

## WEBSITE PRIVACY POLICY

This privacy policy is provided in compliance with current legislation on the protection of personal data and, in particular, pursuant to EU Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (so-called "GDPR") and Legislative Decree 196/2003 as amended (Personal Data Protection Code, so-called "Privacy Code") with reference to the processing of personal data of users who access the websites [www.gelateriadolcemente.com/index.html](http://www.gelateriadolcemente.com/index.html) and <https://www.gelateriadolcemente.com/inglese/index.html> (English version).

This Privacy Policy describes in a simple and transparent manner which personal data is processed, the purpose for which it is processed, by whom, and how. It also informs users of the measures implemented to protect their rights and freedoms. This Privacy Policy applies only to this website and does not apply to other websites that may be accessed via links.

### 1. Data Controller

The data controller is Bermag snc Gelateria Dolcemente, Via Augusto Righi n. 20 - 56121 Pisa (PI), FS and VAT No. 02003550502, Tel. +39 339 2751269 - +39 339 6852684, email: [gelateriadolcemente@hotmail.it](mailto:gelateriadolcemente@hotmail.it), certified email: [bermag@pec.it](mailto:bermag@pec.it), represented by its legal representative.

### 2. Data Protection Officer

The Company is not required to appoint a Data Protection Officer.

### 3. Purpose of Processing

By accessing and browsing this website, and using the services provided through it, users' personal data may be acquired. In compliance with current data protection legislation, these data will be processed solely for the following purposes:

- a) purposes strictly related and instrumental to enabling access to and use of the website, its features, and the requested services;
- b) to fulfill any obligations required by law and European regulations;
- c) for the Data Controller's internal operational and management needs and related to the services offered through the website.

If the data collected is also used for other purposes, users will be asked to provide their consent for each additional processing. Only if the user freely and clearly consents to each additional processing will the collected data be used.

### 4. Provision of personal data

1. Provision of personal data is mandatory for the purposes referred to in Article 3, paragraph a, as the legal basis for the processing is the performance of the services requested by the user, i.e., the use of the website and any additional services expressly requested and made available through the website. Any refusal to consent to the processing of such data may therefore prevent the provision of the requested services; it will still be possible to browse the Website without providing any personal data, although certain features may not be available and certain services may not be provided.

2. In particular, the consequences of any refusal to provide personal data will always be explicitly stated and specifically related to each service: for example, any refusal to consent to the processing of such data may prevent the use of the Website and its features (in the case of cookies). Therefore, the user will be adequately informed in accordance with the procedures established for each specific case, but in any case, the user may browse the Website even if they refuse to consent to the processing of their personal data, where required. In this case, certain features or functions of the site may be disabled.

### 5. What data are processed?

Depending on the service provided, different types of personal data may be processed, as specified in this article.

#### 5.1 Browsing data

The computer systems and software procedures used to operate this website acquire, during their normal operation, certain personal data whose transmission is implicit in the use of Internet communication protocols. This information is not collected to be associated with identified data subjects, but by its very nature, it could, through processing and association with data held by third parties, allow users to be identified. This category of data includes the IP addresses or domain names of the computers used by users who connect to the site, the URI (Uniform Resource Identifier) addresses of the requested resources, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response given by the server (successful, error, etc.) and other related parameters to the user's operating system and IT environment. This data is used

solely to obtain anonymous statistical information on the use of the site and to verify its proper functioning and is deleted immediately after processing. The data may be used to ascertain liability in the event of hypothetical computer crimes against the site: except for this possibility, web contact data is currently not retained for more than six months.

## **5.2 Data provided voluntarily by the user (communications)**

The optional, explicit, and voluntary sending of communications via the email/telephone addresses (including WhatsApp) indicated on this site entails the subsequent acquisition of the data provided by the user, including their email address, and their consent to receive any responses to their requests. These services allow us to manage an archive of email contacts, telephone contacts, or any other contact information used to communicate with the user. The personal data provided in this way is used solely to fulfill or respond to requests and is disclosed to third parties only if necessary for that purpose.

Any messages sent by customers on Messenger or other social media channels, owned by Bermag snc Gelateria Dolcemente, entail the subsequent acquisition of the data provided by the user and consent to receive any messages in response to their requests.

Please note that contact with customers occurs primarily by telephone.

