



# Privacy Policy

This Application collects some Personal Data of its Users.

This document can be printed using the print command in the settings of any browser.

## Data Controller

**Bovo S.r.l.** – Viale della Liberazione 46 31030 – Dosson di Casier (TV) – Italy

Data Controller's email address: [privacy@bovoshop.com](mailto:privacy@bovoshop.com)

## Types of data collected

The Personal Data collected by this Application, independently or through third parties, include the following:

Cookies; usage data; email; name; surname; company name.

Full details on each type of data collected are provided in the dedicated sections of this privacy policy or through specific information displayed before the data is collected.

Personal Data may be freely provided by the User or, in the case of Usage Data, automatically collected during the use of this Application.

Unless otherwise specified, all Data required by this Application are mandatory. If the User refuses to provide them, this Application may be unable to provide the Service. In cases where this Application indicates some Data as optional, Users may refuse to provide them, without this having any consequence on the availability of the Service or its operation.

Users who have doubts about what Data is mandatory are encouraged to contact the Data Controller. The possible use of Cookies, or other tracking tools, by this Application or by the owners of the third-party services used by this Application, shall have the purpose of providing the Service requested by the User, unless otherwise specified, in addition to the supplementary purposes described in this document and in the Cookie Policy, if available.



The User assumes responsibility for the Personal Data of third parties, whether obtained, published or shared through this Application, and guarantees its entitlement to communicate or disseminate them, thereby freeing the Data Controller from any liability towards third parties.

## Method and place of processing of the Data collected

### Processing method

The Data Controller adopts the appropriate security measures to prevent unauthorised access, disclosure, modification or destruction of the Personal Data.

The processing is carried out by means of IT and/or computerized tools, using organisational methods and with logics strictly related to the purposes indicated. In addition to the Data Controller, the Data may in some cases be accessed by other parties involved in the organisational system of this Application (administrative, commercial, marketing, legal departments, system administrators) or external parties (such as third-party technical service providers, postal couriers, hosting providers, IT companies, communication agencies) who may also be appointed as Data Processors by the Data Controller, if deemed necessary by the latter. The updated list of Data Processors may always be requested from the Data Controller.

### Legal basis of the processing

The Data Controller processes Personal Data relating to the User if one of the following conditions exists:

- the User has given consent for one or more specific purposes; note: in some jurisdictions the Data Controller may have authorisation to process Personal Data without the User's consent or to do so in accordance with another of the legal bases specified below, unless the User objects (opt-out clause) to such processing. However, this does not apply if the processing of Personal Data is governed by European legislation on the protection of Personal Data;
- the processing is necessary for the execution of a contract with the User and/or for the execution of pre-contractual measures;
- the processing is necessary to fulfil a legal obligation bearing upon the Data Controller;



- the processing is necessary for the execution of a task of public interest or for the exercise of public powers vested upon the Data Controller;
- the processing is necessary for the pursuit of the legitimate interest of the Data Controller or of third parties.

However, it is always possible to ask the Data Controller to clarify the concrete legal basis of each processing operation and in particular to specify whether the processing is based on law, provided for by a contract or necessary to conclude a contract.

## Place

The Data are processed at the operational premises of the Data Controller and in any other place where the parties involved in the processing are located. For more information, please contact the Data Controller.

The User's Personal Data may be transferred to a country other than the one in which the User is located. For more information on the place of processing, the User can refer to the section with details on the processing of Personal Data.

The User has the right to obtain information about the legal basis of the transfer of Data outside the European Union or to an international organisation either governed by public international law or constituted by two or more countries, such as the UN. The User is similarly entitled to obtain information about the security measures adopted by the Data Controller to protect the Data.

The User can check the occurrence of one of the data transfer types described above by examining the section of this document giving details on the Personal Data processing or by requesting information from the Data Controller, contactable at the addresses indicated at the beginning of this document.

## Retention period

The Data are processed and stored for the time required by the purposes for which they were collected.

Therefore:



- Personal Data collected for purposes related to the execution of a contract between the Data Controller and the User will be retained until the execution of said contract is completed.
- Personal Data collected for purposes attributable to the legitimate interest of the Data Controller will be retained until said interest is fulfilled. The User may obtain further information regarding the Data Controller's legitimate interest by consulting the relevant sections of this document or by contacting the Data Controller.

