PRIVACY POLICY

Agri Parts Privacy Notice
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Dear User,
As Data Controller, we provide you with this privacy notice to comply with the obligations established by the General Data Protection Regulation (Regulation (EU) 2016/679 – GDPR) and because we consider protecting our users' personal data to be of fundamental importance.

This notice applies exclusively to the websites of Agri-Parts S.r.l. (hereinafter "Agri Parts"), catalog.agriparts.it and agripartsitaly.com, and not to other websites that may be accessed through links on these websites. Therefore, if you access external websites, we invite you to read the privacy policies published by the controllers of those websites.

We therefore invite users to read this notice to understand how the websites are managed and how the personal data of users and customers browsing these websites are processed.

This privacy notice is readily accessible from the home pages of the Agri Parts websites and through links on any other pages where personal data are collected (hereinafter also referred to as the "Site(s)" or "Website(s)"). For specific services provided at the User's request, specific notices will be provided and, where necessary, specific consent to the processing of personal data will be requested.

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1. DEFINITIONS:

Customer: any person who places orders by registering on our e-commerce portals, either on their own behalf or on behalf of another legal entity.

User: anyone who browses or uses the Agri Parts websites and/or registers on the relevant platform; this category therefore also includes Customers.

Data Controller: Agri-Parts S.r.l. (hereinafter "Agri Parts", "Controller" or "Data Controller").

Data Subject: the natural person (customer and/or user) to whom the personal data relate.

Data Processor: the natural or legal person, public authority, agency or other body that processes personal data on behalf of the Data Controller.

Person Authorised to Process Data: a person who, acting under the responsibility of the Data Controller (Agri Parts), processes personal data on its behalf and in accordance with its instructions.

Sites / Site: Agri Parts' B2B and B2C websites: catalog.agriparts.it and agripartsitaly.com.

2. DATA CONTROLLER

The Data Controller is Agri Parts S.r.l., Italian Tax Code 02401740374, with registered office at Via F. Santi 8, Villanova di Castenaso, Bologna, 40055, Italy. The Controller can be contacted by email at marketing@agripartsitaly.com.

3. PERSONAL DATA PROCESSED

A) Data provided by the User to create an account

Through the Site section dedicated to e-commerce registration, the User may create a personal account by providing identification and contact details, such as first name, surname, email address, telephone number, shipping and/or

billing address, tax identification number and, where applicable, VAT number. Such data are necessary for creating and managing the account, fulfilling orders and issuing the relevant tax documents.

When making a purchase, the User will also be asked to provide the data necessary to complete payment and, where applicable, manage customer return requests (information about the purchase and related payment, such as the IBAN and Satispay identification code). Payment data are processed exclusively through certified systems and providers; the Controller does not store payment card data, which are managed directly by authorised payment networks in compliance with PCI-DSS security standards.

B) Data provided by the User through the "Contacts" function

The optional, explicit and voluntary sending of emails to the addresses shown on the Site entails the subsequent acquisition of the sender's address, which is necessary to respond to requests, as well as any other personal data included in the communication.

When using the "Contacts" section of the Site, the User is asked to provide personal data such as first name, surname, email address, company (if any) and country, together with any further information voluntarily supplied in the subject line and body of the message.

Users are requested not to disclose personal data relating to third parties. The User acknowledges that, should they disclose personal data of third parties, they act as Data Controller of those third parties' personal data. Accordingly, in that event, the User warrants that: (i) such data have been processed by the User in compliance with applicable privacy laws; and (ii) the third parties concerned have been duly informed in advance by the User of the methods and purposes of that processing and have authorised it.

The User shall remain solely and exclusively responsible for disclosing information and data concerning third parties without their consent, or for any improper or unlawful use thereof.

C) Data collected by the Controller through use of the Site

The IT systems and software procedures used to operate the Site acquire, during their normal operation, certain personal data whose transmission is implicit in the use of Internet communication protocols and related browsing activities.

This information is not collected for the purpose of associating it with identified data subjects; however, by its very nature, it could allow Users to be identified through processing and association with data held by third parties. This category includes the IP addresses or domain names of the computers used by Users connecting to the Site, the URI (Uniform Resource Identifier) addresses of the requested resources, the time of the request, the method used to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server response (successful, error, etc.) and other parameters relating to the User's operating system and IT environment.

D. Browsing data and cookies Agri Parts uses technical and profiling cookies, including those used for marketing activities where you have given consent to such activities by the Controller, and other tracking technologies to ensure the proper operation of the e-commerce platform, improve the browsing experience, analyse traffic and, subject to consent, offer content aligned with the User's preferences, as described in the Cookie Policy. For further information and a detailed list of the cookies used on this Site, their purposes, duration and the third parties involved, please refer to the Cookie Notice available at the following link, which is continuously updated and forms an integral part of this notice.

