



## **Privacy Policy for labelsandtapes SAS di Fontana Marco & C.**

labelsandtapes Sas is committed to protecting users' privacy. Read the following privacy statement to understand how personal information will be treated when you use or register on the website labelsandtapes.com, talk to a member of our Customer Services, visit our store or otherwise interact with Fontanaand & Sas labelsandtapes Sas

In compliance with the provisions of EU Reg. 2016/679 (European Regulation for the protection of personal data) we indicate the due information regarding the processing of personal data provided. This information is also inspired by the provisions of Directive 2002/58 / EC, updated by Directive 2009/136 / EC, as well as the provisions of the Provision of the Authority for the protection of personal data of 08.05.2014 regarding cookies.

The information is not to be considered valid for any website except for [www.labelsandtapes.com](http://www.labelsandtapes.com).

### **Which personal information is collected by labelsandtapes?**

labelsandtapes Sas of Fontana Marco & C. collects personal information when these are provided directly by the user or through the use of our website, for example:

- Information about the user and the company for which the user works, when creating an account for our site. This could include the name and contact details of the user, the name and details of the company, information on the role held in the company and on how the site became known.
- Information on transactions, billing and deliveries, if a product or contract has been purchased for one of our solutions or one of our services.
- Register of user interactions with us, such as sending feedback via e-mail on our website, requesting technical clarification, reporting a problem or other. Note that in the case of telephone calls, the conversation could be recorded for reasons of legal compliance or for purposes of quality assessment or staff training.
- If you interact with one of our sales agents.
- We will also be able to record some details on how our website is used, for example the website visited previously or to which the user subsequently passes, the unique ID of the device used, the IP addresses and the operating system, the clicks on the advertisements, the products searched, the products purchased and the information downloaded. The marketing emails sent may also automatically detect if the email was received or opened and if a link contained in the marketing materials was used. We use this information to measure our performance but also to personalize our promotional messages and advertisements.

### **How are personal information used by labelsandtapes?**

Depending on how the user uses labelsandtapes, interactions and authorizations provided, we will use personal information for the purposes indicated below:



- To process the entered order and / or provide the services purchased.
- To manage the account online.
- To manage and respond to questions or complaints submitted to our Customer Service team.
- To customize labelsandtapes and show the content that we think is most interesting for the customer, based on account information, purchase history and browsing activities.
- To improve and manage labelsandtapes and monitor their use.
- For market research, for example we may contact you for feedback on products and services.
- To send marketing messages and show targeted advertisements, having the user's consent or being otherwise authorized.
- For security purposes, to investigate possible frauds and where necessary to protect ourselves or third parties.
- To comply with legal and regulatory obligations.

At the base of our treatment of personal information, you find the following legal reasons in the data protection law:

- Because data processing is necessary to execute a contract with the user or to take the necessary preliminary steps to make a contract executive (for example, if a purchase has been made, we use the personal data for the payment application and to process the order).
- Because it is in the legitimate interest of labelsandtapes and the user's company, when the user issues orders on behalf of the company.
- Because we have obtained the user's consent, for example when we have been contacted for a question, when optional information has been added to own account profile and if you have consented to receive marketing material.
- Because it is a legitimate interest of labelsandtapes as an e-commerce provider to maintain and promote their services. We continually strive to better understand our customers in order to offer them the best products and the best shopping experience. We use personal information to model the content displayed on labelsandtapes and make them more interesting and relevant than the products and offers displayed.

## **With whom does labelsandtapes share personal information?**

labelsandtapes must share information with some selected third parties in order to carry out their activities:

- Service providers: we provide information to service providers acting on our behalf (eg companies that provide digital marketing services such as product recommendations, statistical analysis, analysis and understanding of business and operations, website organization) , as well as third parties involved in the supply chain, such as carriers, couriers and shipping agencies. In some cases, we also share personal information with professional and legal advisors.
- Checking creditworthiness and possible frauds: we could share information with credit rating agencies and with third parties involved in the detection and fight against fraud.



labelsandtapes may also disclose personal information if it deems such disclosure to be necessary to protect the rights, property or personal safety of labelsandtapes, its customers, employees or collaborators, or when otherwise authorized by law.

## **Where do labelsandtapes store personal information and for how long?**

We keep personal information for the time necessary for the purposes mentioned above, so this period may vary depending on the interactions with the user. For example, when a purchase has been finalized, we keep a copy for the period necessary for billing, taxation and any warranty coverage. We may also keep a copy of the correspondence between us and the user, for example if a product claim has been submitted, for the time necessary to protect us from a legal complaint. For more information on cookie duration, please refer to the [cookie policy](#).

When we no longer need to keep the information, it will be deleted. Please note that when you unsubscribe from marketing communications, we will keep a copy of your email address to ensure that we will not forward marketing emails to that address in the future.

## **What does labelsandtapes do to protect personal information?**

The objective of labelsandtapes is always to offer the highest level of services and safety to its customers and labelsandtapes has been specifically designed to be a safe place.

