

Privacy Policy pursuant to arts. 13 and 14 of GDPR 679/2016
(General Data Protection Regulation)

Dear Visitor,

This notice is provided to you pursuant to the European General Data Protection Regulation (EU Regulation 2016/679 of 27 April 2016, effective as of 25 May 2018, or "GDPR"). It concerns the processing of data provided through your contact request via our website <https://areaprofessional.com/> (the "**Website**"), as well as browsing data collected by cookies on the Website (collectively, the "**Personal Data**").

The **Data Controller** is AP S.r.l., with registered office at Via Favagrossa, n. 54 – 26041, Casalmaggiore (CR), Fiscal Code and VAT no. 01754860193, telephone +39 03751940628, email info@areaprofessional.com (hereinafter referred to as "**AP**" or the "**Controller**").

Purposes and Legal Basis for Processing: Your Personal Data, collected as described above, will be processed for the purposes and on the legal bases set forth below:

<i>Purposes</i>	<i>Legal Basis</i>
a) responding to your contact request.	The processing is necessary to respond to your contact request.
b) : sending future promotional and commercial communications regarding the services offered by the Controller (so-called direct marketing)	Your consent; if a commercial relationship is established, the processing will be carried out on the basis of the Controller's legitimate interest.
c) ensuring the full functionality of the Website through technical cookies	The processing is necessary for the proper functioning of the Website.
d) analysing the Website's internet traffic data.	The processing is based on your consent as per the cookie policy.

Disclosure of personal data – Data recipients

Your Personal Data may be transferred to:

<i>Recipients of Personal Data</i>	<i>Purposes</i>
Third-party companies providing services related to the Controller's activities and with whom specific GDPR-compliant agreements have been signed.	Supporting the Controller in managing its activities.
Subjects to whom the communication of Personal Data is necessary for the proper handling of your contact request.	Supporting the Controller in responding to your request.
Subjects who are entitled to access your Personal Data by virtue of legal, regulatory, or EU provisions.	Compliance with legal obligations.

Data Retention Period (determination criteria)

Below is a table indicating the retention periods of Personal Data, depending on the purpose and legal basis:

<i>Purpose</i>	<i>Retention period</i>
a) responding to your contact request	If, after providing your data, you do not give any consent for further processing under letter b), your Personal Data will be deleted after 12 months.
b) marketing activities using identification	24 months from collection, without prejudice to your right to modify and/or withdraw your consent at any time.
c) ensuring the full functionality of the Website	Please refer to the cookie policy available on the Website.
d) analysing the Website's internet traffic data	Please refer to the cookie policy available on the Website.

Data Subject Rights

You may, at any time and where the conditions apply, exercise the following rights:

1) **Right of access:** it is the right to obtain from the Controller information whether your data are being processed and, where applicable, have access to them. 2) **Right to copy:** it is the right to obtain from the Controller a copy of the data which are being processed. 3) **Right to rectification:** it is the right to obtain the rectification of inaccurate and/or incomplete data, as well as the erasure of data when the request is legitimate. 4) **Right to erasure:** it is the right to obtain the erasure of data where one of the grounds required by the GDPR applies. 5) **Right to restriction of processing:** it is the right to request suspension of the processing where one of the conditions required by the GDPR applies. 6) **Right to object:** it is the right to object to the data processing whether there is one of the requirements established by article 21 GDPR. 7) **Right to data portability:** it is the right to obtain data in a structured format, ordinary used and readable, as well as the right to transfer data to other controllers whether there are the requirements established by article 20 GDPR. 8) **Right to complaint:** it is the right to propose a complaint to the competent supervisory authority for the protection of personal data. Find out how to submit your complaint on the Italian supervisory authority's website: www.garanteprivacy.it

Cookie

On this website, we and our partners use technologies such as cookies to process personal data (e.g., IP addresses) in order to ensure technical functionality and to analyze audience insights. For further information, please consult our **Cookie Policy**. By clicking 'Accept', you consent to the use of the aforementioned technologies. By clicking the 'X' button, you refuse the use of any non-technical cookies. By clicking 'Preferences', you can customize your settings. You may withdraw or modify your consent at any time by accessing the Cookie Policy link located in the footer of this website.

Extended Cookie Policy of the website owned by AP S.r.l.

Pursuant to the privacy regulations in force (Privacy Code, Legislative Decree no. 196/2003, and EU Regulation no. 679/2016, hereinafter referred to as “**GDPR**”), as well as the provisions of Resolution no. 229 of May 8, 2014, and the “**Guidelines on cookies and other tracking tools**” of June 10, 2021, adopted by the Italian Data Protection Authority (*Garante per la protezione dei dati personali*), the Data Controller hereby provides users of the website <https://areaprofessional.com/> (hereinafter, the “**Website**”) with information regarding the cookies used and/or proposed for storage.

The Data Controller of your personal data is **AP S.r.l.**, with registered office at Via Favagrossa, no. 54 – 26041, Casalmaggiore (CR), Fiscal Code and VAT no. 01754860193, telephone +39 03751940628, email info@areaprofessional.com (hereinafter also referred to as “**AP**” or the “**Controller**”).