## **NATURE OF DATA PROCESSED**

We process/will process exclusively your personal data, and they will be used solely for the purpose of providing the requested service or performance. With respect to the information provided on this site, no personal data classified as sensitive or of a judicial nature will be processed.

## **5.3 Cookies**

This site uses cookies.

What are they?

Cookies are pieces of information stored by the browser when a website is visited with any suitable device (such as a PC, tablet, or smartphone). Each cookie contains various data (e.g., the name of the server from which it originates, a numerical identifier, etc.), can remain in the system for the duration of a session (until the browser is closed) or for extended periods, and may contain a unique identifier.

What are they used for?

Cookies are used for different purposes depending on their type: some are strictly necessary for the proper functioning of a website (technical cookies), while others optimize performance to offer a better user experience or allow us to collect statistics on site usage.

Social Network Plugins

This site does not incorporate social network plugins, but only links (and images) to social networks. Therefore, this site does not collect or set cookies for the use of social networks. To manage social network cookies, please refer to their respective privacy policies.

For more information, the User can consult the Cookie Policy below.

## **6. Data Processing Methods**

Personal data is processed lawfully and fairly and used only for the purposes indicated in Article 13 of the GDPR. 3. Processing will be carried out using tools that guarantee the security and confidentiality of personal data, including automated tools for storing, managing, and transmitting the data. Specific security measures are adopted to prevent data loss and mitigate the risks of illicit or improper use and unauthorized access. Personal data will be retained for the periods required by law and, in any case, for the time strictly necessary to carry out the activities for which they were collected and/or until the consent given for the purposes referred to in Article 3 is revoked.

## **7. To whom may the collected data be disclosed?**

1. Processing related to this site's web services takes place at the Data Controller's headquarters and is handled only by technical personnel expressly authorized to process data, both internally and/or externally. Specifically, where necessary and only with prior consent, data may be disclosed to third parties whose collaboration the Data Controller may and/or must engage to perform the services offered. Data acquired via the web, or otherwise derived from web services, may be disclosed to the technological and instrumental partners used by the Data Controller to provide the services requested by users, always in compliance with the purposes indicated in Article 3. To this end, the individuals who will have access to personal data will be specifically authorized to process them by

the Data Controller and, where applicable, appointed as Data Processors, pursuant to Articles 28 and 29 of the GDPR and the Privacy Code.

2. The data collected for the purposes set out above may also be disclosed to persons authorized for this purpose by law and European regulations.
3. A list of the persons to whom the Data Controller communicates the personal data collected for the aforementioned purposes may be requested using the contact details indicated.

#### **8. How long is the data retained?**

The data is retained until the requested service is completed and for the creation of a customer database.

#### **9. Where is the data processed?**

The data will be processed only within the European Union and the UK.

#### **10. What are the rights of data subjects?**

You may exercise the rights provided for in Articles 15 et seq. of EU Regulation 679/2016 and the Privacy Code as amended at any time:

1. receive confirmation of the existence of your personal data, know the purposes of the processing or the scope of its circulation, and access its content;
2. request to update, modify, and/or correct your personal data;
3. request deletion, anonymization, blocking of data processed in violation of the law, or restriction of processing of your personal data;
4. object to processing for legitimate reasons, including profiling;
5. object to processing of data for the purpose of sending advertising or direct sales materials or for market research or commercial communications;
6. revoke consent, if given, without prejudice to the lawfulness of processing based on consent before its revocation; receive a copy of the data provided and request that such data be transmitted to another data controller.

The aforementioned rights may be exercised by written communication or by sending an email to [gelateriadolcemente@hotmail.it](mailto:gelateriadolcemente@hotmail.it).

You also have the right to:

- lodge a complaint or report to the Italian Data Protection Authority;
- to seek an effective judicial remedy against the supervisory authority;
- to seek an effective judicial remedy against the data controller or processor;
- to mandate a non-profit body, organization, or association to exercise its rights;
- to seek compensation for damages resulting from a violation of the law.

#### **Updates**

This Privacy Policy may be updated periodically without notice. Any changes to the Privacy Policy will be effective immediately upon its publication on the website.

Specific summary information will be progressively reported or displayed on the website pages dedicated to particular services, if activated.

This Privacy Policy is updated as of February 16, 2026.