4. PURPOSES AND LEGAL BASES OF PROCESSING

The purpose of this policy is to explain why and how personal data collected through this website are used, enabling you to make informed choices.

The personal data referred to in section 3 are collected and processed for the following purposes:

a. Creating a user account by registering on the platform in order to access the restricted services within the Agri Parts Sites.

b. Receiving, managing and processing orders placed through the Agri Parts Sites and sending the User related contractual communications, such as registration confirmation, order confirmation, shipment confirmation and any other communications necessary for performance of the contract.

c. Complying with the legal obligations applicable to the Data Controller in the course of business, including tax obligations.

d. Responding to requests received through the contact form, including quotation requests submitted through the public catalogue.

e. Enabling the User to browse the Site.

In these cases, the legal basis for processing is the commercial relationship with the User, namely taking pre-contractual steps at the User's request or performing a contract to which the User concerned is a party, pursuant to Article 6(1)(b) GDPR. The data will also be processed to comply with the Controller's legal obligations, including tax obligations, under Article 6(1)(c) GDPR.
Provision of data in this case is optional; however, if you refuse to provide the requested data, the above purposes cannot be fulfilled.

f. Informing registered users about operational matters relating to service management, such as company closure periods, changes in opening hours, temporary service interruptions or other changes relevant to the use of the service.

In this case, processing is based on the Data Controller's legitimate interest under Article 6(1)(f) GDPR in keeping registered users adequately informed of operational events that directly affect use of the service, such as company closures, changes in opening hours or temporary interruptions. This interest coincides with that of the data subject, who has a concrete interest in receiving timely information useful for managing their relationship with the Controller. You may exercise your right to object (Article 21 GDPR) to receiving such communications by writing to the address indicated in point 1 of this notice or by clicking the unsubscribe link at the bottom of each communication.

g. Sending periodic information and/or promotional material concerning news about the Controller's products and services where the User, when registering on the platform and creating an account, expressly subscribes to the Controller's newsletter service. Where the data subject consents to the Controller's newsletter service without registering on the platform, periodic information also includes communications concerning operational events that directly affect use of the services offered by Agri Parts, such as company closures, changes in opening hours and temporary interruptions. This purpose includes processing the IP address so that the Controller can verify and demonstrate that you gave consent.

In order to improve the quality and relevance of communications, the Controller may use standard industry technologies to collect statistics concerning emails sent (so-called tracking pixels), such as information on message delivery, email opens and clicks on links within them.
Opens may be tracked through the loading of a small remote image, generally invisible to the User, embedded in the email. Clicks may be tracked using technical tracking links.
The data thus collected may be processed in aggregate and/or individual form, within the limits and on the legal bases indicated in this notice, in order to assess the effectiveness of the communications sent and optimise future content. Please note that open tracking may be prevented or altered by email client settings, blocking the automatic loading of remote images or privacy protection systems adopted by email providers.

The legal basis for the processing described above is the data subject's express consent under Article 6(1)(a) GDPR. Providing data in this case is optional; refusal will not prevent you from registering on the platform or using its services. If consent is given, the tracking pixels described above will be used. You may withdraw your consent to receiving communications at any time by clicking the unsubscribe link in a communication received or by writing to the address indicated in point 1 of this notice. You may also disable the Controller's use of tracking pixels through a dedicated function included in the communication.

h. Sending the Controller's Customers (i.e. users who have placed at least one order with the Controller) commercial communications exclusively proposing products belonging to the same brands or product categories already purchased by the data subject, with the aim of informing you about the Controller's products and encouraging the resumption of the commercial relationship. Such communications may also include a dedicated promotional code.

In this case, processing is based on the Controller's legitimate interest under Article 6(1)(f) GDPR, read together with Article 130(4) of the Italian Privacy Code, which permits commercial communications concerning products or services similar to those already purchased to be sent to customers with whom a prior contractual relationship exists, unless they object. The Controller has carried out a balancing-of-interests assessment and concluded that this processing does not prejudice the fundamental rights and freedoms of data subjects, given their reasonable expectation of receiving proposals relevant to their purchase history.

You may exercise your right to object (Article 21 GDPR) to receiving such communications at any time by writing to the address indicated in point 1 of this notice or by clicking the unsubscribe link at the bottom of each communication.

i. Sending Customers who have already made purchases personalised commercial communications based on analysis of their purchase history and the overall value of the commercial relationship, containing suggestions for related products, alternative product ranges or thematic insights consistent with their purchasing profile. Communications may include reserved offers and promotions tailored to the individual customer's profile. This activity involves profiling data subjects. Profiling is performed through manual and automated tools that analyse product categories purchased, purchase frequency and the commercial value of orders to personalise commercial communications and propose offers considered to be of greater interest to the Customer. This purpose includes processing the IP address so that the Controller can verify and demonstrate that you gave consent.

