



## Privacy Policy



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## **GDPR INFORMATION : CUSTOMER AGREEMENT FOR PROCESSING AND SHARING PERSONAL DATA**

### 1. Why do we collect your data ? What kind of data ? Who is responsible for it ?

As part of a stay at Masseria Valentina s.r.l or a reservation with our Nonno Vittorio restaurant, Masseria Valentina s.r.l must collect a certain amount of information about you. Masseria Valentina s.r.l verifies your personal data to ensure that it satisfies the new GDPR (General Data Protection Regulation) requirements that came into force on May 25, 2018.

This data is collected and used with your permission and in conformity with European and national rules on data protection, being in particular the General Data Protection Regulation, abbreviated G.D.P.R. (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data).

Masseria Valentina s.r.l., registered under VAT number IT08675390721, is responsible for processing the data.

### 2. How does the GDPR protects you?

- Your personal data is better protected
- You have more control and easier access to the personal information we hold about you, allowing you to verify, modify or delete it.
- You can select how you would like to be contacted, for example by e-mail or telephone.
- You can change your mind and update your preferences at any time. The new law specifies that we may only use your personal data for one or more of these reasons:
  - When you consent, or
  - To fulfill a contract we have with you, or
  - When it's our legal duty
  - Where it is in our legitimate interest (which occurs when we have a business-related reason to use your information) we would let you know the specific purpose if we were to rely on this legitimate interest .

### 3. The informations that we collect

We collect information to provide you with better service. For instance, your registration form is already filled in when you arrive. This includes information you provide to us through our website, through our social networks, when you contact us by phone or e-mail. When you make a reservation or a request for information through a third-party travel agent or online booking site through which we sell our products. The different types of information we may collect are as indicated below:



- Your contact details (name, postal address, e-mail address, location, cell phone number, etc.)
- Date of birth and gender
- Business information (company name, address, VAT number and payment number)
- Customer service information which may include comments you have made online when booking or when speaking to one of our reservations agents)
- Any other information you provide at the time of booking
- Any information you provide to third parties on online booking sites or travel agents

In addition, the following data will be collected when you fill in our processing requests, for the Masseria and/or the Nonno Vittorio restaurant, requests to join our possible loyalty program or registration of a customer form:

- Your entire name;
- Name of accompanying person(s) (if applicable);
- Your date of birth ;
- Your contact information such as e-mail addresses and telephone/mobile numbers;
- Geographical information such as home address and postal code (if applicable);
- Specific dietary restrictions or allergies;
- Your credit or debit card details at the time of payment
- Your license number plate for parking purposes
- as well as all data strictly necessary to accomplish the tasks involved for the reservation(s) within our establishment.

#### 4. How is your data archived ?

- Your data is archived in the form of paper files, electronic files and/or on the hotel manager, under the responsibility of Masseria Valentina s.r.l, which takes all necessary measures to ensure its security.
- If your data needs to be shared for the processing of your file, it will be done through a secure electronic information system and/or within the framework of legal proceedings, if Masseria Valentina s.r.l is requested to do so by a third party (Lawyers) or a Court or any federal, regional, provincial or communal authority..

#### 5. How do we use the information we collect ?

We may use the information described above for the purposes for which you have provided it to us but also for the following reasons:

- To provide our products and services to you
- Create a profile in our hotel system to manage your reservation
- To verify your identity
- To communicate with you and answer any questions you may have
- To provide you a service or enable you to participate in our activities
- To monitor your preferences and habits during your stay with us
- For statistical analysis, in order to improve our website
- To analyse your interactions with our website



## 6. Who will have access to your data?

Masseria Valentina s.r.l. staff members.

In case of request for extra services ("Taxi company", external activities,...), Masseria Valentina s.r.l. will be in charge of transferring your phone number and your identity.

## 7. Advertisement/Marketing

Periodically, we would like to send you information about products, offers and services that we offer at Masseria Valentina s.r.l. and at our restaurant "Nonno Vittorio" that may be of interest to you. If you have accepted to receive our marketing information, you can unsubscribe at any time by clicking on the unsubscribe button on any of our newsletters, or by contacting us directly by e-mail at [info@masseriavalentina.com](mailto:info@masseriavalentina.com).

We also use Google Adwords occasionally to promote our services on third-party sites, including Google, to users who have previously visited our website. This could mean that information may be sent to people who have previously visited our website but have not taken any particular action to do so, for example by using our contact form or leaving our website without making a reservation.

