

The company Optimens s.r.l. sb (VAT 01363630326), with its registered office in Trieste (TS), 64 Enrico Fonda Street, ZIP 34149, as the data controller (hereinafter the "Data Controller") of the website <https://Optimens.it/> (hereinafter the "Site"), informs the users of the Site (hereinafter the "Data Subjects") pursuant to Article 13 of the European Regulation No. 2016/679, the General Data Protection Regulation (GDPR).

The Data Controller is aware of the importance of processing the personal data of the Data Subjects and, for this reason, takes care to indicate which data are processed and how they are processed. By browsing the Site or indicating their willingness to use the services provided by the same, the Data Subject declares to have read and accepted this information notice (hereinafter "Notice"), thus giving consent for the processing of personal data by the Data Controller.

For any information, questions, or requests regarding this Notice, the Data Controller makes the following email address available to the Data Subjects:

- optimenssrl@gmail.com

What are the rights of the Data Subject concerning the processing of personal data?

The Data Subject has the following rights:

- Right to be informed about the processing of data concerning them and, if applicable, access the processed personal data;
- Right to rectify personal data;
- Right to the erasure (right to be forgotten) of personal data concerning them;
- Right to restrict the processing of personal data concerning them;
- Right to data portability to receive or have transmitted to another Data Controller the personal data concerning them in a structured, commonly used, and machine-readable format;
- Right to object to the processing of personal data;
- Right to withdraw the previously given consent;
- Right to lodge a complaint with the competent authorities for violations of personal data processing.

How to exercise the rights?

The Data Subject can exercise their rights by writing to the email address indicated above. The Data Controller does not intend to charge the Data Subjects to exercise their rights, but for this purpose, the Data Controller may request specific information to follow up on the Data Subject's communications regarding their rights. The mentioned communications are usually answered within 30 days of receiving the communication itself, but if this deadline cannot be

met (e.g., due to an excessive load of requests or the complexity of the response), the Data Controller will inform the Data Subject and keep them updated on the developments of the communication sent.

What are cookies?

A "cookie" is a text file created by some websites on the Data Subject's computer when they access a particular site, with the purpose of storing and transporting information. Cookies are sent by a web server (which is the computer running the visited website) to the Data Subject's browser (Internet Explorer, Mozilla Firefox, Google Chrome, etc.) and stored on their computer; they are then sent back to the website during subsequent visits. Some operations could not be performed without the use of cookies, which, in some cases, are technically necessary. In other cases, the displayed site uses cookies to facilitate and ease navigation for the Data Subject or to allow them to use specifically requested services.

What cookies does the Data Controller use?

The Data Controller uses both its own cookies and third-party cookies, as better specified in the following table:

Type	Purpose	Retention Period
Session cookies	The Site uses session cookies (which are not stored persistently on the Data Subject's computer and disappear when the browser is closed). These cookies are strictly limited to transmitting session identifiers (consisting of random numbers generated by the server) necessary to allow safe and efficient exploration of the Site.	Browsing session
Technical cookies	The Site operates cookies that collect information on how the Site itself is used and whether there are error messages on certain pages. All information collected by these cookies will only be used to improve the use of the Site.	Browsing session and possible problem resolution
Third-party cookies	The Site contains third-party cookies that collect traffic information on the Site and how it is used by those who browse it. The information collected by these cookies does not directly identify the Data Subjects but may indirectly identify them. The information collected is aggregated and anonymous and is used to increase the operational efficiency of the Site and evaluate its performance.	
	At present, the Site has implemented the following third-party cookies: Google Analytics (Google Inc.): Google Analytics is a web analysis service. Google uses the collected personal data to track and examine the use of the Site, compile reports, and	Users are not identified

	share them with other services developed by Google. Google may use personal data to contextualize and personalize ads in its advertising network. For more information, see: Google Privacy Policy	
	Hotjar heat maps & recordings (Hotjar Ltd): Hotjar is a heatmapping service used by the Site to understand how Data Subjects interact with the Site through interaction recordings. For more information, see: Hotjar Privacy Policy	90 days
	Facebook Pixel: The Facebook Pixel is a piece of code that you can insert into your website. It will collect data that you can use to measure conversions from your Facebook ads, optimize them, create target audiences for future campaigns, and retarget users who have already taken action on your site. For more information, see: Facebook Privacy Policy	Browsing session
	WordPress: WordPress is an open-source blog and content management system (CMS) platform that allows the creation and distribution of a website consisting of textual or multimedia content, which can be managed and updated dynamically. For more information, see: WordPress Privacy Policy	12 months

How long are cookies retained?

Cookies will be retained for the time necessary to achieve the purposes described above. For more details on the retention times of each category of cookies indicated in the table above, the Data Subject is invited to contact the Data Controller at the email address optimensrl@gmail.com.

De-selection and activation of cookies

The Data Subject can manage cookie preferences directly within their browser and prevent third parties from installing them. Through browser preferences, it is also possible to delete cookies installed in the past, including the cookie in which the consent to the installation of cookies by this site may have been saved. It is important to note that disabling all cookies may compromise the operation of this site. The Data Subject can find information on how to manage cookies in their browser at the following addresses:

- Google Chrome: [Google Chrome Help](#)
- Mozilla Firefox: [Mozilla Firefox Help](#)
- Apple Safari: [Apple Safari Help](#)
- Microsoft Windows Explorer: [Microsoft Windows Explorer Help](#)

In the case of services provided by third parties, the Data Subject can also exercise their right to object to tracking by inquiring through the third party's privacy policy, using the opt-out link if explicitly provided, or by contacting the third party directly. Notwithstanding the above,

the Data Controller informs that the Data Subject can use Your Online Choices ([Your Online Choices](#)) and All About Cookies ([All About Cookies](#)). Through these services, it is possible to manage tracking preferences for most advertising tools. The Data Controller, therefore, recommends that users use this resource in addition to the information provided in this document.

Where do we store personal data?

The Data Controller stores personal data in paper archives within the Data Controller's premises, as well as in computer archives located both within and outside the European Union if this is instrumental to the pursuit of the data processing purposes. In the latter case, the Data Controller ensures that companies not based within the European Union are processing personal data with the utmost confidentiality in compliance with European Commission adequacy decisions, Privacy Shield, or, if necessary, by stipulating agreements that ensure an adequate level of protection.

How are personal data processed?

The Data Controller processes the Data Subjects' personal data by adopting appropriate security measures to prevent unauthorized access, disclosure, modification, and destruction. Data processing is carried out through IT procedures, telematic means, and, residually, on paper by internal subjects specifically authorized as well as external managers if appointed, also based on existing contractual agreements.

Changes to the Notice

The Data Controller reserves the right to modify this Notice at any time. In case of changes, the Data Controller will upload the new notice on this page and encourages the Data Subject to check the changes to the Notice. The Data Subject can see the history of the notices by checking the date. Continuing to use the Site after the changes indicates acceptance of such changes and consent to the modified data processing.