

Privacy Policy

PRIVACY NOTICE

PURPOSE OF THIS NOTICE

This Privacy Policy contains important information about the personal data that is provided and describes how such data is used. Where applicable, it also explains how data provided by the data subject or collected during the purchase of services and/or products directly from Biacrè Laboratori Cosmetici Srl or from affiliated companies, or during other interactions with the company, is processed. This Policy supplements any other information that may have been provided in such circumstances.

This document contains important information regarding the following:

- 1.PROCESSING OF PERSONAL DATA**
- 2.PERSONAL DATA COLLECTED**
- 3.PURPOSES OF PERSONAL DATA PROCESSING**
- 4.DISCLOSURE OF PERSONAL DATA**
- 5.PROTECTION OF MINOR PRIVACY**
- 6.STORAGE, ACCESSIBILITY AND TRANSFER OF PERSONAL DATA**
- 7.SECURITY AND CONFIDENTIALITY OF PERSONAL DATA**
- 8.RIGHTS OF ACCESS TO PERSONAL DATA – MANAGEMENT OF CHOICES**
- 9.DATA RETENTION**
- 10.COOKIE POLICY AND SIMILAR TECHNOLOGIES**
- 11.LINKS, ADVERTISERS, SPONSORS AND ADVERTISING**
- 12.DATA CONTROLLER – COMPANY CONTACT DETAILS**
- 13.UPDATES TO THIS POLICY – COMMUNICATIONS**

ACCEPTANCE

By providing personal data and consenting to its processing by Biacrè Laboratori Cosmetici Srl, the data subject confirms that they have read and understood this Privacy Policy and agree that Biacrè Laboratori Cosmetici Srl may collect, use, store, transmit and disclose the personal data collected through the consent given. Unless already registered, Biacrè Laboratori Cosmetici Srl will request the data subject's consent (for example, by ticking a box) where it considers it appropriate to safeguard their rights or where required by applicable law.

1. PROCESSING OF PERSONAL DATA

In this Privacy Policy, the term "Personal Data" refers to any information that allows Biacrè Laboratori Cosmetici Srl to identify the data subject (or a third party whose data is provided by the user), directly or indirectly, including information related to the purchase of goods or services, or that the user chooses to provide or share with Biacrè Laboratori Cosmetici Srl or third parties. Personal data will be processed in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation – "GDPR") and, where applicable, national legislation. Biacrè Laboratori Cosmetici Srl reserves the right to carry out further data processing where required by law or in the context of investigations or criminal or other legal proceedings.

2. PERSONAL DATA COLLECTED

Source of data

Biacrè Laboratori Cosmetici Srl collects personal data only when voluntarily provided, for example:

When purchasing services and/or products directly from the Company: including informal conversations during calls with customer service, interactions with the Company, or service purchase;

When contacting customer service to request assistance, specific services, or post-purchase support;

Through email, SMS, or other electronic communications exchanged with the Company.

If the data subject provides personal data of third parties (e.g., family members or other customers), they must ensure that such individuals have been informed and have authorized the use of their data as described in this Privacy Policy.

Types of data

Depending on the purposes pursued, Biacrè Laboratori Cosmetici Srl may collect and use the following categories of personal data:

1. Personal information (e.g., name, surname, gender, age/date of birth, country of origin, and other data permitted by applicable law);
2. Contact information (e.g., address, email address, phone number, mobile number, fax number, and other permitted contact details);
3. Payment information (e.g., credit/debit card details and, where required for tax or anti-money laundering purposes, passport number);
4. Sales-related information (e.g., date, products/services provided, amount, total sale value, VAT number, complaints, refunds, and other permitted sales data);
5. Habits and profiles (e.g., purchase history, customer relationship management activities, purchasing preferences, wishlist, preferred service categories, professional activity, education, hobbies, lifestyle);
6. Family-related information (e.g., marital status, anniversary date, number of children, information about children, and other permitted family data).

