

## Privacy & Cookie Policy

### Data Controller

Casalini Libri s.p.a.

### Type of Data Collected

Personal Data that is collected, either independently or through third parties, relate to: Cookies, Usage Data, Name, Surname, Date of Birth, Telephone Number, VAT Number, Company Name, Address, Country, Province, Email and Postal Code.

Other Personal Data collected may be indicated in other sections of this Privacy Policy or in the Statement of Privacy Policy displayed together with the collection of the data.

Personal Data may be voluntarily entered by the User, or collected automatically during use of the website.

Any use of Cookies or other tracking tools by the website or by third party service providers used by this website, unless otherwise specified, is aimed at identifying Users and recording their relative preferences for purposes strictly related to the provision of the service requested by the User.

Failure of the User to provide any Personal Data may prevent this Company from providing its services.

Users assume responsibility for the Personal Data of third parties published or shared via this website and warrant that they have the right to communicate or disseminate them, releasing the Data Controller from any liability toward those third parties.

### Means and place of processing collected data

#### Processing Means

The Data Controller processes the Users' Personal Data by adopting appropriate security measures to prevent unauthorized access, dissemination, modification or erasure of Personal Data.

Processing is carried out by using IT and/or telematics tools related to the purposes indicated. In addition to the Data Controller, persons involved in the organization of the service (administrative, commercial, marketing, legal, system administrators) or nominated external

parties (such as suppliers of third party technical services, postal couriers, hosting providers, IT companies, communication agencies), if required by the Data Controller. The updated list of those responsible may always be requested from the Data Controller.

### **Place**

The Data are processed at the Data Controller's operational headquarters and in any other place where the parties involved in the processing are located.

### **Time**

The Data are processed for the time necessary for performing the service requested by the User or required for the purposes indicated. The User may, at any time, ask for the processing to be interrupted and for the Data to be erased.

## **Purposes of Processing Collected Data**

Data concerning the User are collected to allow the Data Controller to provide its services and for the following purposes:

**Statistics, User Contacts, Interaction with Social Networks or External Platforms, Remarketing and Behavioral Targeting, Payment Management, Displaying Content from External Platforms.**

The types of Personal Data used for each purpose are set out in the specific sections of this document.

### **1. Statistics**

Website traffic data monitoring and analysis services are used to keep track of User behavior.

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

Data usage: to track and examine website usage, reporting, sharing with other services developed by Google.

Google may use the Personal Data collected to contextualize and customize advertisements within its advertising network.

Personal Data Collected: Cookies and Usage Data. Privacy Policy on google.com website.

#### **Tracking conversions of Facebook Ads (Facebook, Inc.)**

Use of Data: to track and examine website usage, reporting, reuse of data collected for the Facebook network.

Personal data collected: Cookies and Usage Data. Privacy Policy on the facebook.com website.

#### Tracking conversions of Google AdWords (Google Inc.)

Use of data: to track and examine website usage, reporting, reuse of data collected for the Google AdWords network.

Personal data collected: Cookies and Usage Data. Privacy Policy on the Google.com website.

#### Tracking Twitter Ads Conversions (Twitter, Inc.)

Use of data: to track and examine website usage, reporting, reuse of data collected for Twitter.

Personal data collected: Cookies and Usage Data. Privacy Policy on twitter.com website.

## **2. Contacts with the User**

### Contact Form

By filling out the contact form with their Data, Users consent to their use in response to the requests of the kind set out in the header of the form.

Personal Data Collected: data set out in the form.

### Mailing List or Newsletter

By registering with the mailing list or the newsletter, the User's email address is put on a list to which messages containing information relating to the company's activities may be sent. Users' email addresses may also be added to a list as a result of their registration on the website, following the subscription to a service or after making a purchase.

Personal Data Collected: email, other data set out in the form.

### Contact by telephone, messaging services

Users who have provided their telephone number or a messaging ID may be contacted for related commercial or promotional purposes or to answer requests for help.

Personal Data Collected: telephone number, email, messaging ID.

### Address management and sending email messages

These services allow a database of contacts (email, telephone or other type) used for communicating with the User to be managed.

These services may also allow us to collect data relating to the date and time messages are displayed by the User, as well as about the User's interaction with them, such as information on clicks on the links inserted in the messages.

### **3. Interaction with social networks and external platforms**

These services allow the User to directly interact with social networks or other external platforms from the pages of the website.

The interactions and information acquired from this website are, in any case, subject to the User's privacy settings and to the place of processing related to any social network or external platform.

If an interaction service with social networks is installed, it is possible, even if Users do not use the service, that it will collect traffic data regarding the pages where it is installed.

### **4. Remarketing e Behavioral Targeting**

These services allow this website and its partners to communicate, optimize and present advertisements based on the User's use of the website.

This is carried out through tracking the Usage Data and the use of Cookies, information that is transferred to the partners to whom the activity is linked.

The information acquired from this website is, in any case, subject to the User's privacy settings and to the place of processing related to each service.

### **5. Payment Management**

Payment management services allow the website to process payments by credit card, bank transfer or other instruments. The payment data are processed by the Data Controller exclusively for the purpose indicated by the User during transmission, that is to say, in order to carry out an order; upon completion of the transaction the data will be erased, unless otherwise specifically requested by the user. If the data used for payment are directly acquired from the requested payment service provider, such data will not be processed in any way by this website.