The profiling described does not involve any automated decision-making that produces legal effects concerning the data subject or similarly significantly affects them within the meaning of Article 22 GDPR.

In order to improve the quality and relevance of communications, the Controller may use standard industry technologies to collect statistics concerning emails sent (so-called tracking pixels), such as information on message delivery, email opens and clicks on links within them.
Opens may be tracked through the loading of a small remote image, generally invisible to the User, embedded in the email. Clicks may be tracked using technical tracking links.
The data thus collected may be processed in aggregate and/or individual form, within the limits and on the legal bases indicated in this notice, in order to assess the effectiveness of the communications sent and optimise future content. Please note that open tracking may be prevented or altered by email client settings, blocking the automatic loading of remote images or privacy protection systems adopted by email providers.

The legal basis for the processing described above is the data subject's express consent under Article 6(1)(a) GDPR. Providing data in this case is optional; refusal will not prevent you from registering on the platform or using its services. If consent is given, the tracking pixels described above will be used. You may withdraw your consent to receiving communications at any time by clicking the unsubscribe link in a communication received or by writing to the address indicated in point 1 of this notice. You may also disable the Controller's use of tracking pixels through a dedicated function included in the communication.
l. Sending an abandoned-cart recovery email containing links to the products placed in the cart before it expires.

In this case, processing is based on the Controller's legitimate interest under Article 6(1)(f) GDPR in recovering incomplete transactions and assisting the User in completing a purchase they deliberately started.
You may exercise your right to object (Article 21 GDPR) to receiving the recovery email by writing to the address indicated in point 1 of this notice.

m. Sending emails inviting you to complete satisfaction surveys concerning an order placed.

In this case, processing is based on the Controller's legitimate interest under Article 6(1)(f) GDPR in assessing customer satisfaction and improving the services offered. You may exercise your right to object (Article 21 GDPR) to receiving an email inviting you to complete a survey by writing to the address indicated in point 1 of this notice.

The email inviting you to complete a survey may be sent directly by Agri Parts or with the support of specialist companies that process data on our behalf and have been appointed as external Data Processors (Article 28 GDPR).

Please note that processing purposes pursued through tracking tools and usage identifiers (excluding technical cookies strictly necessary for the provision of e-commerce contractual services and website operation) are not repeated here, as they are governed independently and in full by the Cookie Notice published on this website and available at the following link, which is incorporated herein in its entirety by reference.

For such data processing, the legal basis is explicit and optional consent under Article 6(1)(a) GDPR, freely given by the User/Data Subject via the interactive banner displayed upon first accessing the Site and withdrawable at any time by clicking the icon on individual website pages or clearing cookies from the browser used for navigation.

5. PROCESSING METHODS AND SCOPE OF DATA DISCLOSURE

Agri Parts will process your data with the utmost care and respect.
The data collected will be processed using manual or electronic tools, with appropriate security measures adopted to safeguard confidentiality and prevent risks of loss or destruction, unauthorised access and processing that is unauthorised or inconsistent with the above purposes, so that the services requested by the User can be provided efficiently.
Agri Parts will update the data received to reflect any communications or changes you provide, thereby ensuring the accuracy of your data.
Processing will be carried out by persons delegated and authorised by the Controller pursuant to Article 29 GDPR, for the purposes listed above. Such persons will receive appropriate instructions and information about the requirements of applicable personal data protection legislation and will be bound by a confidentiality undertaking with the Controller. Your data will also be accessible only to personnel who need access in order to properly fulfil the purposes described above.
Your data will not be processed outside the European Union.

6. DISCLOSURE OF DATA

Data will be disclosed:

- to persons authorised to process data, acting under the direct authority of the Controller, duly trained and authorised pursuant to Article 29 GDPR.

- to companies, consultants or third parties acting as Data Processors under Article 28 of the Regulation for: (i) the provision of services necessary for use of the Agri Parts websites/e-commerce platforms, digital and marketing services, including management of commercial communications covered by this notice and management of profiling cookies set on the Site; and (ii) performance of the contract entered into by the User with Agri Parts, such as data collection and storage, management of contractual obligations and retention of accounting documentation.

- to companies, consultants or third parties acting as independent Data Controllers to whom the data must be disclosed for performance of the contract to which the data subject is a party, such as credit institutions and payment platform operators (including, by way of example, Satispay, PayPal and Nexi).