3. PURPOSES FOR PROCESSING

Depending on the specific circumstances in which the interaction between the data subject and Biacrè Laboratori Cosmetici Srl took place, personal data may be used for the following purposes.

Personal data provided by the data subject or collected at the time of purchasing products and/or services, whether or not as a registered user — namely basic personal data, contact information, data relating to the individual order, tax data, payment details, sales information, and any other data strictly necessary for the sale of products will be used for:

1. to manage, administer and process product purchases, sales and post-sales services, including administrative activities, accounting, warranties, refunds (where applicable), fraud prevention, and communications with the data subject — including by email — regarding any issue related to the management of the purchase or subsequent requests concerning the sale transaction;
2. to comply with obligations imposed by laws, regulations, or EU legislation (including anti-money laundering laws), and to assert or defend a legal claim.

The provision of personal data for the above purposes is necessary, and refusal to provide such data would make it impossible to complete the purchase. Except where otherwise required to comply with applicable local laws, the processing of data for these purposes being necessary for the performance of contractual and legal obligations may be carried out without requesting the data subject's consent.

For the specific purposes for which the data has been voluntarily provided

Personal data provided by the data subject or collected when they request a specific service, namely personal information, contact details, and data strictly necessary to process the request, will be used to provide the requested services (for example, to assist the data subject, to handle any complaints, and to respond to a question or contact request submitted by the data subject);

The provision of personal data for the above purposes is necessary, and refusal to provide such data would make it impossible to process the request. Except where otherwise required to comply with applicable local laws, the processing of data for these purposes (as it is necessary to respond to the request) may be carried out without requesting the data subject's consent.

For the purposes of customer relationship management, if the data subject registers.

Personal data provided by the data subject by completing the forms that Biacrè Laboratori Cosmetici Srl will provide at the time of placing an order, namely personal and contact information, data relating to the data subject's habits and profile, and details regarding their family, will be entered into the centralized system for:

1. to offer promotions, discounts and other personalized services, marketing and commercial communications regarding products and services of Biacrè Laboratori Cosmetici Srl (organized by the Company), as well as surveys, research and market analyses. Biacrè Laboratori Cosmetici Srl may use traditional means of contact (postal mail and telephone) and/or digital and automated means (e-mail, SMS, MMS, telephone and other digital channels, such as social media), and may send such communications to the data subject based on their profile, provided that the data subject has given consent to profiling;
2. to analyze the data subject's interactions with Biacrè Laboratori Cosmetici Srl, as well as their interests, preferences and purchasing habits, and to create individual or aggregated profiles based on such information, in order to understand how to provide a better service, including offering an improved sales experience at other companies

affiliated with the same group ("profiling"). Biacrè Laboratori Cosmetici Srl may also use personal data to create groups and carry out statistical and market analyses aimed at identifying services of interest to customers of its brands. The processing of personal data for profiling purposes is carried out in compliance with the safeguards and parameters established by applicable law.

The inclusion of data in the centralized system is optional and free of charge (as it is based on consent, which the data subject may choose to provide) and may occur only where personal data is provided for both marketing and profiling purposes or for only one of the two. The data subject may unsubscribe or withdraw their consent at any time (see section 8 below). In any event, refusal to provide personal data for one or both of these purposes does not prevent the data subject from using the services of Biacrè Laboratori Cosmetici Srl or from making purchases; however, Biacrè Laboratori Cosmetici Srl will not be able to inform them of the marketing initiatives and events described above, nor to understand their interests and offer a more personalized shopping experience.

4.DISCLOSURE OF PERSONAL DATA

Biacrè Laboratori Cosmetici Srl shares the data subject's personal data with its affiliated companies, distributors and partners, including those located in other countries, and with other companies that provide services on its behalf under its direction or that of third parties. Such companies and organizations will receive only the personal data necessary to perform the services and will not be authorized to use it for any other purpose.

