

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

LAST UPDATE ON: 08 Luglio 2020

COMPANY INFORMATION

Company Name **B&B Red Horse di Emanuela Diciotti**, Site owner **bbredhorse.it**

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

Address **Via Nino Bixio, 7**

City **Pisa** ZIP **56125** Province **PI**

contact e-mail **emanueladiciotti@gmail.com**

VAT number **02366570501** Fiscal Code **DCTMNL53D41G702R**

LEGAL NOTES

All the contents of the site, whether textual, photographic or multimedia, have been approved by the Website Owner who declares their 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 site 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 above.

Access to some sections of the site and / or any requests for information or services by the users of the site may be subject to the inclusion of personal data whose processing by the owner of the site, as Data Controller, will occur in compliance with the General Data Protection Regulation (EU Regulation 2016/679) and the national legislation in force on the subject which the site owner has always adjusted to.

This information is intended to allow users to know, even before accessing the various sections of the site and to provide their data, in which way the owner of the site treats the personal data of users and it will still be necessary for the user to take a look at it 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 site, the purposes of processing personal data provided directly by users by completing the online forms may be the following:

- a) provide the requested service, with all connected and associated services in any capacity;
- b) subject to the user's consent and up to the revocation of the same, to carry out 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 on the use by the users of this site in order to improve the services and products offered and the browsing experience); this could be done by e-mail, fax, mms and sms, as said prior specific consent and until the revocation of the same;
- c) send newsletters (periodic and / or occasional informational emails) to receive updates on all the site's news and many other news on the services offered by the website owner and on any promotions in progress ("Subscribe to the newsletter" section of the website));
- d) answer to user requests in relation to products / services offered by the site owner.

METHOD AND DURATION OF TREATMENT

Personal data will be processed mainly in an automated way, with logic strictly related to the aforementioned purposes, by the staff and collaborators of Hotel Miranda di Montanari Riccardo or companies expressly appointed as data processors.

Outside of these hypotheses the data will not be communicated to third parties or disseminated, except in the cases specifically provided 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 for the provision of the service requested by the user himself.

The user is informed that any refuse to consent the treatment of his personal data could result in 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

The computer systems and software procedures used to operate the site 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, indirectly 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 site in the commercial development of their own activity - ie 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.

COMMUNICATION OR DISSEMINATION OF PERSONAL DATA OF USERS

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: **Emanuela Diciotti**

Via Nino Bixio, 7

Pisa 56125 (PI)

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

by email using this email: **emanueladiciotti@gmail.com**

by post to following data: **Emanuela Diciotti c/o B&B Red Horse - Via Nino Bixio, 7 - 56125 PISA (PI)**

SUBJECTS' RIGHTS

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

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 series 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 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 their personal data, pursuant to articles 16 and 17 of the Rules, or to limit the processing of personal data concerning them or to oppose their 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), by clicking on a special "link" present in each e-mail message ("unsubscribe" link).

Annotation: "link" is the technical term used to define the hypertextual links present on a website or in other types of electronic communication. Normally these links are highlighted by an underline or by a change in color or in the size of the text if the user overlaps the mouse pointer (normally a small arrow that changes as the mouse pointer overlaps the "link")

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 site, or by sending an e-mail to the Data Controller's address for the above specified data processing.

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 site, 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 fundamental macro-categories, with different characteristics, based on the aims pursued by those who use them:

- **TECHNICAL cookie**
- **PROFILING cookies**

TECHNICAL COOKIES can be divided into:

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

Below is 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..

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 used on 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 uses 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 uses 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 Fonts

This website uses 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 uses 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 more information about the use of cookies by Facebook at this address: <https://www.facebook.com/help/cookies/>

"FUNCTIONAL" COOKIES

These cookies allow the site to "remember" the choices made by the user (such as his user name, language, any products selected for purchase) in order to improve the service rendered to the same.

"PROFILING" COOKIES They are cookies designed to create user profiles and are normally used in order to send advertising messages in line with the preferences shown by the user while surfing the net.

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 and profiling cookies, in order to guarantee the correct use of the site contents and to allow browsing.

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.

Interaction with BOOKING ENGINES

Booking Engines are software delivered by third party to allow the website to collect booking requests made by users. Collected Personal Data are:

1. Required to identify the user who made the reservation, to record the chosen period as well as any data that could be related to payment methods (deposits etc.) for the adjustment of the economic relationship with the Website Owner and the user himself
2. Optional to identify more accurately any options, gradations and choices made by the user

The booking engines are almost always equipped with text fields in which the user can at his own discretion, enter his preferences, details about his arrival etc.

The owner of the site, in this regard, informs the user that, if he types in these free description fields his personal data other than those defined as mandatory by the booking engine, the processing of such data can only be considered as AUTHORIZED by the user even in the case of SENSITIVE or other data.

The User is INVITED TO ABSTAIN from entering personal data that has not been expressly requested by the Booking Engine.

If this is not possible, the user is informed that such data, collected together with his booking form, will be kept and processed in the times and in the manner provided for the other mandatory data required by the booking engine.

The site owner informs that he can make use of the following Booking Engine services:

in which following data are collected:

and also

in which following data are collected

PLEASE NOTE:

for further information transparency, please note that the arrival and departure dates of a user, when associated with his / her personal data, constitute a personal data (or explicitly referred to a person) that allows his geolocation with all the possible consequences of the case .

Furthermore, information such as access for the disabled also provides information about the health of the guest and is therefore considered not only personal but also "sensitive".

For a more precise definition of the categories of personal data, please refer to the website of the Privacy Guarantor below: <https://www.garanteprivacy.it/>