To ensure the security and protection of personal details, every time the user sends sensitive information, such as credit card number and current account details, we use the following security methods:

- 128-bit SSL (Secure Sockets Layer) encryption, the most innovative technology for encrypting and protecting data, the user's guarantee for a secure transaction.
- All the pages of our portal are in https, this means that the information is protected and is forwarded safely.
- No sensitive credit card information is stored on our systems.

The account and personal profile information online is password protected so that only the user can access it. The user can change the account information of his personal profile by logging in via user name and password and then clicking on the "Your data" button on the home page. Never pass on your password to anyone. For our part, we will never ask for your password via unsolicited telephone calls or e-mails.



## **How does labelsandtapes use personal information for marketing?**

Unless the option has been refused during account registration and the purchase phase, labelsandtapes can send emails or text messages or call the user on the phone to advertise products and services.

It is likely that some or all of these marketing messages are tailored to user preferences, defined based on what we know about the user and / or company for which the user works and, for example, from the personal online profile , from previous research and from the history of navigation on labelsandtapes and purchasing activities.

If you no longer wish to receive marketing communications from labelsandtapes, you can at any time:

- Cancel the subscription by clicking on the link in the Newsletter.
- Contact the labelsandtapes Help Desk by sending a written request via e-mail to [ngservicesas@pec.it](mailto:ngservicesas@pec.it).

The user could display commercial notices on labels and third-party websites, including social media. These commercial notices may be tailored to the user's interests through the use of cookies (which track activity on the web to allow us to offer commercial alerts to customers who have visited labelsandtapes.com). The display of commercial notices on social media can take place on the basis of an agreement between labelsandtapes and the social network that provides for the display of commercial notices to our customers or users that correspond to the demographic profile of our customers. In some cases, this may involve sharing the user's email address with the social network. If you no longer wish to view personalized commercial alerts, you can change your cookie and privacy settings in your browser and on the websites of interested third parties.

## **How can I access, update, correct or delete personal information?**

You can view and change your personal profile information at any time via the "Area LOGIN" section, which can be accessed at any time via the registration form on each page of the site.

If you have forgotten your password or if you have other problems accessing labelsandtapes.com, contact the labelsandtapes Help Desk at [info@labelsandtapes.com](mailto:info@labelsandtapes.com) or use the password recovery function on the home page of the website.

If you have any doubts about personal information that is not resolved through your personal online profile, contact labelsandtapes using the details below.

labelsandtapes will fulfill any request to exercise these rights in accordance with applicable law. However, there are a number of limitations to these rights and there may be circumstances in which we will not be able to satisfy the request.



## **Cookie**

labelsandtapes uses cookies and similar technologies to provide the functionality of labelsandtapes.com, improve the website and customize it. For more information on cookies, read our [cookie](#).

## **Contacts**

Any questions relating to this privacy statement must be sent by e-mail to: [info@labelsandtapes.com](mailto:info@labelsandtapes.com)

## **Updates to the privacy statement**

labelsandtapes may from time to time modify this privacy statement to reflect changes in the law, in the regulatory orientation or in our practices to protect data privacy in accordance with the law. In these cases, and when required by law, we will provide a new or updated information explaining in detail how the use of personal information has changed and, if necessary, we will request the client's consent to proceed with the processing of the data.

## **Further information on treatment**

## **Defense in court**

The User's Personal Data may be used by the Owner in court or in the stages leading to its eventual establishment for the defense against abuse in the use of this site or the connected services by the User. The User declares to be aware that the Data Controller may be required to disclose the Data at the request of public authorities.

## **System log and maintenance**

For needs related to operation and maintenance, this site and any third party services it uses may collect system logs, which are files that record the interactions and that may also contain Personal Data, such as the User IP address.

## **Information not contained in this policy**

More information in relation to the processing of Personal Data may be requested at any time from the Data Controller using the contact information.



## **Exercise of rights by Users**

The subjects to whom the Personal Data refer have the right at any time to obtain confirmation of their existence from the Data Controller, to know their content and origin, to verify their accuracy or request their integration, the cancellation, updating, rectification, transformation into anonymous form or blocking of Personal Data processed in violation of the law, and to oppose in any case, for legitimate reasons, to their treatment. Requests should be addressed to the Data Controller.

## **Trovaprezzi**

7Pixel S.r.l., in the person of its legal representative, is appointed responsible for processing the User's data (email address) for handling requests for comments in the Trusted Program area of the website [www.trovaprezzi.it](http://www.trovaprezzi.it)

### *Legal references*

Notice to European Users: this privacy statement has been prepared in fulfillment of the obligations set forth in Art. 10 of the Directive n. 95/46 / CE, as well as the provisions of Directive 2002/58 / EC, as updated by Directive 2009/136 / EC, regarding Cookies.

The latest update of this Privacy Policy dates back to May 2018.