

Privacy policy

INFORMATION ON THE PROCESSING OF PERSONAL DATA pursuant to articles 13 and 14 of the EU Regulation 679/2016 (General Data Protection Regulation)

The following information is provided by Mybrand Srl (hereinafter "MYES") pursuant to Art. 13 Paragraph 1 and Art. 14, Paragraph 1 of the EU Regulation no. 679/2016 (General Data Protection Regulation, hereinafter "Regulation") for consultation and registration on the website www.myes.school, and for data processing activities necessary for the various services provided by MYES.

MYES guarantees compliance with the current data protection legislation, and informs that the personal data provided for registration and for activities offered will be processed in a lawful and correct way, in compliance with the principles set out in the Regulations. The Data Controller is Mybrand Srl, registered address in Florence, via Baracca, 2 VAT no. and CF no. 07096960484, e-mail info@myes.it. The data will be processed by the appointed Data Processor in MYES.

Type of data processed

The collected data is comprised exclusively of the necessary personal identification information, and the telephone and e-mail addresses used to satisfy the requests of users/visitors. The collection and subsequent processing of data is carried out by the Data Controller at the head office, by companies affiliated to the brand and by appointed companies in compliance with regulatory requirements and security measures.

Navigation data

Computer systems and procedures for the operations of the website www.myes.school automatically collect certain personal data, which are then implicitly transmitted via Internet communication protocols. The nature of this information could make it possible to identify users/visitors (e.g. IP address, domain names of users'/visitors' devices connected to the website, etc.). These data are used solely for the purpose of obtaining information and monitoring the operations of the site. They may be used to determine responsibility in the event of damage to the site or offences committed through the web. The collected personal data will be stored for 36 months, unless required by law, after which they will be rendered anonymous.

Use of cookies

Cookies are text files that websites store on users'/visitors' (usually browsers) internet access devices in order to retransmit the users to the same sites the next time. There are:

1) technical cookies:

- session cookies (they ensure the navigation and usability of the sites),
- functionality cookies (they allow users to select certain parameters when browsing, e.g. choice of product to buy or language used), and
- analytics cookies (used by site operators to collect aggregated information on the number of users and how they visit the sites);

2) profiling cookies: used to send promotional messages in relation to the preferences expressed or specific sections visited by users while browsing;

3) third party cookies: cookies installed by third party sites that install cookies through the first sites, not directly by the sites that users visit.

Mybrand Srl informs users that this website uses technical session cookies, which are used to ensure the navigation of the site and store the data entered in the published forms. Session cookies are not permanently stored on user devices and disappear when browsers are closed. Visitors can always choose which cookies to authorise through the specific configuration of the browser, normally found in the Options/Privacy settings. If visitors deactivate technical cookies, they risk not being able to use some parts of the site.

Through this website, Google Analytics cookies are installed on user devices, which provide Mybrand Srl with aggregate reports regarding the frequency with which users visit the web pages and how long they stay. Mybrand Srl is not responsible for the above mentioned data processing carried out by Google, which in any case complies with the data protection measures of the 'Safe Harbor Principles' and participates in the 'Safe Harbor' program of the US Department of Commerce.

Users:

1) can find the privacy policy of the company Google Inc., concerning the Google Analytics service, at this link www.google.com/analytics/learn/privacy.html

2) to refuse the use of Google Analytics cookies, as indicated on the Google site at the link <https://support.google.com/analytics/answer/181881?hl=it>, users must change the browser configuration by downloading the Google Analytics JavaScript deactivation add-on (ga.js, analytics.js, dc.js) at this link <https://tools.google.com/dlpage/gaoptout?hl=it>. Disabling Google Analytics cookies does not prevent users from using this website, however, it does prevent MYES from collecting the above-mentioned statistics.

User data

The optional, unequivocal and voluntary sending of an e-mail to the addresses indicated on this website entails the subsequent storage of the sender's address, which is necessary to reply to requests, as well as the storage of any other personal data included in the message.

Purpose of data processing

The use of personal data provided is subject to consent for the following purposes:

1. Fulfil legal obligations
2. Receive newsletters, communications and information on events, services or new products, convenient commercial offers, updates on existing services or products, or provide customer protection services. Providing data in some cases is compulsory, in others optional; all the same, failure to do so will make it impossible to offer the requested service.

Pursuant to art. 8 of the Regulations, for minors under 16 years of age, consent must be given or authorised by their parents or legal guardians.

Communication and Distribution

The processed data are exclusively used for common purposes and are not intended for distribution. The Data Controller does not require and has no interest in collecting and processing data that can be considered as sensitive or judicial. The data shall be transferred to third parties in fulfilment of obligations deriving from laws or regulations (Institutions, Police, Judicial Authorities, etc.), that is for activities directly or indirectly related to the established relationship. Examples include:

1. Subjects who need access to the data of the interested party for purposes relating to the relationship with the Data Controller (Banks, Financial Institutions, Carriers, etc.);
2. Consultants and collaborators, to the extent that it is necessary to carry out the tasks conferred to the Data Controller;
3. Subsidiaries and/or associated companies related to MYES (or affiliated to the brand), which may access the data, within the limits of what is strictly necessary, in order to carry out the activities related to their corporate purpose. The data may be communicated to subjects operating within the European Union, or in countries that guarantee the same level of protection as provided by the Regulation. Since MYES may decide to operate at a supranational level, the data processing carried out in the various countries will be adjusted to the most restrictive measures in order to ensure the highest level of protection of the subject's data. The data will continue to be stored even after the end of the main relationship, in compliance with the legal provisions that regulate the storage of acts and documents, and, where expressly authorised, to allow the establishment of future relationships and to keep historical records of the data, also in the interest of the customer. In any case, data will be checked and deleted periodically as already specified. The processed personal data will be kept for 36 months, unless required by law, after which it will be rendered anonymous.

Processing Tools

The processing is carried out through automated tools (e.g. using electronic procedures and supports) and/or manually only during the time period strictly necessary to achieve the purposes for which the data were collected and always in accordance with the relevant current regulations.

Data protection rights and data storage period

The people concerned have the right at any time to obtain confirmation of the existence of their personal data as it is processed, and to know their content and origin, verify their accuracy or request the addition of further information, updating or rectifying the data (Articles 15 and 16 of the Regulation).

The person concerned has the right to request the deletion, transformation into anonymous form, or block of processed data due to a violation of the law, as well as to oppose in any case, for legitimate reasons, their processing (art.17 et seq. of the Regulation). You may exercise the rights established in the Articles 15 et seq. of the Regulation by sending the an e-mail to the Data Controller at the following address: mybrand@pec.it. The maximum time limit for replying is one month after the request. The data will be kept for a period which does not exceed the necessary time to pursue the above-mentioned purposes, that is to fulfil the obligations or provide the requested services, as they are presented, for a period of time as indicated above. The parties concerned will always have the right to lodge a complaint to the authorities.

Changes to the privacy policy

This privacy policy may be modified over time due to the effective application of new sector regulations, the update or creation of new services, or technological innovations. For these reasons we strongly recommend the user/visitor periodically check this page.