

WEBSITE PRIVACY POLICY
pursuant to Article 13 of EU Regulation No. 679/2016

Dear User,
this page describes how the website handles the processing of your personal data.
Pursuant to Article 13 of European Regulation No. 679/2016 on the protection of personal data (hereinafter referred to simply as GDPR), we provide the information set out below in order to give correct and transparent notice of the data collected by our website and how it is used.
This notice is also inspired by Recommendation No. 2/2001, which the European data protection authorities, meeting in the Group established by Article 29 of Directive 95/46/EC, adopted on 17 May 2001 to identify minimum requirements for the collection of personal data online and, in particular, the methods, timing and nature of the information that data controllers must provide to users when they connect to web pages, regardless of the purposes of the connection.



WHERE DO WE OBTAIN YOUR DATA?

The personal data processed are those freely provided by you and acquired by us during navigation on our website <https://www.alberghi.it/>, by filling in the forms available on the site, for example to request a free demo, as well as when you contact us using the contact details published on the site to obtain information about the services we offer.



WHICH OF YOUR DATA DO WE PROCESS?

The processing will concern the following information:

a) Navigation data:

When you visit our website we send cookies, or technologies with similar functionality, to your devices, which allow us to monitor your behaviour. These cookies retransmit data to our information analysis systems. We are therefore able to track which marketing channel generated your contact (for example Google AdWords, email) and which pages you visited, as well as other similar information. We carry out a multi-device analysis, i.e. we use analytical tools (Google Signals) that allow us to detect whether you have visited our website multiple times from different devices. We also receive information on how you use the site and interact with it, as well as on the time spent on the site. Our website server also collects basic information relating to the search performed on your browser at the time of visiting the site. This data may contain information on the date and time of the last visit, the date and time of the browser search, your IP address, basic HTTP header information (such as URL references and user agent), and the previous URLs searched by your browser.









On this site it is also possible to select certain features that operate on personal data, sharing it with other entities or websites (WhatsApp). These features transmit data to third parties who may use personal information in accordance with their own privacy policies. These features are operated by third parties not associated with us, whose privacy policies we strongly recommend you review.




The use of cookies and other digital tools with similar functionality is described in more detail in our cookie policy, available online in the dedicated section.

b) Personal and contact data:

When you express interest in receiving a free demo through the relevant forms, we will collect certain personal and contact data in order to fulfil your requests. Failure to provide the requested personal data will prevent us from fulfilling them.

The optional, explicit and voluntary sending of e-mail to the address indicated in the "Contacts" section of the website will result in the subsequent acquisition of your personal data, provided solely for the purpose of fulfilling your requests.

	<p>HOW WILL WE PROCESS YOUR DATA? Processing will be carried out, also but not only with the aid of IT and/or automated tools, in ways that ensure the security, protection and confidentiality of the data, to prevent and limit the risk of loss, deterioration or theft of data and to ensure their restoration in a reasonable time in the event of a "data breach". Processing will take place through operations of: collection, registration, organisation, structuring, storage, adaptation or modification, extraction, consultation, use, communication, comparison or interconnection, restriction, erasure and destruction of data.</p>
	<p>FOR WHAT PURPOSES WILL WE PROCESS YOUR DATA? Your personal data will be processed for the following purposes: a) to enable the technical and functional management of our website (including the maintenance of IT security), for example by identifying parts of the website with low latency; b) to provide you with a free demo, as requested, through the various forms on the site, or to respond to enquiries sent by email using the "Contacts" section.</p>
	<p>WHAT JUSTIFIES THE PROCESSING OF YOUR DATA? Without prejudice to what is specified for navigation data, which is essential for the functioning of the website, the processing of your personal data will be carried out as necessary for pre-contractual measures such as the handling of requests for information and the request for a free demo. More specifically: The legal basis for purpose a) is Article 6.1 f) of the GDPR; for purpose b) it is represented by Article 6.1 b) of the GDPR.</p>
	<p>IS THE PROVISION OF YOUR DATA MANDATORY? The provision of your data for the purposes detailed above is mandatory; therefore, any refusal will make it impossible to navigate on our website and to fulfil your requests.</p>
	<p>WHO WILL PROCESS YOUR PERSONAL DATA? The personal data collected will be processed by the Data Controller, by data processing staff formally authorised and properly instructed, as well as by any consultants acting as Data Processors, engaged to carry out technical and support tasks on behalf of our company. The updated list of Data Processors is kept at our offices and can be viewed upon request. Your data will not be disclosed but may be communicated to inspection bodies responsible for verifications and controls concerning the regularity of legal obligations.</p>
	<p>WILL YOUR DATA BE TRANSFERRED OUTSIDE THE EUROPEAN UNION? Your data will not be transferred outside the European Union. It remains understood that, where necessary for technical/operational reasons, our Company will have the right to transfer data outside the European Union in accordance with the applicable legal provisions.</p>
	<p>HOW LONG WILL WE KEEP YOUR DATA? The navigation data collected will be used solely to derive anonymous statistical information on the use of the site and to monitor its correct functioning, and will be deleted after processing. Other personal data will be processed for the time strictly necessary to fulfil your requests.</p>
	<p>WHAT RIGHTS DO YOU HAVE IN RELATION TO THE PROCESSING OF YOUR DATA? We inform you that, at any time, pursuant to Articles 15-22 of EU Regulation</p>

