This Privacy Notice describes the personal data we collect when you use this website or participate in an event organized by Petra S.r.l. It also sets out the purposes for which such data are processed and the rights to which you are entitled as a Data Subject.

The processing activities described in this Notice relate exclusively to the services available on the websites www.farinapetra.it, www.pizzaup.it, www.pastrybest.it, unifarina.thinkific.com, https://shop.farinaearte.it/ or at Petra S.r.l. retail locations or at the company's registered office.

DATA CONTROLLER

Petra S.r.l.
Sede legale: Via Porciglia, 14 – 35121 Padova (PD)
Tel: 0429 99231
Email: gdpr@farinapetra.com

PURPOSES OF THE PROCESSING

Online Purchase of Products

Purpose of the processing: Your personal data are processed for the purpose of fulfilling purchase orders placed online and carrying out all related and ancillary activities, including but not limited to: shipment of goods, invoicing, payment management, shipment tracking, delivery of products, activation and management of return procedures, and processing of refunds, where applicable.
Categories of personal data processed: Contact details (first name, last name, email address, telephone number) and Shipping address. In the event of a return, you may also be requested to provide your IBAN code, which is necessary to process the refund of the price of the returned goods.The Data Controller does not process any data relating to your chosen method of payment (e.g., payment card number or security code). Such data are collected and processed exclusively by the selected payment service provider, which acts as an independent data controller.
Legal basis: The processing is necessary for the performance of a contract to which the data subject is party
Data retention period: Personal data shall be retained for the period necessary to fulfil contractual obligations and to comply with applicable legal and regulatory requirements relating to the sale of goods (including, for example, tax and accounting obligations).

Customer Care

Purpose of the processing: We provide a customer support service (via chat, telephone, email, online forms, and social media) to handle any requests relating to the purchase of our products or the use of our services.
Telephone calls to Customer Care may be recorded in order to enable us to assess and improve the quality and efficiency of the service provided to our customers. We also retain your assistance requests where they relate to or are connected with a complaint submitted by you against us or where such retention is necessary for the protection of our rights. **Categories of personal data processed:** We process the data necessary to respond to the requests submitted to our Customer Care service. In particular, for the chat support service, you will be required to provide your name and email address.

Legal bases:

- Performance of a contract for the sale of products or implementation of pre-contractual measures adopted at your request;
- Performance of a contract for the provision of services or implementation of pre-contractual measures adopted at your request;

- Legitimate interest of the Data Controller in defending its rights in judicial or extrajudicial proceedings, in the event of complaints or legal disputes;
- With regard to the chat support service, the legitimate interest of the Data Controller in preventing so-called “chat spam,”
- With regard to the recording of telephone calls, the legitimate interest of the Data Controller in improving the quality and effectiveness of the service provided

Data retention period: Personal data shall be retained for the period strictly necessary to fulfil your request. Where a complaint is submitted or legal proceedings are initiated, any related assistance requests shall be retained for a period of ten (10) years.

Participation in Satisfaction Surveys

Purpose of the processing: To collect information regarding your interests and preferences, as well as your opinion concerning the quality of our products, our online services, and our customer support services. Certain surveys are addressed to all our customers, while others are made available to customers registered for specific events or following the submission of a request to our Customer Care service **Categories of personal data processed:** The ticket number assigned to your assistance request; Data provided when completing the questionnaire; If you request to be contacted again, your contact details.

Legal basis: The specific consent of the user, expressed by completing each questionnaire.
Data retention period: Personal data shall be retained for up to one (1) year from the date of collection. If you have indicated your interests and preferences in the relevant section of your reserved area but have abandoned the questionnaire before completing it, the data entered up to that point shall be retained for four (4) months to allow you to resume completion from where you left off.

Sending of Commercial Communications (“Direct Marketing”)

Purpose of the processing: To send commercial communications via traditional postal mail, email, SMS, landline and mobile telephone, as well as to conduct market research and customer satisfaction surveys relating to products and services provided by Petra S.r.l.
Categories of personal data processed: Contact details (e.g., first name, last name, email address, telephone number, domicile/residential address)
Legal basis: Your consent, which may be withdrawn at any time by writing to gdpr@farinapetra.com or by accessing your reserved area
Data retention period: Personal data shall be retained until withdrawal of your consent.

