

PRIVACY POLICY: RESNOVA SRL

Last updated: 05.03.2025

1. Data Controller The Data Controller of personal data collected through this website is **RESNOVA SRL**, with registered office at **Via Corsica 143 - 25125 Brescia**, VAT number **03589640170**, contact email: **info@piublue.it**, PEC: **resnova@messaggipec.it**.

2. Types of Data Collected The personal data processed include:

- Identifying data (name, surname, email, phone number, shipping and billing address);
- Payment data (managed by third parties such as PayPal, WIX Payments, Apple Pay, Google Pay, without direct storage);
- Browsing data (IP address, access data, cookies, and tracking technologies);
- Other data voluntarily provided by the user.

3. Purpose of Processing The data is collected for the following purposes:

- Order fulfillment and purchase management;
- Customer support and after-sales assistance;
- Sending marketing communications and newsletters (with prior consent);
- Improving user experience and statistical analysis;
- Compliance with legal and tax obligations.

4. Legal Basis for Processing Data processing is carried out based on:

- Performance of a contract or pre-contractual measures (Art. 6.1.b GDPR);
- User consent (Art. 6.1.a GDPR);
- Compliance with legal obligations (Art. 6.1.c GDPR);
- Legitimate interest of the Data Controller (Art. 6.1.f GDPR).

5. Processing Methods and Security Data is processed using electronic tools and adequate security measures to prevent unauthorized access, loss, or improper disclosure.

6. Data Retention Data is retained for the time necessary for the above purposes and in any case no longer than:

- 10 years for tax and accounting obligations;
- 24 months for marketing purposes (unless consent is revoked);
- 12 months for browsing data.

7. Data Sharing Data may be shared with:

- Payment service providers (PayPal, WIX Payments, Apple Pay, Google Pay);
- Shipping carriers for order delivery (DHL, UPS, Poste Italiane, LKW, Fercam);
- Tax and legal consultants;
- Competent authorities in case of legal obligations;
- Marketing and web analytics platforms (Google Ads, Meta Ads).

8. User Rights The user has the right to:

- Access their data and request a copy;
- Rectify inaccurate data;
- Request deletion of data (right to be forgotten);
- Restrict or object to processing;
- Request data portability;
- Withdraw consent at any time. Requests can be sent to **info@piublue.it**.

9. Cookies and Tracking Technologies This website uses technical cookies and, with prior consent, profiling cookies. For more details, please refer to the **Cookie Policy**.

10. Changes to the Privacy Policy The Data Controller reserves the right to modify this policy. Users will be informed of any changes via email or a notice on the website.

For any questions regarding this policy, contact us at **info@piublue.it**.