Disclosure of Personal Data to Data Processors

The data subject's personal data may be shared with third parties in order to monitor and analyze the activity of any future Website, host content of any future Website, provide technical and organizational services related to the aforementioned purposes, maintain the customer database, provide marketing support, and manage emails, market analyses, surveys, prize initiatives or promotions. Such third parties may have access to the data subject's personal data, or may store or process it, in order to provide these services on behalf of the Company in Italy, in the country where the data subject is located, or abroad. Service providers of Biacrè Laboratori Cosmetici Srl are not authorized to use personal data for purposes other than the provision of the contracted services..

Dissemination of Personal Data

The data subject's personal data may need to be shared with companies responsible for payment processing and anti-fraud checks, which operate independently as data controllers. In the event of corporate or asset transactions (for example, mergers or acquisitions, corporate restructurings, or liquidation), customer data will likely be among the transferred assets and may be shared with legal successors, to the extent permitted by law on the basis of the legitimate interest of Biacrè Laboratori Cosmetici Srl. Personal data will remain subject to the pre-existing Privacy Policy, unless the data subject decides otherwise.

Biacrè Laboratori Cosmetici Srl may also disclose the data subject's personal data to third parties (i) where required by EU or Member State law; (ii) in the context of legal proceedings; (iii) in response to a request from law enforcement authorities based on legitimate grounds; or (iv) to protect the rights, privacy, safety, or property of the Company or the public.

5.PROTECTION OF MINORS' PRIVACY

This Privacy Policy is addressed to a general audience; however, the processing of personal data concerns individuals aged 18 years or older. Biacrè Laboratori Cosmetici Srl does not knowingly request, collect, use, or disclose personal data provided by individuals under the age of 18. If Biacrè Laboratori Cosmetici Srl becomes aware that it has collected personal data from a minor, it will delete such data.

6.STORAGE, ACCESSIBILITY AND TRANSFER OF PERSONAL DATA

Personal data is processed by Biacrè Laboratori Cosmetici Srl in both paper and electronic form. Personal data is entered into the centralized and secure database of Biacrè Laboratori Cosmetici Srl located in Italy and is managed by the designated Data Processors and the marketing team in Italy.

Access to personal data is granted only to authorized personnel of Biacrè Laboratori Cosmetici Srl on a strict need-to-know basis and through multi-level access control systems. Such personnel have undertaken to comply with confidentiality obligations and have been expressly appointed as data processors in accordance with applicable law. In particular, where the data subject has provided consent to the processing of their personal data, such data may be accessed, modified, and updated by the personnel of Biacrè Laboratori Cosmetici Srl. The personnel have received specific training and are bound by confidentiality obligations. Biacrè Laboratori Cosmetici Srl may rely on them to collect, use, and disclose data in accordance with its instructions.

Should Biacrè Laboratori Cosmetici Srl need to transfer personal data abroad in order to pursue the purposes set out in this Privacy Policy, even where personal data legislation differs from that applicable in the country where the user is located, it will adopt measures to ensure that such transfers are carried out in compliance with European data protection standards or other applicable local standards in the country where the data is collected, so that the data subject's information remains secure and confidential.

7.SECURITY AND CONFIDENTIALITY OF PERSONAL DATA

Biacrè Laboratori Cosmetici Srl has implemented appropriate measures aimed at protecting the data subject's personal data from accidental loss and from unauthorized access, use, alteration, and disclosure.

In the unlikely event that Biacrè Laboratori Cosmetici Srl believes that the security of the data subject's personal data in its possession or under its control has been or may have been compromised, it will inform the data subject of the incident in accordance with the procedures provided by applicable law, using the methods prescribed therein (by providing Biacrè Laboratori Cosmetici Srl with their email address, the data subject consents to receive such communications in electronic form through that email address).

8.RIGHTS OF ACCESS TO PERSONAL DATA – MANAGEMENT OF CHOICES

User Rights

At any time and free of charge, the data subject may access their data, receive their personal data in a structured, commonly used, and machine-readable format and transmit it to another data controller (data portability), as well as request that it be corrected, updated, amended, or deleted (subject to any applicable exceptions).