Anti-Fraud

Purpose of the processing: To verify the correspondence between the purchaser and the holder of the selected payment instrument.
Categories of personal data processed: First name and last name, Email address, IP address, iDetails of e-commerce orders and Information relating to the type of payment instrument used to complete the purchase.
Legal basis: The legitimate interest of the Data Controller in the prevention and detection of fraud
Data retention period: Personal data shall be retained for five (5) years from the date of collection

Registration to the Reserved Area

Purpose of the processing: To create a reserved area (“account”) enabling you to save certain content (e.g., your “wishlist,” i.e., the list of your preferred products, purchase history, etc.).
Categories of personal data processed: Personal identification and contact details provided in the online registration form for the reserved area.

The data strictly necessary for the provision of our services are marked with an asterisk (*). Failure to provide such mandatory information will make it impossible for us to provide the requested service.

Legal basis: Performance of the website registration agreement.
Data retention period: If the account associated with the website https://shop.farinaearte.it/ is no longer in use, the data subject may request its deletion.

E-Gift Card

Purpose of the processing: Issuance, delivery, and use of the "E-Gift Card."
Categories of personal data processed: The first name and email address of the recipient of the E-Gift Card. Such data are provided to us by the purchaser of the E-Gift Card.
Legal basis: The legitimate interest of the Data Controller in ensuring the delivery and use of the E-Gift Card
Data retention period: Personal data shall be retained for the period strictly necessary for the delivery of the E-Gift Card and its subsequent use

Statistical Analysis

Purpose of the processing: To generate statistical reports and behavioural models in order to examine — in aggregated form — the economic effectiveness of Petra s.r.l.'s commercial initiatives (e.g., the launch of a new product) and to guide future commercial and promotional initiatives.

Categories of personal data processed: Information relating to your purchases, Country of origin, Age, Gender, Information obtained by analysing your interactions with us via email, our websites, the section relating to your interests and preferences within your reserved area (if completed), and through any applications developed by us or by third parties (for further information, please refer to the relevant privacy notices).

Legal basis: The legitimate interest of Petra S.r.l. in analysing customer data in pseudonymised form (therefore without information directly attributable to individual customers) in order to obtain strategic insights regarding purchasing behaviour, the ways in which customers interact with the company through different communication channels, and the effectiveness of commercial and promotional initiatives, with the objective of competing with the main operators in the sector.

Data retention period: Data relating to your purchases shall be retained — in pseudonymised form — for a period of five (5) years. Other personal data shall be retained — in pseudonymised form — for a period of two (2) years.

Invoicing

Purpose of the processing: Issuance of an invoice relating to a purchase made through our website or at a retail location.
Categories of personal data processed: subject's first name and last name, contact details, billing address, tax identification number (codice fiscale), VAT number, residential address, and recipient code (SDI code).
Legal bases:

- Compliance with legal obligations in the field of taxation;
- Performance of contractual obligations.

Data retention period
Personal data shall be retained for the period necessary to comply with contractual and legal obligations relating to the sale of goods (e.g., tax and accounting regulations).

Participation in Events and Initiatives

Purposes of the processing: 1) Management of registration and participation in the event
Legal basis: performance of pre-contractual and contractual measures pursuant to Article 6(1)(b) GDPR;
2) Documentation and promotion of the initiative through audio/video recordings and photographic images; processing of recordings through generative artificial intelligence tools for the production of editorial, informative or promotional materials (e.g., video excerpts, articles, clips, podcasts, textual summaries), always in compliance with the dignity and accurate representation of the individuals portrayed.
Legal basis: consent of the data subject, pursuant to Article 6(1)(a) GDPR.
3) Archiving for historical, informational, and transparency purposes Legal basis: legitimate interest of the Data Controller, pursuant to Article 6(1)(f) GDPR.

