

Privacy Policy

NOTE ON USER REGISTRATION

This privacy policy, according to art. 13 of the Privacy Code (Legislative Decree 196/2003) (hereinafter TU) and subsequent amendments pursuant to art. 13 and 14 of the GDPR - EU Regulation no. 679/2016 for the protection of the individuals' personal data (hereafter GDPR), describes the personal data collected or processed when you use <https://shop.trendyhorse.it> website. It also explains how your personal data is used, shared and protected, what choices you have relating to your personal data, and how you can contact us.

Personal Data includes, but is not limited to, your name, invoice and shipping address, email address, telephone number, date of birth, payment information, demographic information, details on items purchased, and other information you choose to provide us ("Personal Data").

When interacting with our Site, certain data is automatically collected from your device or web browser. Further information on these practices can be found in the following "Cookie" section. These data may include:

- Device IDs, call state, network access; and
- Cookies, IP addresses, referrer headers, data identifying your web browser and version, and web beacons and tags.

A) DATA CONTROLLER:

The company IL PROGETTO S.R.L. with legal office and administrative headquarters in Merate (LC), Piazza Italia 11, owner of brand SHOP TRENDY HORSE (hereinafter "Il Progetto", "SHOP TRENDY HORSE", "Us"), is the Data Controller in accordance with TU and GDPR laws.

B) INFORMATION YOU PROVIDE US:

Personal Data can be collected when you: (1) purchase products from us on our Sites; (2) create an account with us ("My Account"), or otherwise register on our website; (3) complete a survey; (4) participate in a lottery, contest or other promotion; (5) communicate with us through the "Contacts" section, or in any other way.

In some cases, you may provide information to us about another person, such as when you purchase a product intended for someone else and for which you provide us the new name and

shipping information, when you share a content of our Site with a friend. In such cases, you represent that you have the authorization of such person to transmit to us such information.

Users' personal information can be combined between them or with information that we may receive from other sources, such as third-party social media platforms (e.g., when the user decides access our Sites through a third-party social media platform). By logging in in our Site, you signify your consent to the above collection of your Personal Information.

C) PURPOSES OF DATA COLLECTION:

The data collected will be used to:

1. Ensure the best functionality of the site and services that are required:

For example, when you purchase our products, we will use the collected data to communicate with you about it.

2. Communicate Information about our products, services, events and for other promotional purposes (prior consent of the user)
3. Perform, improve and maintain our current activities, products and services:

For example, the data released during the compilation of the electronic form will be used to:

- allow you to register on the SHOP TRENDY HORSE website <https://shop.trendyhorse.it>
 - allow you to proceed in purchasing products, fulfil your obligations and exercise the rights which derive from the finalised contract;
 - fulfil the legal obligations and those deriving from regulations and European community laws in relation to tax or accounting (invoicing, book and record keeping).
4. Protect our or others' rights, property or safety
Personal data may be used in connection with the use of our site to prevent or detect fraud, abuse, illegal use, and to comply with court orders, government requests or with the applicable law provisions.
 5. For general research and analysis purposes: understand customer behaviour or preferences.
 6. Other purposes specified at the time of collection and where necessary only after obtaining your consent.

D) TREATMENT, DIFFUSION AND STORAGE OF PERSONAL DATA:

Your data will be processed in compliance with the legislation in force and, in any case, in a way that ensures it remains safe, confidential and prevents its unauthorised dissemination or use, falsification or destruction.

Your data will be processed by computerised means to manage your purchases, organise the shipment and invoicing of the same, and could come to the attention of the persons in charge of the Marketing Departments, Information Technologies, Customer Care & E-Commerce for SHOP TRENDY HORSE.

We may disclose information we collect (including Site Usage and Personal Data) in the following ways, to the extent permitted by law:

- To our service providers and suppliers, who collect or use such information for us or on our behalf (such as website or database hosting companies, address list hosting companies, email service providers, analytics companies, distribution companies, fulfillment companies, Credit Institutions and other similar entities that help us to operate and/or provide functionality, content and services on our Site);
- As necessary, if we believe that there has been a violation of the Site 's Terms of Use or any other policy of the Site, or if we have reason to believe that our rights or property, or the rights or property of any third party, may be or have been damaged;
- To respond to judicial processes, or to provide information as requested by law;

In the event that SHOP TRENDY HORSE or substantially all of its assets are acquired by one or more third parties as a result of an acquisition, merger, sale, consolidation, bankruptcy, liquidation or other similar corporate reorganization, where your information may be one of the transferred assets;

As otherwise, with your permission or as permitted by law.

