

# Privacy policy

## **SERRMAC INTERNATIONAL S.R.L.**

The [www.serrmac.it](http://www.serrmac.it) web site may be browsed as a User and involves, through the use of the offered services, the acquisition by the site itself of information about the subject who uses these services.

This policy, drawn up pursuant to and for the purposes of Legislative Decree no. 196 of 30 June 2003 and of the GDPR - EU Regulation 679/2016 (<https://www.garanteprivacy.it/regolamentoue>), allows the *User* to understand why these data are collected and how they are used; therefore, SERRMAC INTERNATIONAL S.R.L. recommends Users read this information carefully.

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### OFFERED SERVICES AND PURPOSE OF DATA COLLECTION

SERRMAC INTERNATIONAL S.R.L. is a manufacturer of industrial drill presses.

SERRMAC INTERNATIONAL S.R.L.'s business activity requires the collection and processing of the personal data of site users.

Such data can be collected when the User send the company requests through the SERRMAC INTERNATIONAL S.R.L. web site, or when they fill in forms in the SERRMAC INTERNATIONAL S.R.L. offices.

The following data are collected:

#### **A. Browsing data**

IT systems and software procedures that manage this site, while working, acquire some personal data that are transmitted as a matter of course in the use of Internet communication protocols.

**This information is not collected to be associated with identified interested parties, but by their very nature could, through processing and association with data held by third parties, allow users to be identified.**

Such data include IP addresses or user computer and terminal domain names, URI (Uniform Resource Identifier/Locator) addresses of the requested resources, the time of the request, the method used to submit the request to the server, the size of the answering file, the numerical code showing the status of the server answer (successful, error, etc.) and other parameters concerning the user's operating system and IT environment.

**These data are used only to obtain anonymous statistical information on the use of the site and to check its proper functioning, and are stored for no longer than is necessary in compliance with the relevant legislation.** The data could be used to ascertain responsibility in the event of hypothetical computer crimes against the site.

#### **B. Data voluntarily provided by the User**

The discretionary inclusion of data in the web site forms, as well as the discretionary, explicit and voluntary sending of data in web forms or e-mail messages addressed as indicated on this site, to obtain services offered by SERRMAC INTERNATIONAL S.R.L. or various specific services (such as newsletters) and/or communications and information involves the subsequent acquisition of the sender's address, which is necessary to address such requests or to provide the requested services, communications and information , as well as of any other personal data entered, and must be expressly authorized.

#### **C. Cookies**

The web site may use web tracking tools, such as cookies or javascript code. These are computer records of information transmitted from a web server to the user's computer for future identification of that computer on the occasion of subsequent visits to the same website. These tools help facilitate the analysis of web traffic, allow the site to work properly and allow web applications to send information to individual users.

Cookies are not used to transmit information of a personal nature, and the site does not use so-called persistent cookies of any kind, or systems for tracking users (see also the

cookies policy - <https://www.serrmac.it/wp-content/uploads/2019/03/SERRMAC-INTERNATIONAL-S.R.L.-Informativa-cookies.pdf>).

Session cookies are used in this site to avoid the use of other IT techniques that could potentially compromise the confidentiality of the users' navigation and do not allow the acquisition of the user's personal identification data. At any time, users may delete cookies from their system, in different ways depending on the browser used, or set their browser not to accept cookies and disable javascript. In this case, however, there is no guarantee that all the tools available to users will work properly.

If SERRMAC INTERNATIONAL S.R.L. website users wish to know, block or delete cookies from their browser, they may use the links to information on the use of cookies provided by the main browsers used to navigate the web.

It should be noted, however, that disabling the use of all cookies in your browser may also make browsing this site more difficult.

Firefox.

Chrome.

Explorer.

Safari.

Opera.

The following scripts shall be active:

- analytics
- hubspot
- hotjar
- gmap
- gfont
- g tag manager
- captcha
- pixel linkedin
- pixel google ads

#### **D. Web Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your

computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for IBH and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you authorise the processing of data about you by Google in the manner and for the purposes set out above. To consult the privacy policy of Google, in connection with the Google Analytics service, please visit the Data protection website. To find out more about Google's privacy policy, please visit the Privacy Regulations website.

