

PRIVACY NOTICE

WHAT IS THE PURPOSE OF THIS DOCUMENT?

This privacy notice describes how we collect and use personal information about you during and after your relationship with us when you get in contact with us.

The Controller of Personal Information is: **“Knitaly Srl a socio unico”** located in Reggiolo (Reggio Emilia - Italy) in via G. Di Vittorio n. 10/a - VAT n. 02124450350

We are dedicated to using your personal information

This notice applies to all our clients who give us personal information to let us provide them the products required in accordance with the General Data Protection Regulation.

WHAT KIND OF INFORMATION DO WE COLLECT?

We collect the following information you provide to us: name and surname, contact information including email address, demographic information such as post code, vat number.

You can choose not to provide certain information but then you might not be able to take advantage of many of our services.

WHY DO WE NEED YOUR PERSONAL INFORMATION?

We process and use your personal information to contact you in response to a request you have made, take and handle orders, deliver products, process payments, communicate with you about orders and products, update our records and in general maintain customer accounts.

We may periodically send promotional email about new products, special offers or events where are organizing and other information which we think you may find interesting. We do this using the email address which you have provided. For this purpose, we seek your consent. You may withdraw your consent at any time and we will stop processing of your data for that purpose.

Finally, in certain cases, we have a legal obligation to collect and process your personal information for example for accounting records.

WHO DO WE SHARE YOUR PERSONAL INFORMATION WITH?

We will not sell, distribute or lease your personal information to third parties unless we are required to do so by law.

We use third parties – companies or individuals – to carry out technical, logistical and other functions on our behalf. Examples include delivering packages, sending ads and e-mails, providing marketing assistance, processing payments, scoring credit risk, accounting. All these partners are selected on the basis they are compliant with current legislation. They have access to personal information needed to perform their functions but may not use it for other purposes. They do not sell, distribute or lease your personal information. If you need further information about them or you want to know who they are, please do not hesitate to contact us.

Your personal information is stored on servers located in our factory in Reggiolo (RE) - Italy - whereas email can be stored on servers located in European countries or in the USA. In both cases your personal information is always protected in accordance with the General Data

Protection Regulation. Feel free to contact us if you need more information about your data storage.

HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

Your personal data will be retained for as long as it is necessary to fulfill the purpose described in this privacy notice for business or legal purposes, or in accordance with applicable laws. Generally, retention time is about 10 years but sometimes competent authorities may require retention for longer period.

When you withdraw your consent, we will stop sending you email and we will cancel your email address from our mailing list.

HOW DO WE PROTECT YOUR PERSONAL INFORMATION?

We have put in place appropriate security measure to protect your personal information, to prevent your personal information from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal information to employees and other third parties who have a business need to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality.

Feel free to contact us if you would like details of the measures we have put in place. Our contact information is available in the next paragraph of this Privacy Notice.

OUR EMAIL SERVICE

When you provide your consent to the collection and processing of your personal information for receiving our email, you will receive periodically email containing special offers or information about our products or events. This service is provided by an Italian company which operates in accordance with the General Data Protection Regulation.

You may withdraw your consent at any time and we will stop processing of your data for that purpose. To withdraw your consent, please contact us by email at g.soprani@knitaly.eu or in writing at the address **Knitaly Srl. Via G. Di Vittorio 10/a, 42046 Reggiolo (RE) – Italy.**

YOUR RIGHTS

Under certain circumstances, by law you have the right to:

- [Request access to your personal information. This enables you to receive a copy of the personal information we hold about you and check that we are lawfully processing it.
- [Request correction of the personal information that we hold you. This enables you to have any incomplete or inaccurate information we hold about you corrected
- [Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing
- [Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which may give you reason to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes
- [Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it
- [Request the transfer of your personal information to another party

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact us by email at g.soprani@knitaly.eu or in writing to the following address **Knitaly srl via G. Di Vittorio 10/a – 42046 Reggio (RE) – Italy**. We may ask you to verify your identity to help us responding efficiently to your request.

Please note that when you ask us to erase, correct, object to process or seek to restrict our processing of data we may refuse your request where we have a legal obligation, contractual or other legitimate business interest to refuse your request. If we refuse your request, then we will notify you of this refusal and you will have the right to appeal.

In the limited circumstances where you may have provided your consent to the collection and processing of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact us by email or in writing at the address above mentioned. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

Please note, you have the right to make a complaint at any time to the Italian Data Protection Authority (Garante per la protezione dei dati personali) following the instruction given in the website www.garanteprivacy.it.

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

Thanks for your kind attention.

Knitaly srl