When the processing is based on the User's consent, the Data Controller may keep the Personal Data until such consent is revoked. The Data Controller may also be obliged to keep the Personal Data for a longer period in compliance with a legal obligation or by order of an authority.

At the end of the retention period, the Personal Data will be deleted. Therefore, upon expiry of this term, the right of access, deletion, rectification and the right to data portability can no longer be exercised.

## Purposes of the processing of collected Data

User Data is collected to allow the Data Controller to provide the Service, comply with legal obligations, respond to requests or enforcement actions, protect its rights and interests (or those of Users or third parties), identify any malicious or fraudulent activities, and also for the following purposes: Statistics, managing contacts and sending messages, and contacting the User.

For detailed information on the purposes of the processing and the Personal Data processed for each purpose, the User can refer to the section "Details on the processing of Personal Data".

## Details on the processing of Personal Data

Personal Data is collected for the following purposes, using the following services:

- **Contacting the User**

Mailing list or newsletter (this Application)



When the User registers for the mailing list or newsletter, their email address is automatically included in a list of contacts that may receive email messages containing information, including commercial and promotional material, relating to this Application. The User's email address may also be added to this list as a result of registration to this Application or after making a purchase.

The Personal Data processed include: surname; email; name; company name.

- **Managing contacts and sending messages**

This type of service allows a database of email, telephone or other types of contact used to communicate with the User to be managed.

These services may also allow the collection of data on the date and time when the User viewed messages and may include data on the User's interaction with them, such as information on clicks on links included in messages.

### **Mailchimp (The Rocket Science Group, LLC.)**

Mailchimp is an email and address management service provided by The Rocket Science Group, LLC.

The Personal Data processed include: surname; email; name; company name.

Place of processing: United States – [Privacy Policy](#).

- **Statistics**

- The services referred to in this section allow the Data Controller to monitor and analyse traffic data and enable the tracking of User behaviour.

### **Google Analytics (Google Inc.)**

Google Analytics is a web analytics service provided by Google Inc. (“Google”). Google uses the collected Personal Data for the purpose of tracking and examining the use of this Application, compiling reports and sharing them with the other services developed by Google.



Google may use Personal Data to contextualise and personalise the ads of its advertising network.

Personal Data processed: Cookies; Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

## User Rights

Users may exercise certain rights regarding the Data processed by the Data Controller. In

particular, the User has the right to:

- **withdraw consent at any time.** The User may withdraw previously expressed consent to the processing of their Personal Data.
- **object to the processing of their Data.** The User may object to the processing of their Data when it takes place on a legal basis other than consent. Further details on the right to object are set out in the section below.
- **access their Data.** The User has the right to obtain information on the Data processed by the Data Controller, regarding certain aspects of the processing and to receive a copy of the processed Data.
- **verify and request rectification.** The User can verify the correctness of their Data and request its updating or correction.
- **obtain limitation of processing.** Under certain conditions, the User may request the limitation of the processing of their Data. In this case, the Data Controller will not process the Data for any purpose other than their retention.
- **obtain the erasure or removal of their Personal Data.** Under certain conditions, the User may request the erasure of their Data by the Data Controller.
- **receive their Data or have it transferred to another controller.** The User has the right to receive their Data in a structured, commonly used and machine-readable format and, where technically feasible, to obtain their unhindered transfer to another data controller. This provision is applicable when the Data is processed with automated tools and the processing is based on the User's consent, under a contract to which the User is a party or under contractual measures connected thereto.



- **lodge a complaint.** The User may lodge a complaint with the competent personal data protection supervisory authority or take legal action.

## Details on the right to object

When Personal Data are processed in the public interest, for the purpose of exercising public powers held by the Data Controller or to pursue a legitimate interest of the Data Controller, Users have the right to object to the processing for reasons related to their particular situation.

Users are advised that, if their Data are processed for direct marketing purposes, they may object to the processing without providing any reason. To find out if the Data Controller processes data for direct marketing purposes, Users can refer to the respective sections of this document.

## How to exercise User rights

Users may exercise their rights by sending a request to the Data Controller's contact addresses as shown in this document. Requests are filed free of charge and are processed by the Data Controller as soon as possible, in any case within one month.

## Further information on processing

### Defence in legal proceedings

The User's Personal Data may be used by the Data Controller in court or in the preparatory phases for possible court action to defend against the User's improper use of this Application or related Services.