Content and information that you submit on or through Facebook, Twitter, Instagram, Tumblr and other third-party platforms may appear on the Site through feeds from and other interfaces with those platforms. We are not responsible for the information, content and/or privacy practices of any such third-party platforms. Your activity with these platforms is governed by the privacy policies of the companies that provide them.

We store your Personal data for the time necessary for the purposes indicated in this privacy policy (unless otherwise provided by law). In general, we will keep your personal data for as long as your account exists.

E) YOUR CHOISES:

If you would like to quit receiving direct mail from us, please contact us at privacy@ilprogettomerate.it.

If you would like to stop receiving promotional emails from us, please follow the unsubscribe instructions located in each such email or contact us at privacy@ilprogettomerate.it.

Please understand that in all these cases, we may still contact you in connection with your Account, relationship, activities, transactions and communications with us.

If you'd like to request to stop sharing your Personal Information with third-party marketers, please contact us at privacy@ilprogettomerate.it. Please notice that such request will only apply from the date of your request, and we will not be responsible for any communications that you may receive from third parties that received your Personal Information prior to that request. In these cases, please contact the third party directly.

F) YOUR RIGHTS

By sending an email to SHOP TRENDY HORSE at the address: privacy@ilprogettomerate.it, you can exercise the following rights:

1) obtain, without delay, confirmation as to whether or not personal data concerning you exists

2) obtain:

2a) information on the source of the personal data, the purposes and methods of the processing, the logic applied to the processing, if the latter is carried out with the help of electronic means, the identification of the data controller, data processors and the entities or categories of entity to whom or which the personal data may be communicated or become aware of due to their role in the Company;

2b) the correction, the updating and, in case of interest, the integration of your personal data (it can be done directly done by accessing your personal account);

2c) obtain the cancellation or limitation of your Data according to what is established by the applicable law;

G) IDENTIFICATION OF DATA CONTROLLER:

The Data Controller is the person who makes the decisions on the methods and purposes of data processing, on the tools to be used and on security measures, regarding SHOP TRENDY HORSE and its website.

Data controller is GALLI REGINA MARIA GRAZIA, legal representative of the Company IL PROGETTO S.R.L., Piazza Italia 11, 23807 Merate (LC) owner of the brand SHOP TRENDY HORSE.

Details of the updated list of other data controllers are available on request, sending a demand in compliance with the procedures described in letter E) above.

H) TERRITORY

The present Privacy Policy applies to the relationships with clients established in the Italian Territory or in any country of the European Union.

Parts of this Privacy Policy may not apply to visitors outside the European Community. Like almost every website, our Site may be accessed by an international audience. If you are a non-EU visitor, by visiting our Site and providing us your data, you acknowledge and agree that your personal information may be processed for the purposes identified in this Privacy Policy. In addition, such data may be stored on our server located in Italy, which may have less severe privacy practices than those of your own resident jurisdiction. By providing us with your data, you consent to transfer of such data.

I) PROTECTION AND MANAGEMENT OF PERSONAL DATA:

SECURITY:

We have implemented measures to safeguard the Personal Information in our custody and control. Such measures include, for example, the usage of firewall and anti-virus, the limitation of the access to Personal Information only to employees and authorized service providers who need to know such information for the purposes described in this Privacy Policy, as well as other administrative, technical and physical safeguards. Additionally, our service providers are not authorized to use or disclose your Personal Information for any purpose other than providing the

services to us or on our behalf, or as otherwise may be required by applicable law. However, even if we try to always protect our systems, due to the intrinsic nature of the Internet as an open global communications vehicle and other risk factors, we cannot guarantee that any information, during transmission or while stored on our systems, will be absolutely safe from intrusion by others, such as hackers.

To provide you with increased security, access to certain Personal Information stored in your Account is protected with your username and password. You are responsible for maintaining the confidentiality of your Account credentials, and we strongly recommend that you do not disclose your account username or password to anyone. We will never ask you for your password in any communication. Please notify us immediately of any unauthorized use of your Account credentials or any other suspected breach of security.

L) MINORS

In compliance with local regulations, we ask minors (under the age of 18) to browse our Site only under the supervision of their parents or guardians. Minors should not send any information about themselves to the Company. If a Minor submits information through any part of our Sites, and the Company becomes aware that the person submitting the information is a child, we will attempt to delete this information as soon as possible. We do not knowingly collect any personal information about children under 18 years old.