	<p>No. 679/2016, you may exercise the following rights, where applicable:</p> <p>1) to obtain confirmation as to whether or not personal data concerning you are being processed and, where this is the case, access to the data and all information relating to the processing (right of access pursuant to Article 15 GDPR);</p> <p>2) to obtain the rectification of inaccurate personal data without undue delay and the completion of incomplete data, also by means of a supplementary declaration (right of rectification pursuant to Article 16 GDPR);</p> <p>3) to obtain the erasure of your personal data without undue delay if: the data are no longer necessary in relation to the purposes for which they were collected or processed; they have been processed unlawfully; they must be deleted to comply with a legal obligation, or you object to the processing (right to erasure pursuant to Article 17 GDPR);</p> <p>4) to obtain the restriction of processing where one of the following applies: if you contest the accuracy of the personal data, for the period necessary for the Data Controller to verify such accuracy; if the processing is unlawful and you oppose the erasure of the data and request instead that its use be restricted; although the Data Controller no longer needs them for processing, the personal data are necessary for you to establish, exercise or defend a legal claim; if you have objected to the processing, pending verification as to whether the Controller's legitimate grounds override yours (right to restriction pursuant to Article 18 GDPR);</p> <p>5) to object, in whole or in part, to the processing. Where personal data are processed for direct marketing purposes, you have the right to object at any time to the processing, including profiling to the extent that it is connected to such direct marketing. Where personal data are processed for scientific or historical research purposes or statistical purposes, for reasons connected to your particular situation, you have the right to object to the processing, except where the processing is necessary for the performance of a task carried out in the public interest (right to object pursuant to Article 21 GDPR);</p> <p>6) to lodge a complaint with the Italian Data Protection Authority.</p>
	<p>WHO IS THE DATA CONTROLLER AND HOW CAN YOU CONTACT THEM?</p> <p>To exercise the rights described above, you may contact, at any time, the Data Controller ALBERGHI.IT SRL by sending a communication, by e-mail, to the following address privacy@alberghi.it or, by registered mail with return receipt, to the following address: Via Gambalunga, 81/A - 47921 RIMINI (RN), Italy.</p>
	<p>WHO IS THE DATA PROTECTION OFFICER (DPO) AND HOW CAN YOU CONTACT THEM?</p> <p>The Company has appointed as Data Protection Officer Avv. Valentina Rabitti and Dr. Nathaniel Casadei, who can be contacted by e-mail at alberghi.it@responsabileprotezionedeidati.it or, by registered mail with return receipt, at the following postal address: Via Pomposa n. 43/I, 47924 Rimini (RN), Italy.</p>
	<p>VALIDITY OF THE NOTICE</p> <p>In compliance with current legislation, the Data Controller reserves the right to make changes to this notice at any time, giving appropriate notice and in any case ensuring adequate and analogous protection of personal data.</p> <p>Updated on 28.05.2026</p>

*The icons used in this infographic, varied in colour, refer to the projects selected as best by the Italian Data Protection Authority within the "Clear Notices" contest, available at <https://www.garantepivacy.it/temi/informativechiare> and are usable under the terms of the following licence <https://creativecommons.org/licenses/by/4.0/deed.en>.

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The Data Controller
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