The User declares their awareness that the Data Controller may be obliged to disclose the Data by order of the public authorities.

### Specific information



At the User's request, this Application may provide the User not only with the information included in this privacy policy, but also with additional and contextual information regarding specific Services, or the collection and processing of Personal Data.

## System and maintenance logs

To meet needs related to operation and maintenance, this Application and any third-party services used by it may collect system logs, i.e. files that record interactions and which may also contain Personal Data, such as the User's IP address.

## Information not included in this policy

Further information in relation to the processing of Personal Data may be requested at any time from the Data Controller, by means of the contact details.

## Response to “Do Not Track” requests

This Application does not support “Do Not Track” requests.

To find out if they are supported by any third-party services used, the User is invited to consult their respective privacy policies.

## Changes to this privacy policy

The Data Controller reserves the right to make changes to this privacy policy at any time and shall notify Users through this page and, if possible, also through this Application, if technically and legally feasible, by sending a notification to Users through one of the contact addresses in its possession. Therefore, please consult this page frequently, referring to the date of last modification indicated at the bottom.





If the changes concern processing whose legal basis is consent, the Data Controller will collect the User's consent again, if necessary.

## Definitions and legal references

### Personal Data (or Data)

Personal data are any information, possibly used also in connection with any other information including a personal identification number, that makes a natural person identified or identifiable, directly or indirectly.

### Usage Data

This is information collected automatically through this Application (and any third-party applications integrated into this Application), including: the IP addresses or domain names of the computers of the User connecting with this Application, the addresses in URI (Uniform Resource Identifier) notation, the time of the request, the method used in forwarding the request to the server, the size of the file obtained in response, the numerical code indicating the server response status (successful, error, etc.), the country of origin, the characteristics of the browser and the operating system used by the visitor, the various time-related information of the visit (for example, the time spent on each page) and the details relating to the itinerary followed within the Application, with particular reference to the sequence of the pages consulted and the parameters of the User's operating system and computer environment.

### User

The individual using this Application who, unless otherwise specified, coincides with the Data Subject.

### Data Subject

The natural person to whom the Personal Data relate.

### Data Processor (or Processor)



The natural person, corporate entity, public administration or any other entity that processes personal data on behalf of the Data Controller, as set out in this privacy policy.

## Data Controller (or Controller)

The natural person or corporate entity, public authority, service or other body that, individually or together with others, determines the purposes and means of the processing of personal data and the tools adopted, including security measures relating to the operation and use of this Application. The Data Controller, unless otherwise specified, is the owner of this Application.

## This Application

The hardware or software tool through which Users' Personal Data are collected and processed.

## Service

The Service provided by this Application as defined in the relevant terms (if any) on this site/application.

## European Union (or EU)

Unless otherwise specified, any reference to the European Union appearing in this document is understood as comprising all current member states of the European Union and the European Economic Area.

## Cookies

Cookies are Tracking Tools that consist of small data packages stored within the User's browser.

## Tracking Tool

A Tracking Tool is any technology – e.g. cookies, unique identifiers, web beacons, integrated scripts, e-tags and fingerprinting – that allows the tracking of Users, for example by collecting or saving information on the User's device.



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## Legal references

This privacy policy is drawn up on the basis of multiple legislative systems, including Articles 13 and 14 of Regulation (EU) 2016/679.

Unless otherwise specified, this privacy policy applies exclusively to this Application. Last amended: 30 June 2022



# Cookie Policy

This document contains information on the technologies that enable this Application to achieve the purposes described below. These technologies allow the Data Controller to collect and save information (e.g. by using Cookies) or to use resources (e.g. by running a script) on the User's device when the latter interacts with this Application.

For simplicity, these technologies are briefly defined in this document as “Tracking Tools”, unless there is a reason to differentiate them.

By way of example, although Cookies can be used in both web and mobile browsers, it would be inappropriate to talk about Cookies in the context of mobile applications since they are Tracking Tools that require the presence of a browser. For this reason, the term Cookie is only used in this document to specifically indicate that particular type of Tracking Tool.

Some of the purposes that make use of Tracking Tools may also require the User's consent. If consent is given, it may be freely withdrawn at any time by following the instructions shown in this document.

