

Privacy and Cookies Policy

www.dimidiumbnb.it

With this document, the Dimidium B&B, in the person of its owner, Mrs. Valentina Colombo, with registered place of business in Canossa (RE), Via Selvapiana 99, VAT NO. IT01691390056, certified email (PEC): valentina.colombo@legalmail.it, email: colombovalentina93@gmail.com, informs the users of its website www.dimidiumbnb.it on the data that are collected and tracked through the website and its relevant subdomains, as well as the purposes for which they are collected and the rights any user may exercise about their personal data.

Controller

The Controller of your data is Dimidium B&B, in the person of its owner, Mrs. Valentina Colombo, with registered place of business in Canossa (RE), Via Selvapiana 99, VAT NO. IT01691390056, certified email (PEC): valentina.colombo@legalmail.it

Should any user wish to receive additional information other than those set forth herein, they may send an email to: colombovalentina93@gmail.com

Place of processing

Data are processed at the registered place of business in Canossa (RE), Via Selvapiana 99.

The Controller may be reached at the aforementioned address for further information.

Information being collected and processed

The Controller as identified above collects the following data:

- Personal information (name, surname, date and place of birth, tax code, ID number and expiry date, permanent address) of the user and/or their underage children that are given by filling in and sending a reservation enquiry;
- Contact details (email and permanent address), IP address, as well as any other additional information voluntarily given by the data subject, which may include personal information concerning health. The above information may also be collected of third parties and/or underage children they will share their stay with.
- Data for statistical purposes, such as your browser, date and time of your visit of the website, physical address of the device being used for connection;
- Payment details, such as IBAN, debit/credit card (circuit number, expiry date, CCV number, holder's name), as required for service payment.

By filling in the relevant fields, users agree to the processing of their data by the Controller to the purpose of processing their request.

Purposes and legal basis for data processing

Data shall be processed by the Controller lawfully, fairly and in a transparent manner in compliance with the applicable law (Art. 13 EU Reg. 679/2016) through organisational means and measures aimed at minimising the risks involved with their processing, as well as ensuring their security.

User's data are processed in particular according to following legal bases:

1) The processing of any enquiry through the contact form on the website, by email or other means of communication: in this case, data processing is not mandatory and its legal basis is the data subject's consent that was freely given. Therefore, failure to provide one or more data does not allow the Controller to process the request.

2) The processing of a reservation enquiry made by the data subject through the website: in that case, data are processed for the performance of the accommodation service and any additional services (such as WLAN access) or the implementation of pre-contractual measures taken at the data subject's request (Art. 6(1), point b) GDPR). Failure to provide one or more data does not allow the Controller to process the request.

3) Whenever personal data concerning health are to be processed, provided that such processing is strictly necessary for the performance of contractual obligations of the Controller, the latter shall process such information to the purpose of handling the request and shall do so pursuant to Art. 9(2), points a) and g) GDPR based on the informed and given consent of the data subject. If consent is not given, it will not be possible to process the request.

4) Providing a better performance of the website through a statistical analysis of its traffic and the users' behaviour.

Here too processing is not mandatory and its legal basis is the user's consent.

5) For the subscription and mailing of a periodic newsletter: in this case, data processing is not mandatory and its legal basis is the user's consent that was freely given. Failure to provide one or more data does not allow the Controller to provide for this service.

6) The sending of marketing communications including promotions, news and offers: in this case as well, the legal basis of processing is the user's consent that was freely given, and failure to provide one or more data does not allow the Controller to provide for this service.

7) The sending of personalised promotions base on profiling. To this purpose, the expressed consumers' preferences shall be evaluated and the customers' satisfaction analysed in order to improve the services offered. In this instance as well, legal basis of processing is the user's consent, which is freely given and can be withdrawn at any time.

8) The fulfilment of tax obligations and other legal obligations pursuant to Art. 6(1), point c) GDPR.

9) The protection of the Controller's rights in the event of disputes and any other case of legitimate interest of the latter pursuant to Art. 6(1), point f).

10) The sending of so-called *soft spam* communications offering similar services to those already bought by the data subject and supplied by the Controller without the need for their consent pursuant to Art. 130, subparagraph 4 of Legislative Decree 196/2003. Legal basis for processing is the Controller's legitimate interest pursuant to Art. 6(1), point f) of UE Reg. 679/2016. Such consent shall be withdrawn at any time and the data subject can object to such processing at any time.

Duration of processing

The Controller shall store and process data for the time strictly necessary to achieve any of the purposes set forth in this document.

In particular, data collected for the provision of the requested accommodation service shall be stored for the time necessary to its provision and anyway not exceeding 10 (ten) years.

Data that were collected on the basis of a freely given consent shall be stored until the user withdraws their consent.

