Privacy Policy of www.poggiodelfarro.live

This Website processes certain Users' Personal Data in compliance with Regulation (EU) 2016/679 (GDPR) and applicable national legislation.

This document can be printed using your browser's print function.

Data Controller

Poggio del Farro s.r.l.

Via Pietramala-Mazzetta, 670/A - 50033 Firenzuola (FI)

Email: info@poggiodelfarro.live

Types of Data collected

Among the Personal Data collected directly or through third-party services are: name, surname, email, phone number, Usage Data and Tracking Tools.

Detailed information on each category is provided in the relevant sections of this policy and, where required, in specific notices displayed before Data collection.

Data may be:

- provided voluntarily by the User (e.g. contact form submission);
- collected automatically while browsing (e.g. technical and statistical data).

Unless otherwise specified, the requested Data are necessary to provide website services. Failure to provide such Data may make it impossible to respond to requests or provide certain features.

The use of Cookies or other Tracking Tools is aimed at proper service delivery and at the additional purposes described in this policy and in the Cookie Policy.

The User is responsible for any third-party Personal Data communicated, published or shared through this Website.

Methods and place of processing the collected Data

Processing methods

The Controller adopts appropriate technical and organizational measures to prevent unauthorized access, disclosure, alteration or destruction of Personal Data.

Processing is carried out using IT and telematic tools according to principles of lawfulness, fairness, transparency and data minimization.

In addition to the Controller, Data may be processed by authorized internal personnel (administrative, commercial and technical staff) and by external parties appointed, where necessary, as Data Processors (e.g. hosting providers, IT consultants, digital service suppliers). The updated list of Processors may be requested from the Controller.

Place

Data are processed at the Controller's premises and on systems of suppliers involved in processing. Some processing may involve transfers to countries other than the User's country.

Where applicable, such transfers are carried out in compliance with GDPR safeguards (e.g. adequacy decisions, standard contractual clauses or other suitable measures).

Retention period

Data are stored for the time necessary to achieve the purposes for which they were collected, without prejudice to legal obligations or the need to protect the Controller's rights.

Purposes of the processing of collected Data

User Data are processed to:

- provide requested services and reply to communications;
- comply with legal and tax obligations;
- prevent abuse or fraudulent activity;
- protect the Controller's rights in and out of court;
- analyze website use in aggregate form;
- send informational or promotional communications where permitted.

For further details, Users may refer to the section "Details on the processing of Personal Data".

Details on the processing of Personal Data

Personal Data are processed for the following purposes:

Contacting the User

Contact form (this Website)

By filling in the contact form, the User authorizes processing of the provided Data in order to receive a response to requests for information, support or quotations.

Personal Data processed: name, surname, email, phone number.

Mailing list or newsletter (this Website)

By voluntarily subscribing to the newsletter, the User's email address is added to a contact list used to send updates, commercial communications and informational content related to the Controller's activities.

The User may withdraw consent at any time through the unsubscribe link in emails or by contacting the Controller.

Personal Data processed: email.

Statistics

Statistical services allow the Controller to monitor website traffic and performance, including for service and content improvement.

Google Analytics 4 (Google Ireland Limited)

Google Analytics 4 is a web analytics service providing aggregated metrics on website use. Data may be processed by Google in accordance with its contractual terms and privacy documentation.

Where configured, the service uses features that reduce direct user identifiability (e.g. identifier management and advanced privacy settings).

Personal Data processed: Usage Data, Tracking Tools.
Place of processing: Ireland and other countries indicated in the provider's documentation.

Cookie Policy

This Website uses technical, statistical and, where required by law and subject to consent, profiling/marketing Cookies and Tracking Tools.

For detailed information on categories, purposes, duration and consent management, please refer to the dedicated Cookie Policy.

Further information for users

Legal basis for processing

The Controller processes Personal Data where at least one of the following legal bases applies:

- User consent;
- performance of a contract or pre-contractual measures;
- compliance with legal obligations;
- legitimate interest of the Controller, provided that Users' fundamental rights and freedoms are respected.

Users may request clarification regarding the legal basis applicable to specific processing activities.

Additional details on retention

Data are retained for different periods depending on purpose:

- contact requests: for the time necessary to handle the request and related follow-up;
- administrative/accounting obligations: for the period required by law;
- newsletter: until consent withdrawal (unsubscribe);
- protection of the Controller's rights: for the time necessary to defend against claims.

At the end of the retention period, Data will be deleted or anonymized, unless further retention is required by law.

User rights under the GDPR

Within the limits set by law, Users may exercise the following rights at any time:

- access to their Personal Data;
- rectification of inaccurate Data or completion of incomplete Data;
- erasure of Data (right to be forgotten);
- restriction of processing;
- objection to processing;
- data portability;
- withdrawal of consent, without affecting the lawfulness of processing carried out before withdrawal;
- complaint to the competent Data Protection Authority.

Right to object

Where processing is based on the Controller's legitimate interest, Users may object for reasons related to their particular situation.

Where Data are processed for direct marketing purposes, Users may object at any time, free of charge and without providing reasons.

How to exercise rights

To exercise their rights, Users may contact the Controller using the contact details provided in this document.

Requests are handled without undue delay and, in any case, within the time limits set by applicable law.

Additional information about processing

Defense in court

Personal Data may be used by the Controller to establish, exercise or defend legal claims in judicial or extra-judicial proceedings.

Specific notices

Upon User request or with reference to specific services, the Controller may provide additional notices concerning particular processing activities.

System logs and maintenance

For operation and security purposes, this Website and third-party services used may collect technical logs that may contain Personal Data (e.g. IP address, timestamp, system events).

Information not contained in this policy

For any clarification regarding Personal Data processing, Users may contact the Controller at any time.

Changes to this privacy policy

The Controller reserves the right to update this privacy policy at any time. Changes will be published on this page with the updated date.

Where changes concern processing based on consent, the Controller will collect consent again where required.

Last updated: February 27, 2026

Definitions and legal references

Personal Data (or Data)

Any information that identifies or can identify a natural person, directly or indirectly.

Usage Data

Information collected automatically when using the website, including IP addresses, browser characteristics, visited pages, time spent, request time and technical diagnostic data.

User

The individual using this Website.

Data Subject

The natural person to whom Personal Data refer.

Data Processor

The party processing Personal Data on behalf of the Controller under an appropriate legal act.

Data Controller

The party determining the purposes and means of processing Personal Data.

This Website

The digital tool through which Users' Personal Data are collected and processed.

Service

The features and content offered by this Website.

European Union (or EU)

Any reference to the European Union is understood, where applicable, to include the European Economic Area.

Cookie

Small text files that websites store on the User's device for technical, analytical or marketing purposes.

Tracking Tool

Any technology that enables tracking of User behavior (e.g. cookies, pixels, tags, unique identifiers).

Legal references

This privacy notice applies exclusively to www.poggiodelfarro.live unless otherwise specified.