.

Place of processing: USA - Privacy Policy

#### **Twitter Ads conversion tracking (Twitter, Inc.)**

Twitter Ads conversion tracking is a statistics service provided by Twitter, Inc. that links data from the Twitter ad network with actions taken on this website.

Personal data collected: Cookies and usage data.

Place of processing: USA - Privacy Policy

#### **Contact form**

By signing the contact form on this site, the user agrees to be subscribed to the Newsletter containing information relevant to the request, at the company's discretion.

The user, by filling in the contact form with his own data, consents to their use to respond to requests for information or any other required items.

Collected personal data: Name, Surname, Company Name, VAT Number, Address, ZIP Code, City, Province, Telephone Number, Email.

#### **Mailing List or Newsletter**

By registering to the mailing list or to the newsletter, the user's email address is automatically included into a list of contacts to which email messages containing information relating to the company's activity may be transmitted. The user's email address could also be added to this list as a result of registering with this website or after making a purchase.

Collected Personal Data: ZIP Code, Surname, Cookie, Usage Data, Email, Country, Name, Telephone Number, Profession, Province and State.

#### **Contact by phone**

Users who have provided their telephone number may be contacted for commercial or promotional purposes linked to this website, as well as to satisfy support requests.

Collected Personal Data: Telephone Number.

### **Address management and sending of email messages**

These services allow you to manage a database of email contacts, telephone contacts or contacts of any other type, used to communicate with the user.

These services could also allow you to collect data relating to the date and time of display of the messages by the user, as well as to the user's interaction with them, such as information on clicks on the links included in the messages.

### **Interaction with social networks and external platforms**

These services allow interaction with social networks, or other external platforms, directly from the pages of the website. The interactions and information acquired from this website are in any case subject to the user's privacy settings relating to each social network.

In case an interaction service with social networks is installed, it is possible that, even if the users do not use the service, this one collects traffic data relating to the pages in which it is installed.

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

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

Collected Personal Data: Cookies and Usage Data.

Place of processing: USA - Privacy Policy

### **Google +1 button and social widgets (Google Inc)**

The +1 button and Google+ social widgets are interaction services with the Google+ social network, provided by Google Inc.

Collected Personal Data: Cookies and Usage Data.

Place of processing: USA - Privacy Policy

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

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

Collected Personal Data: Cookies and Usage Data.

Place of processing: USA - Privacy Policy

### **Google Friend Connect (Google)**

Google Friend Connect is a social interaction service provided by Google Inc.

Collected Personal Data: Cookies and Usage Data.

Place of processing: USA - Privacy Policy

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

The LinkedIn button and social widgets are services of interaction with the LinkedIn social network, provided by LinkedIn Corporation.

Collected Personal Data: Cookies and Usage Data.

Place of processing: USA - Privacy Policy

### **Remarketing and Behavioral Targeting**

These services allow this website and its partners to communicate, optimize and serve advertisements based on the user's past use of this website.

This activity is carried out by tracking usage data and the use of Cookies, information that is transferred to the partners to which the remarketing and behavioral targeting activity is connected.

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

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

Personal data collected: Cookies and usage data.

Place of processing: USA - Privacy Policy

### **Twitter Remarketing (Twitter)**

Twitter Remarketing is a Remarketing and Behavioral Targeting service provided by Twitter, Inc. that links the activity of this website with the Twitter advertising network.

Personal data collected: Cookies and usage data.

Place of processing: USA - Privacy Policy

### **Payment management**

The payment management services allow the site to process payments by credit card, bank transfer or other instruments. The data used for the payment are acquired directly by the manager of the requested payment service without being in any way treated by this site.

Some of these services could also allow the scheduled sending of messages to the user, such as emails containing invoices or notifications concerning the payment.

### **PayPal (Paypal)**

PayPal is a payment service provided by PayPal Inc., which allows the user to make online payments using their PayPal credentials.

Personal data collected: Various types of Data as specified by the privacy policy of the service - Privacy Policy

### **Displaying content from external platforms**

These services allow you to view content hosted on external platforms directly from the pages of this website and interact with them.