Data collected for marketing purposes shall be stored for no longer than 24 months from the date the consent was given by the data subject, whereas data collected for profiling purposes shall be stored for no longer than 12 months.

Data collected for so-called soft spam communications shall be stored and processed for no longer than 2 years from the last interaction between the data subject and the Controller.

The data subject shall at any time ask for the interruption of processing or the erasure of their data, provided that the Controller has no overriding legitimate grounds for their storage.

Data recipients

Data recipients other than the Controller are the natural persons and/or legal entities acting on behalf of the latter pursuant to specific cooperation agreements (e.g. external partners, accountant, payment service providers, hosting provider), billing service providers, IT service or WLAN access providers, public or private persons, who can access data in compliance with legal obligations (e.g. law enforcement bodies) only for the purposes they were collected.

As for the booking service, data are processed by means of a booking engine and channel manager owned by Zucchetti Hospitality srl, a company of the Zucchetti group, through which customers' and guests' data shall be processed in the cloud. Its privacy policy can be found [here](#).

The Controller's newsletter is sent through Mailerlite, with registered office in Dublin, hereinafter the "Delegated Processor", for the management of the email marketing service. Its privacy policy can be found [here](#).

The aforementioned subjects can act as Processors.

A list of such data processors can be requested to the Controller at the following address: colombovalentina93@gmail.com

Any other disclosure of given data is hereby excluded.

User's rights

If data are processed on the basis of the user's consent, they may withdraw it at any time, as well as exercise their rights set forth in Articles 7, 15-22 of the European Reg. 679/2016.

Such free choice shall not affect the lawfulness of processing based on consent before its withdrawal.

Rights can be exercised in writing at the following address: colombovalentina93@gmail.com

This way, user's data shall no longer be processed, unless there is a legal basis other than their freely given consent for its processing (e.g. legal obligations).

Moreover, the data subject shall have the right to obtain from the Controller confirmation, as to whether or not their personal data are being processed, and, where that is the case, access to the personal data and the following information:

- the purposes of the processing;
- the categories of personal data concerned;
- the recipients or categories of recipients to whom their data have been or will be disclosed, in particular recipients in third countries or international organisations;
- the period for which their data will be stored or else the criteria used to determine that period;
- the existence of the right to request the rectification or erasure of their data, the restriction of processing or to object to processing;
- the right to log a complaint with the supervisory agency (www.garanteprivacy.it);
- where the personal data are not collected from the user, any available information as to their source;
- the existence of automated decision-making, including profiling, referred to in Article 22(1) and (4) GDPR and, in those cases, information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

Beside the correction or rectification of their data, users can oppose to processing also by requesting a restriction thereof.

Users have also the right to request and obtain the erasure of their data.

They also have the right to data portability, so as to obtain them in a structured, commonly used and machine-readable format.

Should the user think their data are not processed in compliance with the applicable law, they may write to the Controller, without prejudice to their right to lodge a complaint with the competent supervisory authority (Italian Data Protection Authority – www.garanteprivacy.it).

Existence of automated decision-making

The Controller does not use any automated decision-making as per Art. 22 GDPR (EU Reg. 679/2016).

Cookies Policy

This website uses cookies.

A cookie is a small text file that a website stores on the user's computer or mobile device when they visit the site.

Whenever a user visits that website, the cookies previously stored are sent back from the device to the website they originated from (first-party cookies) or to another website or social media, where they can be tracked (third-party cookies).

Cookies are used to make the browsing experience more efficient and enjoyable for the user through the automation of some procedures (e.g. login information) and, at the same time, analyse the use of the platform from the user.

There are **various types of cookies** with different functions.

This website uses **technical cookies**, **analytics cookies** and **third-party cookies**.

Technical cookies are essential to the functioning of the platform, like navigation and functionality cookies, as they ensure the correct performance and use of the website.

These cookies allow access to secure areas without authentication or to display the website in Italian without having to set the language at each visit.

By using this website, the user explicitly agrees to the use of technical cookies.

Opting such cookies out may compromise the user experience and navigation of the website.

Elementor Pro: it is used together with WordPress for real time creation or editing of website content.

Producer: Elementor Ltd.

Its privacy policy can be found [here](#).

Place of processing: Israel.

CookieBot: it stores the user's consent by interacting with the cookie banner upon cookie activation.

Its privacy policy can be found [here](#).

Place of processing: Denmark.

Polylang: this plugin enables to store the language code of the last page visited.

Its privacy policy can be found [here](#).

Place of processing: France.

W3 Cache: it speeds up the website performance.

Its [privacy policy](#) can be found here.

Place of processing: USA.

