



Modena Estense 1598 S.r.l.'s Privacy Policy

Regarding the general handling of data entrusted to us either in the context of business relations or when visiting our website.

1. Access data and hosting

You can visit our website without providing any personal information. Each time a website is called up, the web server merely automatically saves a so-called server log file which, for example, contains the name of the requested file, your IP address, date and time of the call, the amount of data transmitted and the requesting provider (access data) and documents the call.

These access data are evaluated exclusively for the purpose of ensuring trouble-free operation of the site and improving our services. Pursuant to Art. 6 para. 1 sentence 1 f DSGVO, this serves to safeguard our legitimate interests in a correct presentation of our offer, which predominate within the scope of a balancing of interests. All access data will be deleted at the latest seven days after the end of your.

2. Hosting services by a third-party provider

As part of processing on our behalf, a third party provider provides us with hosting and website presentation services. This serves to protect our legitimate interests in a correct presentation of our offer, which predominate within the scope of a balancing of interests. All data collected in the context of the use of this website or in the forms provided for this purpose in the online shop as described below are processed on its servers. Processing on other servers only takes place in the framework described here.

3. Personal Data

In order to provide the services mentioned in the general delivery and payment terms as well as the General Terms and Conditions and, in particular, for the purpose of correspondence with the customer or for allowing the contractual process and completion to be hassle free (i.e. for registration, processing of orders, delivery of products, and settlement of payments, examination of asserted claims which are made against Modena Estense 1598 S.r.l. after the contract has been drawn, etc.), Modena Estense 1598 S.r.l. collects, processes and uses some personal data which the customer provides in the context of business dealings. The protection of these data and the personal rights of clients are very important. Therefore Modena Estense 1598 S.r.l. implements state-of-the-art security standards in order to ensure the protection of data and uses (i.e. processes or delivers) the data exclusively within the framework of the statutory provisions. The data used will be treated as strictly confidential.

For the registration purposes, obligatory, the name, address (i.e. delivery or billing address), date of birth, gender as well as e-mail address, telephone number and choice of language are

requested and stored by Modena Estense 1598 S.r.l.. Additionally in the course of ordering information about the products ordered and payment information (i.e., credit card information, account information or other payment data) is stored.

4. Modena Estense 1598 S.r.l. uses this personal information for the following purposes:

- Creating and maintaining the customer master data for order processing;
- Assessing the requirements for registration or order in the online Webshop;
- Correspondence with the customer in connection with the order and completion of the contract. For this purpose, the address data of the customer is transferred to selected logistics partners;
- Sending of electronic information about Modena Estense 1598 S.r.l.'s product range (such as special offers and news) via e-mail (only if the customer has consented to these promotional measures). This is also the category where language plays an important part;
- Internal division into categories (e.g., woman/man and age) in order to allow for the (electronic) transmission of customised information;

The protection and security of customer data is important for Modena Estense 1598 S.r.l.. That is why our electronic data processing system is protected with passwords and thus secured against access by unauthorised third parties.

5. E-mail newsletter

E-mail advertising with subscription to the newsletter:

If you register for our newsletter, we use the data required for this or separately communicated by you in order to regularly send you our e-mail newsletter on the basis of your consent in accordance with Art. 6 Para. 1 S. 1 lit. a DSGVO.

You can unsubscribe from the newsletter at any time and either by sending a message to the contact option described below or via a link provided for this purpose in the newsletter. After deregistration, we delete your e-mail address unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

The newsletter is sent within the framework of a processing on our behalf by a service provider to whom we pass on your e-mail address for this purpose.

This service provider is located within a country of the European Union or the European Economic Area.

6. Integration of the Trustbadge Trusted Shop

To display our ratings collected with Trusted Shops, the Trusted Shops Trustbadge is integrated on this website.

This serves to safeguard our legitimate interests in an optimal marketing of our offer in accordance with Art. 6 Para. 1 S. 1 lit. f DSGVO, which predominate in the context of a balancing of interests. The Trustbadge and the services advertised with it are an offer of Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne.

When the trust badge is called, the web server automatically saves a so-called server log file, which contains e.g. your IP address, date and time of the call, transferred data volume and the requesting provider (access data) and documents the call. This access data is not evaluated and is automatically overwritten at the latest seven days after the end of your page visit.

Further personal data will only be transferred to Trusted Shops if you have consented to this, decide to use Trusted Shops products after completing an order or have already registered for use. In this case the contractual agreement between you and Trusted Shops applies.

7. Privacy notice for Google Analytics

The website www.modenaestense.com uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookies about your use of this website (including your IP address) is stored on a Google server. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. This helps Modena Estense 1598 S.r.l. to optimize the online experiences on the homepage www.modenaestense.com individually.