Categories of personal data processed: Personal data contained in the registration form relating to each initiative. Only common personal data shall be collected (e.g., first name, last name, contact information). Images shall be retained until withdrawal of consent, subject to any historical archiving requirements.

Legal basis clarification: For purpose no. 1, the legal basis is the specific consent expressed by completing the registration form. For purpose no. 2, execution of a specific image release form is required..

RECIPIENTS OF PERSONAL DATA

For the purposes described above, we may need to disclose your personal data to the following categories of recipients:

- Employees and authorized personnel of Petra S.r.l., entrusted with the management of our website and of the services made available online and at retail locations;
- Suppliers of Petra S.r.l. (e.g., IT service and platform providers, consultants). Such parties process your personal data in their capacity as Data Processors, duly appointed by Petra S.r.l. through the execution of a specific agreement. Recordings may be disseminated through corporate channels, websites, social networks, printed publications, and informational materials, on a non-profit basis. Personal data may also be processed by technical service providers (e.g., cloud platforms or AI software providers), duly appointed as Data Processors;
- Credit institutions, shipping and transport companies, and insurance companies. Such entities act as independent Data Controllers, and their involvement is necessary in order to carry out activities connected with the use of our services (e.g., processing payments or delivering purchased goods).

SOCIAL NETWORK

Our website may include social buttons/widgets, namely specific buttons displaying social network icons (for example, Facebook, Google, YouTube, Instagram, TikTok, LinkedIn and X), as well as interactive social walls displaying content originating from social networks. These buttons allow users browsing our website to interact directly with the relevant social network with a single click. In such cases, the social network may collect data relating to your visit. Certain areas of the website also provide for so-called social login, which allows you to access your reserved area through your social network account. By using the social login feature, you accept the terms and conditions of use and the privacy policy of the relevant social network.

TRANSFER OF PERSONAL DATA OUTSIDE THE EUROPEAN UNION

Personal data collected may be transferred outside the European Union. In such cases, the transfer shall take place in compliance with the provisions of Regulation (EU) 2016/679 (“GDPR”). In particular, data shall be transferred only subject to the execution of the Standard Contractual Clauses approved by the European Commission by Decision No. 2021/914/EU, or to countries ensuring an adequate level of protection of personal data and therefore subject to an Adequacy Decision adopted by the European Commission

DATA SUBJECT RIGHTS

You may exercise the rights granted to you under the GDPR in relation to your personal data by contacting us at: gdpr@farinapetra.com. We undertake to respond to your request as soon as possible and, in any event, within thirty (30) days of receipt. In certain cases, we may request additional information where necessary to verify your identity in connection with your request. In particular, you are entitled to exercise the following rights:
Right of access, namely the right to obtain confirmation as to whether or not personal data concerning you are being processed and, where that is the case, to obtain a copy of such data and information regarding: the origin of the data, the categories of personal data processed, the recipients of the data, the purposes of the processing, the existence of automated decision-making (including profiling), the retention period, and the rights provided for under the GDPR;
Right to rectification namely the right to obtain the deletion of personal data where such data are no longer necessary for the purposes for which they were collected, or where we are no longer authorized to process them;
Right to erasure dei dati personali qualora tali dati non fossero più necessari per le finalità per le quali sono stati raccolti, o qualora non fossimo più autorizzati a trattarli;
Right to restriction of processing in the following circumstances:
where you contest the accuracy of the personal data, for the period necessary to verify their accuracy; where we are no longer authorized to process the data and, instead of erasure, you request restriction of their use; where the personal data in our possession, although no longer necessary for the purposes for which they were collected, are required by you for the establishment, exercise, or defence of legal claims;
Right to data portability namely the right to receive personal data concerning you in a structured, commonly used, and machine-readable format, and to request transmission of such data to another Data Controller;
Right to withdraw consent, where processing is based on consent;
Right to object at any time to the processing of your personal data based on our legitimate interest.
You also have the right to lodge a complaint with the competent supervisory authority for data protection if you believe that the processing of your personal data is carried out in breach of the GDPR.

We reserve the right to periodically update the content of this page. You are therefore invited to consult this Privacy Notice regularly in order to remain informed of any changes made since your last consultation