PROCESSING OF PERSONAL DATA

In this section we describe the processing of personal data of visitors and users (collectively "Users") of H-Farm S.p.A (https://www.growtheplanet.com/: the Site), by which H-Farm provide information to users and sell them products of various kind, in particular agricultural products.
H-Farm S.p.A reserves the right of modify the current policy for future updates of the site or of the offered services. In the event of substantial changes, H-Farm S. p. A. will publish a notice on the Site and send a notification via email to report the changes and collect any request to exercise the rights recognized by the legislation on the protection of personal data.

1.   THE CONTROLLER

The controller is H-Farm è H-Farm S.p.A., VAT registration IT03944860265, registered office Via Sile 41, Roncade (TV) ("H-FARM").

2 DATA COLLECTED

2.1 Navigation data

Each time you access the Site, the systems automatically record and analyze the access data (e. g. IP address of the provider, information about the browser used, pages visited, date, time and duration of each visit). The information is automatically collected by the Site and does not require any action on the part of the User.The data collected are only anonymous and aggregated data, and therefore can not lead to the identification of users. The information collected simply allows you to detect and solve any technical problems.

2.2 Data communicated by Users: personal data for the purchase of products
Users are asked to provide specific personal data: name, surname, e-mail, telephone number, address (Personal Data). These data communicated by the User by filling in the form on the Site are required, in particular, to be able to purchase products for sale on the Site(https://growtheplanet.com/).
Personal Data is provided on a voluntary basis: if Users do not provide it, they can still browse the Site without being able to purchase the products offered for sale by H-FARM.
The personal data collected by the Site are the data communicated by theUsers through the compilation of the forms present on the Site, or by sending a request to H-FARM at the addresses indicated in point 7.
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The data collected include Users'; identification and contact data (e. g.name and surname, email address, telephone number), personal data included in the communications and requests sent to H-FARM, as well as other data necessary to respond to and execute the specific requests of Users.
We recommend that Users provide only up-to-date, relevant data that does not exceed the specific purposes of the processing.
Any unnecessary data will be immediately deleted or anonymized.

3. PURPOSES OF PROCESSING

The personal data of the Users of theSite (Data) may be processed for the following purposes.

3.1 Navigation data
The navigation data will be used: (i) in order to monitor the proper functioning of the Site, (ii) in anonymous and aggregate form, for statistical purposes related to the understanding of how the Site is used by Users, to improve ease of access and increase its attractiveness and (iii) to detect any technical problems as soon as possible.

These treatments find their legal basis in the legitimate interest of H-FRAM to improve its digital services, especially in relation to use the Site.

3. 2. Purchase of products
The Data collected by filling out the form on the Site (name and surname, address, e-mail) will be processed for the purchase and sale and for sending the products purchase by the User.
In this context, the Data may be communicated:
• public and private subjects, involved int he relative organizational and management activities and or supplier of accessory and necessary services (e.g shippers, logistics companies, etc).
These subjects will process the data, as the case may be, as independent owners,
or as data controllers by virtue of a specific written assignment given to them by H-FARM.
The provision of Data is necessary to complete the purchase of products: therefore, in case of re-fusal or failure to provide the requested Data, it will non be possible for H_FARM to respond to the User's request.
The legal basis of this treatment is the need to perform pre-contractual and contractual measures taken at the request of the User, and to fulfill the related legal obligations.

3.4 Subscription to the newsletter
The data collected when filling in the registration form for the newsletter service (email address) will be used to send information and commercial communications on the activities of H-FARM, in-cluding any offers and invitations to initiatives, events and/or conferences organized and/or other-wise sponsored by H-FARM also in collaboration with third parties. The provision of data is neces-sary to complete the subscription to, and use the newsletter service: therefore, in case od refusal or failure to provide the requested data, it will not be possible to receive the newsletter
H-FARM.
Users may cancel their subscription to the newsletter service at any time by following the procedu-re indicated at the bottom of each newsletter or by sending a specific communication to H-FARM at the addresses indicated in point 7 below.
The legal basis of this treatment is the need to perform pre-contractual and contractual measures taken at the request of the User.