Some of these services may also allow messages to be sent to the User, such as emails containing invoices or notifications regarding payment.

### PayPal (Paypal)

PayPal is a payment service provided by PayPal Inc., that allows the User to make online payments using their PayPal credentials.

Personal Data collected: Various types of data as specified in the Privacy Policy of the service.  
Privacy Policy on the paypal.com website

## **6. Display of content from external platforms**

These services allow the User to directly display the content hosted on external platforms from the pages of this website and to interact with them.

If a service of this type is installed, it is possible, even if Users do not use the service, to collect traffic data relating to the pages on which it is installed.

### Youtube Video Widget (Google)

Youtube is a video content visualization service managed by Google Inc. that allows this website to add such content on its pages.

Personal Data collected: Cookies and Usage Data. Privacy Policy on youtube.com website.

### Google Fonts (Google Inc.)

Google Fonts is a visualization service of character styles managed by Google Inc. which allows this website to add such content on its pages.

Personal Data collected: Cookies and usage data. Privacy Policy on google.com website.

### Google Maps Widget (Google Inc.)

Google Maps is a map visualization service managed by Google Inc. that allows this website to add such content on its pages.

Personal Data collected: Cookies and usage data. Privacy Policy on google.com website.

## **How to deny consent to any of the cookies**

The user may refuse consent to use one or more profiling cookies if the browser or the browser add-ons allow it. For the procedure, refer directly to the documentation of the browser in use.

## **Further information on data processing**

### **Legal defence**

The Data Controller may use the User's Personal Data in court proceedings or in the stages leading to their possible institution, to defend itself against any abuse committed by the User in using this service.

Users declare that they are aware that the Data Controller may be required to disclose Data at the request of the public authorities.

### **Specific information**

In addition to the information contained in this Privacy Policy, this website may provide the User with additional and context-related information regarding specific services requested by the User and about the collection and processing of Personal Data.

### **System logs and maintenance**

For requirements linked to operation and maintenance, this website and any third party services used by it may collect system logs, or files that record interactions which may also contain Personal Data, such as the User's IP address.

### **Information not contained in this Privacy Policy**

The Data Controller may, at any time, request more information in relation to the Personal Data processing by using contact information.

### **Exercise of rights by Users**

At any time, data subjects to whom the Personal Data refer have the right to:

- obtain confirmation about whether the data exists or not
- learn about its origin and content
- verify its accuracy
- ask for its integration, erasure, updating, correction, transformation in anonymous form
- request that personal data processed in violation of the law be blocked
- oppose, in any case, for legitimate reasons, their processing.

Requests should be addressed to the Data Controller.

This website does not support "Do Not Track" requests. To learn whether any of the third-party services used support them, the User may consult their Privacy Policies.

### **Changes to this Privacy Policy**

The Data Controller reserves the right to make changes to this Privacy Policy at any time by notifying Users of this page. The date of last change to the Privacy Policy is set out at the bottom of the page.

If the changes made to this Privacy Policy are not accepted, Users are required to cease using the website and may request that the Data Controller removes their Personal Data.

Unless otherwise specified, the prior Privacy Policy shall continue to apply to Personal Data collected until then.

### **DPO (Data Protection Officer)**

Pursuant to and in accordance with art. 37 of Regulation (EU) 2016/679, concerning the processing of sensitive and/or personal data by this Company, the Data Controller has appointed a Data Protection Officer (DPO). The name of the DPO is kept at the Data Controller's registered office.

### **Definitions and legal references**

#### **Personal Data (or Data)**

Personal data is constituted by any information relating to a natural person, who is identified or identifiable, even indirectly, by reference to any other information, including a personal identification number.

#### **Data Usage**

Personal data are collected electronically from the website (or from third party applications that use it), including: IP addresses or computer domain names used by the User who connects to the website, the addresses in URI (Uniform Resource Identifier) notations, the time of the request, the method used in submitting the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response from the server (this is good, error, etc.) the country of origin, the characteristics of the browser and the operating system used by the visitor, the various connotations in time during the visit (for example, the time spent on each page) and the details of the itinerary followed on the website, with particular reference to the sequence of the pages consulted, to the parameters of the operating system and the User's IT environment.

#### **User**

The person who uses this website, who must correspond to the interested party or be authorized by the interested party and whose personal data are being processed.

#### **Interested party**

The natural or legal person to whom the Personal Data refer.

### Data Protection Officer (or Officer)

The natural person, legal person, public administration and any other public body, association or body appointed by the Data Controller to process Personal Data, as set out in this Privacy Policy.

### Data Controller (or Controller)

The natural or legal person, public administration and any other public body, association or body to which they are responsible, even together with another owner, for decisions about the purposes, the means of Personal Data processing and the tools used, including security measures, in relation to the operation and use of this website. The Data Controller, unless otherwise specified, is the owner of the website.

### Cookies

Small piece of data stored in the User's device.

### Legal references

Notice to European Users: this Privacy Policy has been drafted in compliance of the obligations set out in the Regulation (EU) 2016/679.