Under no circumstances will Google associate your IP address with other data stored by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

8. Cookies

To make visiting our website attractive and to enable the use of certain functions, to display suitable products or for market research purposes, we use so-called cookies on various pages. This serves to safeguard our legitimate interests in an optimised presentation of our offer in accordance with Art. 6 para. 1 sentence 1 lit. f DSGVO, which predominate in the context of a balancing of interests. Cookies are small text files that are automatically stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your terminal and enable us to recognize your browser on your next visit (persistent cookies). You can see the duration of storage in the overview in the cookie settings of your web browser. You can set your browser in such a way that you are informed about the setting of cookies and decide individually about their acceptance or exclude the acceptance of cookies for certain cases or generally. Each browser differs in the way it manages the cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You will find these for the respective browsers under the following links:

Internet <http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>

<https://support.apple.com/kb/ph21411?locale=presents>

<http://support.google.com/chrome/bin/answer.py?hl=en&hlrm=en&answer=95647>

Firefox™ <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Opera™: <http://help.opera.com/Windows/10.20/de/cookies.html>

If cookies are not accepted, the functionality of our website may be restricted.

9. Social media plug-ins

Use of social plug-ins from Facebook using the "2-click solution".

On our website so-called social plug-ins ("plug-ins") are used by social networks. In order to increase the protection of your data when you visit our website, the plug-ins are integrated into the site by means of a so-called "2-click solution". This integration ensures that no connection to the servers of the respective social network is established when a page of our website containing such plug-ins is called up. Only when you activate the plug-ins, your browser establishes a direct connection to the servers of the respective social network.

The content of the respective plugin is then transmitted directly to your browser and integrated into the page. By integrating the plug-ins, the providers receive the information that your browser has called up the corresponding page of our website, even if you do not have a profile with the corresponding provider or are not currently logged in. This information (including your IP address) is transmitted directly from your browser to a server of the respective provider (if applicable in the USA) and stored there. If you interact with the plug-ins, for example by pressing the "Like" or "Share" button, the corresponding information is also transmitted directly to a server of the providers and stored there. The information is also published on the social network and displayed to your contacts. This serves to safeguard our legitimate interests in an optimal marketing of our offer in accordance with Art. 6 Para. 1 S. 1 lit. f DSGVO, which predominate in the context of a balancing of interests.

The purpose and scope of the data collection and the further processing and use of the data by the providers as well as the possibility of contact and your rights and setting options in this regard to protect your privacy can be found in the data protection information of the providers:

<http://www.facebook.com/policy.php>

10. Sending evaluation reminders by e-mail

Rating reminder by Trusted Shops

If you have given us your express consent to this during or after your order in accordance with Art. 6 Para. 1 S. 1 lit. a DSGVO, we will send your e-mail address to Trusted Shops GmbH, Subbelrather Str. 15c, 50823 Cologne (www.trustedshops.de) so that they can send you an evaluation reminder by e-mail.

This consent can be revoked at any time by sending a message to the contact option described below or directly to Trusted Shops.

11. Use of Google Fonts

This website uses external fonts, Google Fonts. Google Fonts is a service of Google Inc. ("Google"). These web fonts are integrated by a server call, usually a Google server. This

transfers to the server which of our Internet pages you have visited. The IP address of the browser of the visitor's terminal device is also stored by Google.

12. Questions about the collection, processing or use of your personal data

If you have any questions regarding the collection, processing or use of your personal data, information, correction, blocking or deletion of data or revocation of any consent given or objection to a specific use of data, please contact us:

Victoria Leichtfried (Deputy Data Protection Officer)

Piazza Roma 30

41121 Modena

+436215885040

service@modenaestense.com

13. Right of objection

Insofar as we process personal data as described above in order to protect our legitimate interests, which predominate within the scope of a balance of interests, you can object to this processing with effect for the future. If the data is processed for direct marketing purposes, you can exercise this right at any time as described above. If the processing takes place for other purposes, you are only entitled to a right of objection if there are reasons arising from your particular situation.

After exercising your right of objection, we will not process your personal data further for these purposes, unless we can prove compelling reasons worthy of protection for the processing, which outweigh your interests, rights and freedoms, or if the processing serves to assert, exercise or defend legal claims.

This does not apply if the processing is for direct marketing purposes. Then we will not process your personal data for this purpose.

14. Rights of the persons concerned

"As a person concerned, you have the following rights:

- according to Art. 15 DSGVO the right to request information about your personal data processed by us to the extent described therein;
- in accordance with Art. 16 DSGVO the right to demand immediately the correction of incorrect or complete personal data stored by us;
- pursuant to Art. 17 DSGVO the right to request the deletion of your personal data stored with us, unless further processing
- to exercise freedom of expression and information;
- for the fulfilment of a legal obligation;
- on grounds of public interest or public interest
- for asserting, exercising or defending legal claims

is required;

- pursuant to Art. 18 DSGVO, the right to request the restriction of the processing of your personal data, insofar as
 - the correctness of the data is denied by you;
 - the processing is unlawful, but you refuse to delete it;
 - we no longer need the data, but you do need it to assert, exercise or defend legal claims, or
 - you have lodged an objection to the processing pursuant to Art. 21 DSGVO;
- has the right, pursuant to Art. 20 DSGVO, to receive your personal data that you have provided to us in a structured, current and machine-readable format or to request its transfer to another person responsible;
- the right to complain to a supervisory authority pursuant to Art. 77 DSGVO. As a rule, you can contact the supervisory authority at your usual place of residence or workplace or at our company headquarters."