4. METHODS OF TREATMENT AND DESTINATIONS OF DATA
The Data will be processed by means of manual and IT tools by H-FARM personnel and collabora-tors and/or by companies expressly appointed as data processors, to whom H-FARM has given detailed operating instructions, with particular reference to the adoption of adequate technical and organizational security measures. The complete list of data processors is kept at the headquarters of the owner and is available on request, which can be forwarded to the addresses listed in point 7 below.
5. DATA DISSEMINATION

The Data will not be disclosed.

6. STORAGE PERIOD
The personal data collected and processed by H-FARM, for the purposes identified in point 3 abo-ve, may be kept in a form that allows the identification of the User period necessary to achieve the the purposes of the treatment and, in particular:
- The navigation data do not persist for more than thirty days and are deleted immediately after their aggregation(except for any need to ascertain crimes by the competent judicial authority);
- The Personal Data, aimed at verifying the User's request to purchase the products offered for sale by H-FARM, are kept until 36 months after the last access to said account;
- for the processing defined in point 3.3, i. e. to respond to Users'; requests, for a period of 12 (twelve) months from the last contact made;
- for the processing defined in point 3.4. , i. e. to receive the H-FARM newsletter, for a period of 36 (thirty-six) months from registration, which may be extended by subsequent periods of 36 mon-ths if the User accepts it by responding positively to the request that we will send with one mon-th's notice before the deadline.

- The Data may be retained for longer periods where necessary to comply with legal obligations, legal, or for the protection of the rights of H-FARM, until the expiration of the relevant limitation period.

7. USER RIGHTS AND CONTACT DETAILS

The User may, at any time and to the extent that the rights are applicable: The User may, at any time and to the extent that the rights are applicable: (I)obtain confirmation as to whether or not personal data concerning him exist; (II) request access to his personal data;
(III) request the rectification, erasure or restriction of the processing of personal data; (IV) object to the processing or revoke consent consent to the processing, without prejudice to the lawfulness of the processing on the basis of the consent given prior to the revocation;
(V) receive in a structured format, commonly used and readable by an automatic devide, personal data concerning him provided to H-FARM, and request that such data be transmitted to another controller (right to portability of personal data);
(VI) lodge a complaint to the Authority for the Protection of Personal Data, or appeal to the competent judicial authority.
Requests to exercise the above rights should be sent to one of the following addresses:
• by email to support@growtheplanet.com;
• by registered mail with return receipt, to H-Farm S. p. A. , 31056 Roncade(TV), Via Sile 41.
The same addresses may also be addressed to requests relating to the recipients of the Data, as well as requests for clarification of this information.

8. LINKS TO OTHER WEBSITES
This information on the processing of personal data is provided exclusively in relation to the data collected through the Site and with reference to the purposes identified in paragraph 3, and not for any other websites accessed and/or accessible through links and/or widgets (e.g social networks): these other websites will treat the Data as independent owners and in accordance with their respective information, the consultation of which by users is expressly recommended.

9. COOKIE POLICY
Cookies are small text strings that the sites visited by the user send to the browser of his own terminal, where they are stored and then transmitted again to the same sites the next time the same user visits. During navigation on a site, the user may receive "first party"; cookies on his terminal, when they are managed directly by the owner and/or operator of the site, and also cookies that are sent by different sites or web servers (so-called "third party" cookies); this happens because the website visited may contain elements that reside on servers other than that on which the website is located. In other words, it is those cookies that are set by a website other than the one you are currently visiting. With reference to the purposes pursued, cookies can be technical, analytical and profiling. The Site uses the following cookies for the purposes indicated below.