You can define your own preferences for how Google sends you information using the "Google Ads Preferences" page. If you wish, you can deactivate this option if interest-based advertising is entirely defined by cookie settings..

## 8. Links to other websites

This privacy policy applies uniquely in relation to data collected by us. Our website may contain links to external sites, which are operated by other owners and third parties, over which we have no control. For this reason, we invite our visitors to be aware when they leave our website and to read their privacy policy. Any access to these other sites or pages will be at your own risk. We are not responsible for the privacy policies, content or security of third-party Web sites linked to our Web site.

## 9. What is a cookie?

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie enables the site to recognize your browser. Cookies can contain preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Nevertheless, some websites may not function properly without cookies.

## 10. Third-party cookies

Google analytics: Google Analytics is a reporting tool for websites that allows us to examine anonymous information about how our website is used and how visitors use and access our site. Google Analytics does not collect any personal data about our visitors.

## 11. Assignment/Transfer

In the case of a possible transfer of a company, the data provided by you, insofar as the original remittance for the data remains the same and is relevant, will be transferred to the new owner or controlling party. Subject to the new owner or controlling party strictly complying with this Privacy Policy, for the authorized use of the data for the purposes for which it was provided by you.



Please note that this clause does not apply to any transfer of data outside the EU governed by data protection law, where it will only be transferred if that country or territory ensures an adequate level of protection of rights and freedoms in relation to the processing of personal data.

## 12. Retention of information

Your personal data will be kept for as long as necessary to achieve the purpose for which it was collected, for commercial or legal purposes, or in accordance with applicable laws.

## 13. What are your rights ?

- You are entitled to provide to provide cosent for the processing and sharing of your data.
- If you consent to the processing of your data by Masseria Valentina s.r.l. today, you have the option to revoke your consent at a later time. In such an event, Masseria Valentina s.r.l. will provide details on how your data will be removed from their records (right to data deletion). However, it may not be possible to remove all information, particularly that which could be used to bring legal proceedings.
- You have the right to be informed about the purposes for which your data will be processed and who will have access to your data.

Upon written request to Masseria Valentina s.r.l. by e-mail or post, you are entitled to :

- access and review your personal data, by sending a request to [info@masseriavalentina.com](mailto:info@masseriavalentina.com) with the subject specified in the email. In accordance with the GDPR, we will provide the data within thirty (30) days of receiving your written request. This service is free of charge ;
- request corrections, if some information is not right;
- have your data deleted ;
- limit their treatment ;
- receive all the information about you that is stored in a readable format.

***Masseria Valentina s.r.l. has the duty to ensure that your data is treated securely and to inform you if the security of your data is not respected.***

If you withdraw your consent for any or all of your personal data, we may be unable to offer or continue providing you with our products or services, or maintain any existing contractual agreements. You acknowledge and agree that in the case we require your personal data to fulfil a contractual obligation and you withdraw your consent to collect, use or disclose your relevant personal data for such purposes, we shall not be liable for any breach of this agreement. Our legal rights and remedies in this case are expressly reserved.

## 14. Changes to our privacy policy

This privacy policy is regularly updated. After any changes, the new version of the policy will be loaded on our website and the old version will be removed. Please check this site frequently for updates. Date of last update: March 17, 2024.



## 15. Room access control and management

*People concerned: Hotel guests and staff.*

It is in the legitimate interest of Masseria Valentina s.r.l. to control and ensure that only strictly authorized persons have access to the rooms; in the case of customers, for the duration of their stay and in the case of Masseria staff, for the entire duration of their employment contract.

## 16. Video surveillance

For the legitimate interest of Masseria Valentina s.r.l., cameras for surveillance are installed in public areas (in compliance with the law and respecting privacy) to enhance safety for individuals and property. If necessary, data may be shared with law enforcement or judicial authorities upon request.

If you have any doubts about the processing of your data, you can contact Masseria Valentina s.r.l. via e-mail: [info@masseriavalentina.com](mailto:info@masseriavalentina.com) or by phone at +39 388 955 00 37, your lawyer or the Privacy Commission Piazza Venezia 11, IT-00187, Rome (e-mail: [protocollo@gpdp.it](mailto:protocollo@gpdp.it), PEC\*: [protocollo@pec.gpdp.it](mailto:protocollo@pec.gpdp.it), switchboard +39 06.696771).

***Masseria Valentina s.r.l***