Analytics cookies

This website uses Google Analytics 4 (GA4) to collect useful information about the performance of its contents. It allows the Controller to know the language spoken by website users, the countries they are from, the kind of device (PC/mobile or tablet), browser and operating system they use, as well as the most clicked contents in compliance with the regulations set forth in the GDPR.

When the user visits the website, **Google Analytics 4** collects the following information:

- anonymized IP (Internet Protocol) address,
- device information,
- browser information,
- session statistics (date and time),
- approximate geolocation,
- Addresses in URI (Uniform Resource Identifier) syntax of requested resources or the method used in submitting the request to the server.

This information does not compromise users' anonymity: the Controller cannot identify the users of the website but can only know how many people visited it in a given timeframe.

Google's data privacy and security policy can be found here:
https://support.google.com/analytics/topic/2919631?hl=it&ref_topic=1008008

Collected personal data: cookies and usage data

Place of processing: USA

The use of this type of cookies requires the user's explicit consent, without which the website cannot perform properly.

Google Analytics cookies policy can be found here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Instructions on Google Analytics opt-out browser add-on can be found here:

<https://tools.google.com/dlpage/gaoptout?hl=it>

Third-party cookies:

This website uses functions made available by third parties, which require the user's consent to work properly.

The website functions requiring third-party cookies are listed here below:

Google Fonts: is a service offered by Google, which enables to load fonts on the website in order to improve the user's graphic navigation and experience.

Google Maps: is a web mapping platform and consumer application offered by Google Inc.

These services are offered by Google Incorporation and its privacy policy can be found [here](#).

Processed information: cookies and usage data.

Place of processing: USA

Google Tag Manager: is a tag management system offered by Google Inc. Its privacy policy can be found [here](#).

Processed information: cookies and usage data.

Place of processing: USA

Facebook Pixel: enables to track your website visitors' actions also known as conversion tracking. Tracked conversions can be used to analyse the effectiveness of your conversion funnel. It requires the user's consent to be given through the cookie banner. Its privacy policy can be found [here](#).

Place of processing: USA

Mailerlite: is used for email list management and to send our newsletter to active subscribers.

It requires the user's consent.

Its [privacy policy](#) can be found here.

Place of processing: Dublin (Ireland).

Yoast SEO: this plugin enables the optimisation of the website position.

Its [privacy policy](#) can be found here.

Place of processing: The Netherlands.

Beddy: is a booking engine and channel manager service, which simplifies the collection and management of bookings through the website by synchronizing external platforms.

Producer: Zucchetti Hospitality srl, a company of the Zucchetti group.

Its privacy policy can be found [here](#).

Place of processing: Italy.

Social Network: through our website users can interact with social media such as YouTube, Instagram and Facebook.

These platforms use cookies to perform properly and collect traffic data about the pages in which this functionality is installed.

The use of this type of cookies requires the user's consent.

The cookies policies of the sharing platforms included in this website can be found here below:

Facebook Ireland Ltd.: <https://www.facebook.com/policy/cookies/>

Collected personal data: cookies and usage data.

Place of processing: Ireland.

Instagram: <https://help.instagram.com/1896641480634370>

Collected personal data: cookies and usage data.

Place of processing: Ireland.

Deactivation of cookies

The instructions on how to disable cookies for the most popular browsers can be found here below.

Internet Explorer:

<http://windows.microsoft.com/it-IT/windows7/Block-enable-or-allowcookies>

Google Chrome:

https://support.google.com/chrome/bin/answer.py?hl=itIT&answer=95647&p=cpn_cookies

Mozilla Firefox:

<http://support.mozilla.org/it/kb/Bloccare%20i%20cookie?redirectlocale=enUS&redirectslu=Blocking+cookies>

Apple Safari: <http://www.apple.com/it/privacy/use-of-cookies/>

By deactivating cookies in the browser settings, some parts of the website may not function properly.

Data transfer to non-EU countries

Most servers allowing the website performance are located in the United States.

Therefore the users' data may be processed for website performance by such servers and thereby transferred to a third country outside the European Union.

As no adequacy decision pursuant to Art. 45 GDPR was made as of today, the Controller shall make sure that services used offer an adequate level of data protection during processing.

Therefore the subject's data may be processed for website performance by such servers and thereby transferred to a third country outside the European Union. Such transfers shall be based on consent.

Notwithstanding the foregoing, the Controller shall not transfer data to third countries or international organizations without the prior consent of the user.

Security measures

The Controller shall implement appropriate security and organisational measures aimed at preventing unauthorized accesses, as well as the unauthorised disclosure and/or destruction of data, and at ensuring their security in relation to the purposes set forth in this document.

Further information on data processing

Should the user need clarifications or additional information on personal data processing from this website, they can address their request to the Controller through its contact information.

Should one or more links in this document not work, users may access to the relevant regulations directly from the proprietary website such link refers to.

Policy updated in July 2023