Technical cookies
Technical cookies are used for the sole purpose of transmitting a communication over an electronic communication network, or to the extent strictly necessary for an information society service provider to provide a service explicitly requested by the user. The technical cookies on the Site can be divided into: navigation or session cookies, which guarantee normal navigation and use of the website (allowing, for example, to make a purchase or authenticate to access restricted areas). These cookies include functionality cookies, which allow you to remember the choices you make on the website (for example, the language), in order to improve the service provided to you.
The installation of these cookies does not require the prior consent of users.

Cookie	Domain	Aim	Duration
geolocation	community.growtheplanet.com	Geolocation of gardens per cultivation diary	364 days
loc	.addthis.com	Geolocation, which is uses to help providers determine the geographic location (at the state level) of users who share information with each other.	396 days
timezoneName	community.growtheplanet.com	Specifies how the time zone is formatted	6 days
gtpLastVisit	community.growtheplanet.com	Record your last visit to the site	364 days
discussions_new_questions_it	community.growtheplanet.com	Report the existence of a new discussion	1 days
symfony	community.growtheplanet.com	Cookies associated with the Symfony framework for PHP application development.	1 day
cookie_pref	community.growtheplanet.com	Cookies that track user preferences	?
gardens_act_	community.growtheplanet.com	Cookies associated with garden activity	?
gtp_activities_counters_readed_	community.growtheplanet.com	Cookies associated with garden activity	?
logged_user	community.growtheplanet.com	Cookies that track user's log in	?
acceptCookie	store.growtheplanet.com	This cookie is issued when the user, having seen the banner containing the brief information on the cookies used by the site, continues bwrowsing accepting cookies, and serves not to present the banner again. It stores the date on which the action was performed.	
_hjIncludedInSample	store.growtheplanet.com	Cookie that uniquely identifies a visitor during a single browser session nd indicates that they are included in a sample audience.	

PHPSESSID	store.growtheplanet.com	To create all the pages and websites of the Storeden platform, we use the PHP programming language. The PHPSESSID cooky is necessary for the PHP code to work.	
_gat	.growtheplanet.com	Cookies associated with Google Analytics, based on the documentation used to limit the speed of the request, limiting the collection of data on sites with high traffic	10 minutes
_gid	.growtheplanet.com	Cookie associated with Google Analytics, stores and update a unique value for each page visited	
_gat_storedensystem	.growtheplanet.com	Anonymous Google analytics *profile or system*	
storedencart	.store.growtheplanet.com	Stores the indication of the current cart (only products, no user data) to be able to restore it when the user from guest registers/connects	
1P_JAR	google.com	This cookie provides information on how the end-user uses the website and any advertisements that the end-user may have seen before visiting the website.	?
CONSENT	google.com	This cookie provides information on how the end-user uses the website and any advertisements that the end-user may have seen before visiting the website.	?
NID	google.com	This cookie creates a profile of your interests and shows relevant announcements on other sites.	?

Cookie analytics

Analytical cookies are used to collect information, in aggregate form, about the number of users and how they visit the Site.
Please note that the Site uses the following third-party analytical cookies:

Cookie/Supplier	Domain	Aim	Duration	Elimination modality
__utmz	.community.-growtheplanet.-com	This is one of the four main cookies set by the Google Analytics service that allows website owners to monitor the measurement of visitor behavior and site performance. This cookie identifies the source of traffic to the site, so Google Analytics can tell the owners of the site from which visitors come when they arrive on the site. The cookie has a duration of 6 months and is updated each time the data is sent to Google-Analytics.	182 days	
__utmc	.community.-growtheplanet.-com	This is one of the four main cookies set by the Google Analytics service that allows website owners to track visitor behavior and measure site performance. It is not used in most sites but is set to allow interoperability with the previous version of Google Analytics code known as Urchin. In this previous version this was used in combination with the utmb cookie to identify new sessions/visits for returning visitors. When used by Google Analytics, this is always a session cookie that is destroyed when the user closes the browser. Where it is seen as a persistent cookie it is therefore likely that it is a different technology that sets the cookie.	182 days	