The data subject may update the data provided to Biacrè Laboratori Cosmetici Srl by contacting the Company at the address provided below. Requests for deletion of data are subject to applicable legal obligations and document retention requirements imposed on Biacrè Laboratori Cosmetici Srl.

If the data subject believes that there is an issue with the way their personal data is handled, they have the right to lodge a complaint with the national data protection authority or with the authority of any other country within the European Union or the European Economic Area.

To exercise these rights, the data subject may submit a request by contacting Biacrè Laboratori Cosmetici Srl via email at biacrè@pec.biacrè.it or by sending a letter to the Company's registered office address. When contacting Biacrè Laboratori Cosmetici Srl, the data subject should ensure that they include their name, email address, postal address, and/or telephone number(s) so that the Company can properly process the request.

Accuracy – Updating of Personal Data

To enable Biacrè Laboratori Cosmetici Srl to best serve the data subject, the data subject is invited to regularly review and update their personal data. The data subject may contact the Company to receive assistance in updating their personal data.

Management of Choices Regarding Direct Marketing and Profiling

If the data subject wishes not to provide consent to the use of their personal data for marketing and/or profiling purposes, or to manage their advertising preferences, they may submit a simple request to Biacrè Laboratori Cosmetici Srl at the contact details indicated below. The same procedure applies where the data subject wishes to withdraw their consent to profiling..

9.DATA RETENTION

Personal data will be retained for the duration of the commercial relationship and for as long as necessary to pursue the purposes described in this Privacy Policy. After this period, the data subject's personal data will be retained only to comply with legal and regulatory obligations (for example, for 10 years for accounting purposes; for the duration of any mandatory retention period for tax purposes; etc.) or to allow Biacrè Laboratori Cosmetici Srl to maintain evidence of its respective rights and obligations.

Personal data relating to purchase information processed for profiling and marketing purposes will be retained for a limited period, in accordance with the time limits permitted by applicable law, and, upon expiry of such period, will be permanently deleted or anonymized.

10.COOKIE POLICY AND SIMILAR TECHNOLOGIES

- Analytics

Google Analytics with anonymized IP
Personal Data: Usage Data; Tracking Tools

- Display of content from external platform

Google Fonts
Personal Data: Usage Data; Tracking Tools

- Technical

Cookies necessary for the operation of the website.

11. LINKS, ADVERTISERS, SPONSORS AND ADVERTISING

Personal data provided by the data subject may be disclosed to: all entities whose right of access to such data is recognized by virtue of legal provisions; our collaborators and employees within the scope of their respective duties; and any natural and/or legal persons, public and/or private, where such disclosure is necessary or functional to the performance of our business activities and in the manner and for the purposes described above.

12.DATA CONTROLLER – DATA PROTECTION OFFICER – COMPANY CONTACT DETAILS

For the purposes of this Privacy Policy and the data processing described herein, the Data Protection Officer is Biacrè Laboratori Cosmetici Srl, with its registered office at Via Del Tasso 12, 15, 17, 59100 Santa Maria a Colonica, Prato, Italy.

The Data Controller of the data collected by the Company is Biacrè Laboratori Cosmetici Srl, with its registered office at Via Del Tasso 12, 15, 17, 59100 Santa Maria a Colonica, Prato, Italy.

For any comments or questions regarding this Privacy Policy, and to contact the local representative responsible for handling data processing requests, you may also contact the Company's customer service at: scarselli@biacrè.it.

13.UPDATES TO THIS PRIVACY POLICY – COMMUNICATIONS

Biacrè Laboratori Cosmetici Srl, at its discretion, reserves the right to change, modify, add, or remove portions of this Privacy Policy at any time by updating the "Last Modified" date indicated below. It is the user's responsibility to review the Privacy Policy periodically in order to be aware of any changes made. Following such changes, where required by applicable law, the data subject's data will not be processed without the data subject's explicit consent.

LAST MODIFIED

This Privacy Policy is effective as of 25-04-2024.