7. DISCLOSURE OF PERSONAL DATA AND TRANSFERS OUTSIDE THE EU

Your personal data will not be published, displayed or made available to unspecified persons. Your data may be disclosed to the competent authorities as required by law.
Some third-party services used on the Site (such as Google and Meta) may transfer certain data outside Europe, to the United States.
The Controller states that these transfers take place in compliance with the safeguards required by Articles 44 et seq. GDPR through the EU–U.S. Data Privacy Framework, namely through agreements with certified companies covered by the European Commission's adequacy decision, or, only in the absence of such arrangements, through Standard Contractual Clauses (SCCs) that bind external providers to protect your data as if they were in Europe.

8. RETENTION OF PERSONAL DATA

In accordance with Article 5(1)(c) of the Regulation, the information systems and software used by Agri Parts are configured to minimise the use of personal and identifying data; such data will be processed only to the extent necessary to achieve the purposes stated in this Policy. Data will be retained for no longer than strictly necessary to fulfil the specific purposes pursued. In any event, the retention period is determined in accordance with the time limits permitted by applicable law and the principles of data minimisation and storage limitation.
Personal data processed to allow you to access services reserved for registered users through your personal account, as referred to in purpose 4(a) of this notice, will be retained until the personal account is deactivated following a request by the User to delete the account.
Personal data collected to perform the contract to which the data subject is a party, as referred to in purposes 4(b) and 4(c) of this notice, will be processed throughout the term of the contract and, after its full performance, for 10 years.
Personal data processed by Agri Parts for purpose 4(d) will be processed for the time required to enable the Controller to respond to requests submitted through the contact form.
Personal data processed for purpose 4(e) will be processed for 90 days.
Personal data processed for purpose 4(f) will be retained until the personal account is deactivated following a request by the User to delete the account, unless other legal bases for processing apply.
Personal data processed for purposes 4(g) and 4(i) will be processed from the time consent is collected from the data subject until consent is withdrawn, if applicable. Withdrawal of consent does not affect processing carried out by the Controller before withdrawal. Only the IP address and identification data (first name and surname) needed to demonstrate that consent was given will be retained by the Controller for a further 5 years.
Personal data processed for purpose 4(h) will be processed from the User's first purchase until the Controller's purposes have been fulfilled or, in any event, until the data subject exercises the right to object to processing.
Personal data processed for purpose 4(l) will be processed after the registered User places products in the cart, once only for each cart, until the data subject exercises the right to object to processing, if applicable.
Personal data processed for purpose 4(m) will be processed after the registered User purchases products until the data subject exercises the right to object to processing, if applicable.
Personal data processed for the management of profiling cookies will be processed and retained until the purposes pursued have been fulfilled or until the Data Subject withdraws consent previously given.

9. RIGHTS OF THE DATA SUBJECT

We guarantee respect for your rights regarding the protection of personal data.
In accordance with the GDPR, in relation to the processing of your personal data, you have the right to request from the Controller:

- Access: you may request confirmation as to whether or not data concerning you are being processed, and access to your personal data and related information; the Controller must respond to the request within 30 days.
- Rectification: you may request the correction or completion of data you have provided if they are inaccurate or incomplete.
- Erasure: you may request the deletion of your data where they are no longer necessary for our purposes, where consent has been withdrawn or you have objected to processing, where processing is unlawful, where there is a legal obligation to erase the data or where the data relate to persons under the age of sixteen.
- Restriction: you may request that your data be processed solely for storage, excluding other processing, for the period necessary to rectify your data; in the event of unlawful processing where you oppose erasure; where you need to exercise your rights in legal proceedings and the data held by the Controller may be useful to you; and where you have objected to processing pending verification of whether the Controller's legitimate grounds override yours.
- Objection: you may object to the processing of your data at any time, unless the Controller has compelling legitimate grounds that override yours, for example for the establishment, exercise or defence of legal claims.
- Data portability: you may request to receive your data, or to have them transmitted to another controller designated by you, in a structured, commonly used and machine-readable format.

- Withdrawal: you may withdraw your consent at any time where consent is the legal basis for processing. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

Finally, you have the right to lodge a complaint with a supervisory authority (the Italian Data Protection Authority – www.garanteprivacy.it) if you believe the processing of your personal data breaches applicable legislation. Alternatively, you may lodge a complaint with the supervisory authority of the EU Member State where you reside or normally work, or where the alleged infringement took place.
You may request to exercise the above rights at any time by contacting Agri Parts at the email address indicated in point 1 of this privacy notice (marketing@agripartsitaly.com).*marketing@agripartsitaly.com*