



PRIVACY POLICY CONCERNING THE WEBSITE: www.ortea.it



Information pursuant to and for the effects referred to in Article 13 of the EU Regulation 2016/679 (GDPR)



In compliance with the provisions set in the EU Regulations 2016/679 (General Data Protection Regulation), we hereby supply the due information concerning the processing of supplied personal data. This document does not apply to other websites potentially available via links shown on the website(s) belonging to the Controller, which shall not be held responsible in any way in relation to websites owned by third parties. With specific reference to the purpose of direct electronic marketing, this information are destined also to legal entities, according to the provision set forth by the European Directive 2002/58/CE (also known as e-privacy Directive) as acknowledged in the Italian legislation within the Privacy Code.

	<p>CONTROLLER</p> <p>Pursuant to articles 4 & 24 of the GDPR Regulation, the Controller is ORTEA S.p.A. (Registered Office: Viale L. Majno 10 20129 Milan (MI) Italy; Operational Headquarters: Via dei Chiosi 21 20873 Cavenago Brianza (MB) Italy) in the person of its pro-tempore Legal Representative.</p> <p>The Controller can be contacted via the dedicated e-mail address privacy@ortea.com.</p>
	<p>PROCESSED DATA</p> <p>This document concerns the personal data belonging to Users browsing this website and/or placing a purchase order. The term 'personal data' means information identifying, referring, describing or associated to a natural person.</p> <p>An identifiable natural person "is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person" (art. 4 GDPR).</p> <p>The personal data collected for the purpose described here below, is:</p> <ul style="list-style-type: none"> - browsing data; - data voluntarily supplied by the User (for example, when subscribing to the optional newsletter service: e-mail address <p>For more information relating the cookies used by this website, please read the cookie policy by clicking here.</p>

PURPOSE | LEGAL BASIS | STORAGE PERIOD | NATURE OF THE PROVISION

	Processing purpose	Legal basis	Data storage period	Nature of the provision
A	Browsing this website	<i>Legitimate interest Rights of the data subject</i> art. 6 letter f) & considering issue (47) GDPR Activities strictly necessary for the website operation and for the provision of browsing service on the same website	For the duration of the browsing session	Necessary for pursuing the Controller's legitimate interest
B	Direct marketing: subscription to the newsletter service downloading of informative materials/catalogues	<i>Data subject consent</i> Art. 6 letter a) GDPR	Until withdrawal of consent (opt-out option)	Optional. In case of failure to provide consent, the Controller shall not send marketing communications but browsing this website shall not be affected in any way.

	<p>RECIPIENTS / DATA RECIPIENT CATEGORIES</p> <p>Personal data might be processed by Recipients acting as Processors (art. 28 EU Regulation 2016/679), natural persons acting under the authority of the Controller or of the Processor (art. 29 EU Regulation 2016/679) or as independent Controllers.</p> <p>Specifically, the data might be communicated to:</p> <ul style="list-style-type: none"> - subjects providing services for managing the IT systems used by the Controller and the communication networks (including electronic mail, database management and mailing lists, website hosting, etc.); - freelancers, firms or companies related to assistance and consultancy activities (for example, communication agencies, legal aid, etc.); - competent authorities in order to fulfil obligations of law and/or provisions of public bodies, on request. <p>The list of Processor is kept up-to-date and is available at the Controller's operational headquarters.</p>
	<p>DATA TRANSFER TOWARDS COUNTRIES OUTSIDE THE EEA (European Economic Area)</p> <p>The Controller declares that the website hosting is located in Italy and that the collected personal data shall not be transferred outside the EEA.</p>

	<p>RIGHTS OF THE DATA SUBJECTS</p> <p>The data subject is entitled to exercise his/her rights as delineated in art. 15 et seq. of GDPR by writing to the Controller using the above mentioned contacts. Specifically, the data subject has the right, at any moment, to:</p> <ul style="list-style-type: none"> - obtain from the Controller access to the personal data and to ask information concerning its processing (art. 15) - rectify the personal data (art. 16) - erase the personal data (art. 17) - restrict the personal data processing (art. 18) <p>Furthermore, in the cases provided for, the data subject has the right to withdraw the consent previously provided without prejudice on the legitimacy of the processing based on the consent prior to the withdrawal. Moreover, the data subject has the right to object to the processing based on legitimate interest by writing to privacy@ortea.it. In the cases provided for, the data subject has the right to the personal data portability and, in such case, the Controller shall provide the personal data concerning the data subject in a structured, commonly used and machine-readable format. Should the data subject believe that the personal data processing by the Controller contravenes the provisions of the Regulation EU 2016/679, the data subject has the right to lodge a complaint with the Italian supervising authority (https://www.garanteprivacy.it/) or to initiate legal proceedings at the appropriate courts (in case of both natural and legal persons). In order to withdraw consent from the newsletter service, it shall suffice either writing an e-mail at any time to the address privacy@ortea.it specifying in the subject 'newsletter erasure' or using the e-mail automatic erasing system provided. For legal persons as well, it shall suffice either writing an e-mail at any time to the address privacy@ortea.it specifying in the subject 'newsletter erasure' or using the e-mail automatic erasing system provided.</p>
	<p>AMENDMENTS</p> <p>The Controller may change, modify, add to or subtract from any parts of this privacy policy at any time, unless it is necessary to obtain consent in the cases provided for. In order to facilitate the check for potential amendments, the privacy policy shall include the updating date of the document.</p> <p><i>Update: June 18th 2021</i></p> <p>The Controller Ortea Spa</p>