In case a service of this type is installed, it is possible that, even if the users do not use the service, it collects traffic data relating to the pages in which it is installed.

### **Youtube Video Widget (Google)**

Youtube is a video content visualization service managed by Google Inc. that allows this website to integrate such content within its pages.

Personal data collected: Cookies and usage data.

Place of processing: USA - Privacy Policy

### **Google Fonts (Google Inc.)**

Google Fonts is a font library service provided by Google Inc. that allows this website to integrate such content within its pages.

Personal data collected: Cookies and usage data.

Place of processing: USA - Privacy Policy

### **Google Maps widget (Google Inc.)**

Google Maps is a map viewing service managed by Google Inc. that allows this website to integrate such content within its pages.

Personal data collected: Cookies and usage data.

Place of processing: USA - Privacy Policy

### **How to deny consent to each of the cookies**

To deny consent to the use of one or more cookies, the user can follow the disabling procedure provided by the main browsers:

Microsoft Windows Explorer

Mozilla Firefox  
Google Chrome  
Apple Safari

### **Further information on treatment**

Defense in court

The user's personal data may be used for defense by the data controller in court or in the stages leading to possible legal action, against improper use of the same or related services by the user. The user declares to be aware that the data controller may be required to disclose the data at the request of public authorities.

Specific information

At the user's request, in addition to the information contained in this privacy policy, this website may provide the user with additional and contextual information regarding specific services, or the collection and processing of personal data.

### **System log and maintenance**

For needs related to operation and maintenance, this website and any third party services it uses may collect system logs, which are files that record interactions and that may also contain personal data, such as the user IP address.

Information not contained in this policy

More information in relation to the processing of personal data may be requested at any time from the data controller using the contact information.

### **User Rights**

The subjects to whom the personal data refer have the right at any time to obtain confirmation of their existence from the data controller, to know their content and origin, to verify their accuracy or request their integration, the cancellation, updating, rectification, transformation into anonymous form or blocking of personal data processed in violation of the law, and to oppose in any case, for legitimate reasons, to their treatment. Requests should be addressed to the data controller.

This website does not support "Do Not Track" requests. To find out if any third-party services used support them, consult their privacy policies.

### **Changes to this privacy policy**

The data controller has the right to make changes to this privacy policy at any time by notifying the users on this page. Please therefore consult this page often, taking as reference the date of last modification indicated at the bottom. In case of non-acceptance of the changes made to this privacy policy, the user is required to stop using this website and may request the data controller to remove his personal data. Unless otherwise specified, the previous privacy policy will continue to apply to the personal data collected up to that point.

### **Definitions and legal references**

Personal Data (or Data)

Personal information is any information relating to an individual, identified or identifiable, even indirectly, by reference to any other information, including a personal identification number.

### **Usage Data**

Personal data is collected automatically from the website (or third party applications that this one uses), including: the IP addresses or domain names of the computers used by the user that connects to the website, the addresses in URI notation (Uniform Resource Identifier), the time of the request, the method used in submitting the request to the server, the size of the file obtained in response, the numeric code indicating the status of the response from the server (successful, error, etc. .) the

country of origin, browser type, browser version, the pages of our website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

**User**

The individual who uses this website, which must coincide with the interested party or be authorized by it and whose personal data is being processed.

**Interested Party**

The natural or legal person to whom the personal data refers.

**Data Processor (or Manager)**

The natural person, legal person, public administration and any other body, association or organization appointed by the Data Controller to process Personal Data, in accordance with the provisions of this privacy policy.

**Data Controller (or Owner)**

The natural person, legal person, public administration and any other entity or association which has the responsibility for decisions concerning the purposes, the methods of processing personal data and the tools used, including the profile of the security, in relation to the functioning and use of this website. The data controller, unless otherwise specified, is the owner of this website.

**Cookie**

Small part of data stored in the user's device.

**Legal references**

Notice to European users: this privacy statement has been prepared in fulfillment of the obligations established by European Regulation 679/2016.