__utmb	.community.-growtheplanet.-com	This is one of the four main cookies set by the Google Analytics service that allows website owners to track visitor behavior and measure site performance. This cookie determines new sessions and visits and expires after 30 minutes. The cookie is updated each time the data is sent to GoogleAnalytics. Any activity of a user in the duration of 30 minutes will be considered as a single visit,even if the user leaves and then returns to the site. A return after 30 minutes will be considered as a new visit, but a return visitor.	30 minutes	
__utma	.community.-growtheplanet.-com	This is one of the four main cookies set by the Google Analytics service that allows website owners to track visitor behavior and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It is used to calculate statistics of new and returning visitors. The cookie is updated each time the data is sent to GoogleAnalytics. The lifespan of the cookie can be customized by the owners of the website.	729 days	

Profiling cookies

These cookies allow you to create an anonymous profile of users based on their browsing experience on the Site. In this way, it is possible to provide the user with targeted advertising of his or her interests.
Please note that the Site uses the following first party profiling cookies:

Cookie/Supplier	Domain	Aim	Duration	Elimination modality
uvc	.addthis.com	Detects how often the Add-This social sharing service relates to the same user.	396 days	

__utmt	.community.-growtheplanet.-com	This cookie is set by Google Analytics. According to their documentation, it is used to limit the rate of demand for the service, limiting the collection of data on high-traffic sites. Expires after 10 minutes	10 minutes	
__atuvs	community.-growtheplanet.-com	This cookie is associated with the AddThis social sharing widget, which is commonly incorporated into websites to allow visitors to share content with a range of networking and sharing platforms.	1 day	
__atuvc	community.-growtheplanet.-com	This cookie is associated with the AddThis social sharing widget, which is commonly incorporated into websites to allow visitors to share content with a range of networking and sharing platforms. Stores an updated share count of the page.	396 days	
1P_JAR	google.com	This cookie provides Information on how the end-user uses the website and any advertisements that the enduser may have seen before visiting the website.	?	
CONSENT	google.com	This cookie provides information on how the end-user uses the website and any advertisements that the end-user may have seen before visiting the website.	?	
NID	google.com	This cookie creates a profile of your interests and shows relevant announcements on other sites.	?	
A6	serving-sys.com	This cookie is provided by Sizmek and is used for advertising purposes.	?	

C6	serving-sys.com	This cookie is provided by Sizmek and is used for advertising purposes.	?	
D3	serving-sys.com	This cookie is provided by Sizmek and is used for advertising purposes.	?	
U2	serving-sys.com	This cookie is provided by Sizmek and is used for advertising purposes.	?	
__hssrc	.hotjar.com	It is used for the analysis of websites		
__hstc	.hotjar.com	It is used for the analysis of websites		
_ga	.hotjar.com	This cookie is used to distinguish unique users by assigning a randomly generated number as the client identifier. It is included with every page request in a site and used to calculate visitor data, session sand campaigns for site analysis reports	2 years	
_gcl_au	.hotjar.com	Website statistics and optimising functionality of the website.	Session time	
ajs_anonymous_id	.hotjar.com	optimising functionality	1year	
ajs_group_id	.hotjar.com	of the website.	1 year	
ajs_user_id	.hotjar.com	This cookie allows you to track visitor usage, events, target marketing and can also measure application performance and stability.	1 year	
amplitude_id_	.hotjar.com	Cookies used to distinguish users	1 day	
amplitude_idundefinedhotjar.com	.hotjar.com	Analysis, measurement, performance and preferences		
hubspotutk	.hotjar.com	Cookies used to distinguish users		
mp_34b2-c3939599013b-d0c86fabf1ed8-c70_mixpanel	.hotjar.com	This cookie allows us to record patterns of user behavior on our site and improve the user experience.		