This Application uses Tracking Tools managed directly by the Data Controller (commonly referred to as “first party” Tracking Tools) and Tracking Tools that enable third-party services (commonly referred to as “third-party” Tracking Tools). Unless otherwise specified within this document, such third parties have access to the respective Tracking Tools.

The duration and expiry of Cookies and similar Tracking Tools may vary depending on what is set by the Data Controller or each third-party provider. Some of them expire at the end of the User's browsing session.

In addition to the information in the descriptions of the categories below, Users can obtain more detailed and up-to-date information on duration, as well as any other relevant information – such as the presence of other Tracking Tools – in the privacy policies of the respective third-party providers (accessible through the links provided) or by contacting the Data Controller.



Activities that are strictly necessary to ensure the operation of this Application and the provision of the “This Application” Service uses Cookies commonly called “technical” cookies, or similar Tracking Tools to perform activities strictly necessary to ensure the operation or provision of the Service.

Other activities that involve the use of Tracking Tools

Measurement

This Application uses Tracking Tools to measure traffic and analyse User behaviour with the aim of improving the Service.

Statistics

The services referred to in this section allow the Data Controller to monitor and analyse traffic data and enable the tracking of User behaviour.

Google Analytics (Google Inc.)

Google Analytics is a web analytics service provided by Google Inc. (“Google”). Google uses the collected Personal Data for the purpose of tracking and examining the use of this Application, compiling reports and sharing them with the other services developed by Google.

Google may use Personal Data to contextualise and personalise the ads of its advertising network.

Personal Data processed: Cookies and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

How to manage preferences and give or withdraw consent

There are several ways to manage Tracking Tool preferences and to give or withdraw consent, where necessary:

Users can manage Tracking Tool preferences directly through their device settings – for example, they can prevent the use or storage of Tracking Tools.



In addition, whenever the use of Tracking Tools requires consent, the User may give or withdraw such consent by setting their preferences within the cookie policy or by updating those preferences through the tracking settings widget, if present.

Thanks to special browser or device functions, it is also possible to remove previously saved Tracking Tools.

Other Tracking Tools in the browser's local memory can be removed by deleting the browsing history.

With regard to Third-Party Tracking Tools, Users can manage preferences and withdraw consent by clicking on the relevant opt out link (if available), using the tools described in the third-party's privacy policy or by contacting the third-party directly.

Identify the Tracking Tool settings

Users can, for example, find information on how to manage Cookies in some of the most popular browsers at the following addresses:

Google Chrome

Mozilla Firefox

Apple Safari

Microsoft Internet Explorer

Microsoft Edge

Brave

Opera

Users can also manage some Tracking Tools for mobile applications by deactivating them through the appropriate device settings, such as mobile advertising settings or tracking settings in general (Users can consult the device settings to identify the relevant one).

Advertising industry initiatives for consent management

Notwithstanding the above, Users are advised that they may use the information available on YourOnlineChoices (EU), the Network Advertising Initiative (USA) and the Digital Advertising Alliance (USA), DAAC



(Canada), DDAI (Japan) or other similar services. With these services, Users can manage the tracking preferences of most advertising tools. The Data Controller therefore advises Users to avail themselves of these resources in addition to the information provided in this document.

The Digital Advertising Alliance also provides an application called AppChoices that helps Users control behavioural advertising on mobile applications.

#### Data Controller

Bovo S.r.l. – Viale della Liberazione 46 31030 – Dosson di Casier (TV) – Italy Data

Controller's email address: [privacy@bovoshop.com](mailto:privacy@bovoshop.com)

Since the use of Third-Party Tracking Tools on this Application cannot be fully controlled by the Controller, any specific reference to Third-Party Tracking Tools is to be considered purely indicative. To obtain complete information, Users are kindly invited to consult the privacy policy of the respective third-party services listed in this document.

Given the objective complexity of identifying tracking technologies, Users are invited to contact the Data Controller if they wish to obtain further information regarding the use of these technologies on this Application.

#### Definitions and legal references

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the characteristics of the browser and the operating system used by the visitor, the various elements of time-related information on the visit (for example, the time spent on each page) and the details of the itinerary followed within the Application, with particular reference to the sequence of the pages consulted, the parameters of the User's operating system and computer environment.

#### User

The individual using this Application who, unless otherwise specified, coincides with the Data Subject.

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The natural person to whom the Personal Data relate.

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