

DATA RETENTION

Data will be retained for the time strictly necessary for the purposes for which it was collected, and in any case for the following periods:

Navigation data: maximum 12 months

Data for commercial purposes: for the entire duration of the contractual relationship and subsequently for the fulfillment of legal obligations (civil, criminal and tax prescription terms)

Data for promotional purposes: until consent is withdrawn

Data for legal compliance: according to the terms provided by specific regulations

DATA PROCESSING VIA GOOGLE MAPS

Service used

This website uses Google Maps, a mapping service provided by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) in the "Contacts" section to facilitate location of the company headquarters.

Data processed by Google Maps

When the user views the page containing the Google Maps map, the following data may be collected:

User's IP address

Geographic location information (if authorized)

Navigation and interaction data with the map

Cookies and device identifiers

Google Maps processing purposes

Data is processed by Google to:

Provide interactive mapping service

Improve Google services

Personalize content and advertisements

Analyze service usage

Legal basis and data transfer

Legal basis: Controller's legitimate interest in providing information about its location

Transfer: data may be transferred to the USA and other non-EU countries where Google has servers

Safeguards: Google adheres to the EU-US Data Privacy Framework

User rights regarding Google Maps

The user can:

Consult Google's Privacy Policy: <https://policies.google.com/privacy>

Manage privacy settings: <https://myaccount.google.com/>

Disable location data collection from browser or device settings

Consent for Google Maps

The use of Google Maps is subject to acceptance of Google's Terms of Service and Privacy Policy. The user can avoid loading the map by using the alternative contact information provided on the site.

DATA SUBJECT RIGHTS

Interested parties may exercise their rights under Articles 15-22 of the GDPR: access, rectification, erasure, restriction, objection, portability, withdrawal consent. It is also possible to lodge a complaint with the Data Protection Authority.

HOW TO EXERCISE RIGHTS

To exercise the rights listed above, the data subject can contact the Data Controller:

FARMA srl

Via G. Galilei 171, Fossatone di Medicina (BO)

Email: farma@farmagroup.it

UPDATES

This privacy policy may be updated periodically. Users are invited to consult it regularly. The date of the last update is indicated at the bottom of the document.

Last modified: 09/09/2025

This privacy policy is drafted in compliance with EU Regulation 679/2016 (GDPR) and Italian Legislative Decree 196/2003 as amended by Legislative Decree 101/2018.



PRIVACY POLICY FOR WEBSITE

Art. 13 and 14 of EU Regulation 679/2016 (GDPR)

DATA CONTROLLER

FARMA srl, registered office: Via Galilei 171, Fossatone di Medicina (BO)

As Data Controller of personal data, pursuant to art. 13 of EU Regulation 679/2016, we inform you that your personal data will be processed in the manner and for the purposes set out below. This policy applies exclusively to data collected through the website and not to other channels.

TYPES OF DATA PROCESSED

Navigation data

The computer systems and software procedures used to operate this website acquire, during their normal operation, some personal data whose transmission is implicit in the use of Internet communication protocols. This data includes IP addresses, browser type, operating system, domain name and addresses of websites from which access to or exit from the Controller's website was made, information about pages visited by users within the site, time spent on the site, and other parameters relating to the user's operating system and IT environment.

Data voluntarily provided by the user

Personal data voluntarily provided by users through contact forms, requests for information, newsletters, or other website services, specifically Common data: first name, last name, email address, company name.

Cookies and similar technologies

The website uses technical cookies and, subject to user consent, third-party profiling cookies (e.g., Google Analytics, Google Maps). For more information, please refer to the website's Cookie Policy.

PURPOSES AND LEGAL BASIS OF PROCESSING

Personal data is processed for the following purposes:

Technical purposes (legal basis: art. 6, par. 1, lett. f GDPR - legitimate interest)

Ensure proper website functioning
Manage IT security
Detect attempts to damage the site

Commercial purposes (legal basis: art. 6, par. 1, lett. b GDPR - contract performance or pre-contractual measures)

Respond to information requests
Activate and Manage commercial relationship

Promotional purposes (legal basis: art. 6, par. 1, lett. a GDPR - consent)

Send newsletters and commercial communications Direct marketing activities
Profiling for commercial purposes

Legal purposes (legal basis: art. 6, par. 1, lett. c GDPR - compliance with legal obligations)

Litigation management

PROCESSING METHODS

The website uses technical cookies and, subject to the user's consent, Personal data is processed using IT and manual tools, with logic strictly related to the purposes indicated above and, in any case, in such a way as to guarantee the security and confidentiality of the data, in accordance with the minimum security measures provided for in Articles 25 and 32 of the GDPR.

DATA COMMUNICATION AND DISCLOSURE

Data may be communicated to the following categories of subjects:

Postal services or mail delivery companies
IT maintenance/support companies
Cloud and hosting service providers
Web analytics and digital marketing companies

Disclosure: Data will not be disclosed.

Extra-EU data transfer

Some data may be transferred to non-EU countries that guarantee an adequate level of protection according to the European Commission, or through the adoption of appropriate safeguards (standard contractual clauses, certifications, approved codes of conduct).