

**PRIVACY AND COOKIES POLICY**  
LA LAURA DI PAESTUM – HOLIDAY HOUSES  
Information pursuant to EU Regulation 2016/679 ("GDPR")

The following privacy information is intended to communicate clearly and transparently to the user the methods of collection and use of data for marketing and promotional purposes.

**HOW WE COLLECT DATA**

Dear user, in thanking you for visiting the website, we inform you about the treatment and protection of your personal data: personal data collected by subscribing to the newsletter and/or filling in any contact form and/or navigation on the website and/or landing page are used in full respect of privacy according to the provisions of art. 13 of Legislative Decree n.196 of 30 June 2003 (and subsequent amendments).

**DATA CONTROLLER**

The data controller of the personal data is Ms. Serrapica Immacolata resident in via Messigno, 337 CAP 80045 Pompei. E-mail: [info@lauradipaestum.it](mailto:info@lauradipaestum.it); ID: SRRMCL60M71G813I.

**HOW LONG WE KEEP THE DATA**

The retention of the personal data will take place in paper and/or electronic/IT form and for all the time strictly necessary to fulfil the purposes indicated above, respecting your privacy and current regulations. For direct marketing and profiling purposes we keep your data for a maximum period equal to that established by the applicable legislation (respectively equal to 24 and 12 months).

**HOW WE ENSURE DATA PROTECTION**

The data is collected according to the indications of the reference legislation, with regard to the security measures provided for by the GDPR (art.32) for the processing using IT tools, manual and automated, and with logic strictly related to the purposes indicated, and in any case in a manner to ensure the security and confidentiality of the data.

**HOW WE USE YOUR DATA**

Data collection takes place according to the methods and within the limits indicated by the aforementioned law, for marketing and promotional purposes. The collected data will not be communicated or disclosed to third parties for commercial purposes and may be transferred or communicated to other companies only for strictly business activities connected and instrumental to the operation of the service. Based on art.7 of the Legislative Decree 196/03 (rights of the interested party) and at any time you can have access to your data by requesting its modification or cancellation, or oppose its use by writing to the e-mail address: [info@lauradipaestum.it](mailto:info@lauradipaestum.it)

**NEWSLETTER SUBSCRIPTION**

By subscribing to the newsletter, you agree to receive information/promotional messages that will be sent at regular intervals. Personal data will not be disclosed to third parties. Users who receive the newsletter are free to unsubscribe from the

newsletter service at any time by clicking on the "unsubscribe" link present in each promotional email received.

## **CONTACT FORMS**

By completing the contact form (availability request/offer/quote, etc.) the user directly and freely provides his/her personal data to the data controller, the data is required to be contacted or to receive offers and/or personalized quotes. In this case, the data controller is the company or person to whom the contact form is addressed. At any time, it will be possible to request the cancellation or modification of the data present in the archives of the data controller in the manner prescribed by the respective privacy policies.

## **COOKIES**

Cookies are information stored on the hard drive of your PC and which are sent by your browser to a Web server, and which relate to your use of the network.

Consequently, they allow you to know the services, the sites you frequent and the options that, by surfing the net, have been manifested.

This information is not, therefore, provided spontaneously and directly, and leaves a trace. The data collected through cookies will be used for technical needs, in order to ensure easier, more immediate and faster access to the site and its services and easier navigation to the individual user.

Profiling cookies may also be used, with the user's consent, to create user profiles based on sections of the site or actions taken by the user on this site or browsing the web.

The use of so-called session cookies (which are not permanently stored on the user's computer and are automatically deleted when the browser is closed) is strictly limited to the transmission of session identifiers (consisting of random numbers generated by the server) necessary to enable the safe and efficient exploration of the site.

The so-called session cookies that are used in this site avoid the use of other computer techniques potentially prejudicial to the privacy of users' browsing and do not allow the acquisition of personal identification data of the user.

Therefore, when you access our website, in compliance with the EU Directive 2009/136/EC and Order 229 of 8 May 2014 of the Privacy Guarantor, you authorize us to use Cookies.

All this in order to improve our services, and in any case Our website does not use user profiling cookies.

However, please note that you can enable, disable, limit the use of and automatically delete cookies by following your browser's instructions.