Furthermore, this Cookie Policy aims to outline the elements required by law, describe the characteristics and purposes of the cookies installed by the Website, provide updated links to the privacy policies and consent forms of third parties with whom the Controller has entered into agreements for the installation of cookies through its Website, and finally, remind users that they may also manage their cookie preferences through their browser settings.

What are cookies

Cookies are small text files that websites send to the users' devices. These files are stored on the device to be retransmitted to the same originating sites during a subsequent visit. Cookies can be placed on the user's device directly by the website being visited (“**first-party cookies**”) or by a different website (“**third-party cookies**”). This occurs because every website may contain elements (images, maps, sounds, specific links to other domains, etc.) that reside on servers different from the one hosting the first-party site.

By storing cookies, users can customize their experience by saving preferred settings. For example, a cookie can be used to recognize a registered user so they do not need to re-authenticate upon their next visit.

Taxonomy proposed by the Italian Data Protection Authority

In Resolution no. 229 of May 8, 2014, the Italian Data Protection Authority (*Garante per la protezione dei dati personali*) proposed a taxonomy identifying two categories of cookies based on their processing purposes:

1. **Technical cookies;**
2. **Profiling cookies.**

Technical Cookies

These cookies are necessary for browsing and/or providing a service to the user. They are not used for further purposes and are typically installed directly by the website owner. Without these cookies, certain operations could not be performed or would be more complex and/or less secure—such as home banking activities (viewing statements, wire transfers, bill payments, etc.), for which cookies allowing user identification within a session are essential.

Profiling Cookies

These cookies are used to track user navigation online and create profiles based on tastes, habits, and choices. They allow the delivery of targeted advertising messages to the user's device in line with the preferences expressed during online browsing.

User consent for cookie installation

The requirement for consent depends on the purposes for which the cookies are used.

- **Technical cookies:** No consent is required for their installation.
- **Third-party cookies:** It is mandatory, among other requirements, to provide appropriate notice (pursuant to Art. 13 of EU Reg. no. 679/2016).
- **Profiling cookies:** These can only be installed on the user's device if the user has provided **free, voluntary, specific, and unequivocal consent** after being adequately informed.

Analytical Cookies

The Authority has clarified that analytical cookies may be treated as **technical cookies** only if they are used solely for website optimization directly by the Controller (not a third party), who may collect information in **aggregate form** on the number of users and their visiting patterns. Under these conditions, the same rules regarding notice and consent for technical cookies apply to analytical cookies.

The website <https://areaprofessional.com/> uses "Google Analytics" cookies in **anonymized form** to collect information about website usage, keywords used to reach the site, and traffic sources. Data generated by Google Analytics is stored by Google as described in the policy available here: <https://support.google.com/analytics/answer/6004245>.

To consult the privacy policy of Google Inc., as an independent Data Controller for the Google Analytics service, please visit: <http://www.google.com/intl/en/analytics/privacyoverview.html>. Please note that the **IP anonymization** feature provided by Google has been activated. The browser add-on to opt-out of Google Analytics is available at: <https://tools.google.com/dlpage/gaoptout?hl=en>.

Acquisition of consent

To track the consent obtained, the Controller uses a specific **technical cookie**, which is a non-invasive system that does not require additional consent. Once this "documentation" is stored, the short notice (banner) will not be reshown on subsequent visits, without prejudice to the user's right to deny consent or modify their options at any time via the extended policy link available on every page of the Site.

Provision of data

In accordance with the Guidelines of June 10, 2021, with the exception of technical cookies strictly necessary for normal navigation, the provision of data is voluntary. Users grant consent by clicking the "**Accept**" button in the banner. Alternatively, users can prevent the installation of cookies by clicking the "**X**" button, the "**Preferences**" button, or by using their browser settings. Users may also choose to stop browsing the site.

How to disable cookies via browser settings

You may refuse general consent to the installation of any cookies by selecting the appropriate settings in your browser. Browsing functionality will remain fully available. Links on how to disable cookies for the most popular browsers are provided below:

Microsoft Edge: https://support.microsoft.com/it-it/windows/gestire-i-cookie-in-microsoft-edge-visualizzare-consentire-bloccare-eliminare-e-usare-168dab11-0753-043d-7c16-ed5947fc64d#bkmk_blockallcookies;

Google Chrome: https://support.google.com/chrome/answer/95647?hl=it-IT&p=cpn_cookie;

Mozilla Firefox: <https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie>

Apple Safari: https://support.apple.com/kb/ph19214?locale=it_IT.

"For further information regarding the cookies used by **Google Analytics**, please visit:

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

For information on how **Google Inc.** manages privacy, please visit: <https://www.google.com/policies/privacy>.

Your browsing data will be transferred to non-EU countries, specifically to the **USA**, by entities providing adequate safeguards pursuant to **Art. 46 of the GDPR**.

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