

INFORMATION ON THE PROCESSING OF PERSONAL DATA (Pursuant to Article 13 of EU Regulation 2016/679)

pursuant to art. 13 of Regulation (EU) 2016/679 (GDPR), we provide you with the following information regarding the processing of your personal data.

1. Data Controller

The Data Controller is ERCA GROUP HOLDING S.p.A, with registered office in [Full address], email address privacy@ercagroup.it , PEC: scl@legalmail.it

2. Categories of data subjects and types of data processed

Depending on your interaction with the Site, the following data may be collected:

Browsing data

In the course of their operation, computer systems acquire some personal data whose transmission is implicit in the use of Internet communication protocols.

This data includes: IP addresses, browser type, pages visited, time of requests, and technical information about the device used.

Data provided voluntarily by the user

The optional and voluntary sending of messages via contact form or email involves the acquisition of the personal data provided by the user (e.g.: name, surname, email, content of the message).

Cookies and similar tools

The Site uses:

- technical cookies
- Google Analytics without IP anonymization (with prior consent)
- third-party cookies linked to external services (e.g. Google Maps, YouTube)

For more information, please consult the Cookie Policy.

3. Purposes of processing and legal bases

Personal data are processed for:

1. To ensure the proper technical functioning of the Site
2. Process requests sent via form or email
3. Perform statistical analysis using Google Analytics
4. Display third-party content integrated into the Site
5. Ensuring the security of IT infrastructures

Data processing is based on the following legal bases:

- Execution of pre-contractual measures requested by the user (Art. 6.1.b GDPR)
- Legitimate interest of the Data Controller to ensure the security and functioning of the Website (art. 6.1.f GDPR)
- User consent for activities that require it (e.g. non-technical cookies) (art. 6.1.a GDPR)

4. Processing methods

The processing is carried out using electronic and IT tools, with adequate security measures to prevent:

- Unauthorized access
- Data loss
- unlawful processing

5. Data retention

The data are stored for periods proportionate to the purposes:

- Technical logs: up to 30 days, except for security requirements
- Contact details: for the time necessary to respond to the request
- cookies: as indicated in the Cookie Policy

6. Recipients of the data

The data can be communicated to:

- IT service providers and hosting

- third-party service providers (e.g. Google)
- persons authorised by the Data Controller

7. *Transfer of data to non-EU countries*

In the event of data transfer to countries outside the European Union, the Data Controller will adopt all the guarantees provided for by art. 44–49 of the GDPR.

8. *Rights of the data subjects*

You have the right, at any time, to exercise your rights provided for by art. 15 et seq. of the GDPR, in particular:

- Right of access to your personal data.
- Right to rectification of inaccurate data.
- Right to erasure (right to be forgotten).
- Right to restriction of processing.
- Right to object to processing.
- Right to data portability (where applicable).
- The right to withdraw consent at any time, without prejudice to the lawfulness of processing based on the consent given before its withdrawal.
- Right to lodge a complaint with the Supervisory Authority (Guarantor for the Protection of Personal Data).

To exercise these rights, you can contact the Data Controller at the addresses indicated in point 1.

Requests can be sent to: privacy@ercagroup.it

Users who believe that the processing of their data violates the GDPR can lodge a complaint with the Italian Data Protection Authority.

9. *Policy updates*

The Data Controller may update this policy at any time. Updated versions will be made available at the company's offices and website.