

## PRIVACY POLICY OF THE WEBSITE [WWW.UTIALE.IT](http://WWW.UTIALE.IT)

Ütia Lé Srl explains on this page how it processes the data of users who visit its site and how the cookies installed by the site operate.

This Privacy Policy is provided in compliance with Article 13 of the GDPR 2016/679 (General Data Protection Regulation), the Guidelines of the Privacy Guarantor of June 10, 2021, the EDPB Guidelines 5/2020 on consent, the ruling of the European Court of Justice on October 1, 2019 (C-673/17), the General Provision of the Privacy Guarantor regarding cookies of May 8, 2014, No. 229, the "Working Document 02/2013 providing guidance on obtaining consent for cookies", the WP 29 Opinion No. 4/2012 on Cookie Consent Exemption, Directive 2002/58/EC, and Recommendation No. 2/2001 of the Article 29 Working Group.

The following applies solely to the website [www.utiale.it](http://www.utiale.it); the data controller is not responsible for data entered or cookies installed by other websites possibly accessed through links.

### **Information about the Data Controller and Data Protection Officer (if present)**

The Data Controller is Ütia Lé Srl, located at Str. Pransarores 9, 39036 Badia (BZ). To exercise the rights granted by the regulations, you can contact the Data Controller at the above address, by phone at +39 347 2383927, or by writing to [info@utiale.it](mailto:info@utiale.it).

### **Purposes and Legal Basis for Processing**

The Data Controller outlines the purposes for which user data is processed on the website:

#### **a. Compliance with legal obligations, regulations, or community legislation**

Providing data for this purpose is mandatory, and the legal basis for processing is the fulfillment of a legal obligation to which the Data Controller is subject, as established by Article 6(1)(c) of the GDPR. For the processing of personal data for these purposes, the user's consent is not required. The processed data will be stored for the period defined by the relevant law.

#### **b. Statistical analysis of aggregated or anonymized data**

This processing does not allow for the identification of the user and is aimed at verifying the effectiveness of the web marketing campaigns and/or the proper functioning of the website by measuring the user traffic it generates. The processing of aggregated or anonymized data, which does not allow for user identification, is not subject to data protection regulations and thus does not require consent for processing.

#### **c. Request for information, contact, and support**

Providing the requested data is necessary to respond to your request. The legal basis for processing is specified in Article 6(1)(b) of the GDPR, which is the execution of a contract to which the data subject is a party or the implementation of pre-contractual measures adopted at the request of the data subject, as well as Article 6(1)(f), which is the pursuit of the legitimate interest of the Data Controller or a third party. The processed data related to your request will be stored for one year.

## **Processing Methods, Automated Decision-Making, and Data Retention Period**

Your data is processed electronically, although potential paper-based processing is not excluded. No automated decision-making processes are used for processing your personal data. The data collected through cookies will be stored for the period set by each individual cookie. Furthermore, in the case of profiling cookies used by the website, the description of their functioning is provided in the specific section.

## **Data Communication (Recipients)**

To ensure the functioning of our website and the availability of its content, we may rely on third-party providers such as IT service providers, hosting companies, and communication companies. Additionally, to provide the service you requested (for example, in the case of product purchases), we may also rely on other third-party providers (e.g., courier services). The legal basis for communication is the fulfillment of contractual and legal obligations, as well as the execution of pre-contractual measures requested by you. It is understood that we will only communicate to recipients the data necessary to fulfill the service, preferring, where possible, the anonymization of data. The data you provide will not be disclosed without your specific and prior consent.

For third-party cookie usage, please refer to the specific section.

## **Data Transfer to Third Countries or International Organizations**

Some providers of cookies or tools used on our website may transfer personal data to the United States. The transfer is based on the presence of an adequacy decision.

The cookies and providers that may transfer data to the United States are:

- Google (Analytics)

The hosting of the site is within the European Union.

## **Rights of the Data Subject and Complaints to the Privacy Authority**

You have the right to request at any time access to your data, their modification, integration, or deletion, the limitation or opposition to their processing where there are legitimate reasons, as well as the portability of such data to another Data Controller. We will provide a written response within 30 days. You can withdraw your consent given on this website at any time by contacting any of the contact details listed in this Privacy Policy.

Additionally, you may lodge a complaint with the national supervisory authority if you believe your data has been processed unlawfully.