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#### USE OF THE COLLECTED DATA

The collected information will be used in relation to the nature of the same and, therefore, will be processed as follows:

- User provided data shall be used by SERRMAC INTERNATIONAL S.R.L. exclusively to provide the services requested by the user and shall not be disclosed or made public, except with the express authorisation by the User.
- Data collected in connection with the services offered by the web site shall be processed for statistical purposes and in order to improve the enjoyment of such services, and shall not be disclosed, with the exception of data that shall be made public with the express authorisation by the user (e.g., user location data).

The site administration service may acquire the User's personal data also through any contacts or communications made by the user to the administration service due to problems relating to the offered service .

Such data will be stored in order to address any issues that may have arisen, as well as to improve the service and will not be disclosed, except for legal reasons and only and exclusively on the basis of qualified requests.

In any case, the User's express consent is required for the collection, processing or use of personal data for purposes other than those established by the relevant legislation (Legislative Decree no. 196 of 30 June 2003 and GDPR - EU Regulation 679/2016).

The data processor is SERRMAC INTERNATIONAL S.R.L., with registered office in Via delle Industrie 9, 33070, Polcenigo (PN).

The acquired data will be stored at the headquarters of SERRMAC INTERNATIONAL S.R.L., in the offline telematic databases located at the company's headquarters, or in the paper files located at the company's premises: both databases are protected by computer or empirical security systems.

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#### TRANSPARENCY IN RELATION TO THE DATA ACQUIRED AND FREEDOM OF CHOICE

The site guarantees maximum transparency in relation to the information acquired and the possibility for the User to make informed decisions how such data can be used.

The User may, indeed, examine and control, view and modify his/her information simply by sending a request to SERRMAC INTERNATIONAL S.R.L. [info@serrmac.it](mailto:info@serrmac.it) address.

Serrmac will reply within 30 days.

The information will be shared and made public only after the express request and authorization by the User.

The User may in any case access his/her personal information, modify, update or delete it.

The User may carry out the aforementioned operations personally, by making a request to the data controller and the managing director of the same, as identified above.

In any case, no requests that imply the substantial modification of existing practices, that jeopardize the privacy of other people, or that are contrary to the mandatory rules in force (e.g. requests for access to backup data relating to other users) will be taken into consideration.

The collected personal details will not be disclosed or processed without the explicit authorisation by the User.

Such information may be provided without your express consent only for legal reasons when necessary to: comply with any applicable law or regulation, legal process or legitimate governmental request; including investigation of potential violations, or to detect, prevent or otherwise deal with fraudulent activities or security or technical problems, protect the rights, property or security of the site and the User, according to the provisions and time limits laid down by applicable law.

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#### INFORMATION SECURITY AND ENFORCEMENT

The website of SERRMAC INTERNATIONAL S.R.L. implements the following security measures: collection, storage and processing of information monitoring, including physical security measures, to prevent unauthorized access to systems, granting access to personal information only to employees, subject to signing of confidentiality agreements.

This policy applies to any service or use of the SERRMAC INTERNATIONAL S.R.L. Website. It is also intended as a valid protocol for the purposes of the regulations of the competent authority.

This policy may be subject to periodic or one-off changes in case of regulatory updates or changes. The User will be fully informed thereon, so as to decide freely and explicitly to accept such changes or not (in which case the portal may be forced to suspend, or

refuse access to particular services, or in some cases to deny use of the portal itself to the User).

Previous versions of the Privacy Policy will be kept on file for consultation.

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#### DATA PROCESSING PURPOSES

Data will be processed with the help of It tools for the following purposes:

1. to comply with legal obligations;
2. to comply with current administrative, accounting and tax obligations;
3. to receive messages and telephone calls addressed to users;
4. for the purposes of executing and performing the contract.
5. to send promotional messages and updates on prices and offers.

SERRMAC INTERNATIONAL S.R.L. wishes to inform Users that the provision of data for the purposes referred to in points 1, 2 and 4 is mandatory, and a refusal to provide such data may make it impossible to perform the contractual services.

SERRMAC INTERNATIONAL S.R.L. Wishes to inform Users that the provision of data for the purposes referred to in points 3 and 5 is discretionary and an explicit processing authorisation is required. Such authorisation can be revoked at any time, objecting to the processing.

For additional information and to enforce the rights listed in article 7 of the Italian Personal Data Protection Code (Legislative Decree 196/2003), please contact the Data Controller identified above, sending an e-mail message to [info@serrmac.it](mailto:info@serrmac.it).

SERRMAC INTERNATIONAL S.R.L. wishes its Users a fruitful and safe browsing experience and services enjoyment.