mp_6d7c50a-d560e01715a871a117a2fbd90_mixpanel	.hotjar.com	This cookie allows us to record patterns of user behavior on our site and improve the user experience.		
mp_hj_mixpanel	.hotjar.com	Analysis of visual feedback through "recordings";, conversion channels and heatmaps		
IDE	.doubleclick.net	This cookie provides information on how the end-user uses the website and any advertisements that the end-user may have seen before visiting the website.		
cto_lwid	.doubleclick.net	This cookie is used to track the frequency and duration of a user's visits to a website, the type of browser used, the IP address and other web browsing activities that are retransmitted to the cookie's host site.		
DSID	.doubleclick.net	This cookie is used to track the frequency and duration of a user's visits to a website, the type of browser used, the IP address and other web browsing activities that are retransmitted to the cookie's host site.		
SSID	.google.com	This cookie enables Google to collect information about the use of its services (e. g. YouTube).		
S	.google.com			
AID	.google.com	This cookie enables Google to collect information about the use of its services (e. g. YouTube).		
HSID	.google.com	This cookie enables Google to collect information about the use of its services (e. g. YouTube).		
SAPISID	.google.com	This cookie enables Google to collect information about the use of its services (e. g. YouTube).		
APISID	.google.com	This cookie enables Google to collect information about the use of its services (e. g. YouTube).		

SIDCC	.google.com	This cookie enables Google to collect information about the use of its services (e. g. YouTube).		
SID	.google.com	This cookie enables Google to collect information about the use of its services (e. g. YouTube).		
HSID	.google.it	This cookie enables Google to collect information about the use of its services (e. g. YouTube).		
OTZ	www.google.com	Google Analytics cookie used for website traffic information		

Please note that the Site uses the following third-party profiling cookies:

Cookie/Fornitore	Domains	Aim	Duration	Elimination Modality
addthis.com	.community.-growtheplanet.-com	Like Share and other social tools		
facebook.net	.community.-growtheplanet.-com	Content sharing		
google.com	.community.-growtheplanet.-com	Advertising on the platform		
twitter.com	.community.-growtheplanet.-com	Content sharing		

Nature of the provision of data by Users
The User authorizes the use of cookies by continuing to browse the Site, after reading the banner. The provision of data is optional. You can change your cookie preferences at any time through specific browser configurations according to the specific procedures described below.
You can also use your browser preferences to delete past cookies, including any cookies in which you may have saved the Site's consent to the installation of cookies. The user can express his or her consent to the use of cookies on the Site. You can accept all cookies, only same or reject all cookies. In the event that you decide to disable cookies (including technical cookies), you will not have access to many features that make this Site more efficient and some of our services will not function properly. With regard to third party cookies, you may also exercise your right to object to the processing by informing yourself through the third party's privacy policy, through the output link if explicitly provided in the privacy policy or in the cookie policy, or by contacting the third party directly.

Nature of the provision of data by Users
The User authorizes the use of cookies by continuing to browse the Site, after reading the banner. The provision of data is optional. You can charge your cookie preferences t any time through specific browser configurations according to the specific procedures described below.
You can also use your browser preferences to delete past cookies, including any cookies in which you may have saved the Site's consent to the installation of cookies.

The user can express his or her consent to the use of cookies on the Site. You can accept all cookies, only some or reject all cookies.

In the event that you decide to disable cookies(including technical cookies), you will not have access to many features that make this Site more efficient and some of our services will not function properly.

Options regarding the use of cookies.

You can control cookies through the settings of your browser. As each browser has slightly different functions, you will need to check the"help" menu of your browser to see how to correctly change your cooking settings. You can then change your browser settings so that cookies are deleted or not stored on your computer or mobile device without your explicit consent.

At the following links you can better understand how to set up your browser:

- Internet Explorer: https://support.microsoft.com/it-it/help/17442/windows-internet-explorer-delete-manage-cookies
- Mozilla Firefox: https://support.mozilla.com/en-US/kb/cookies-information-websites-store-on-y-our-computer#w_cookie-settings
- Google Chrome*: https://support.google.com/chrome/answer/95647?hl=en
- Safari: http://support.apple.com/kb/PH504