

## Il Quadrifoglio srl - Privacy & Cookie Policy website [www.quacom.it](http://www.quacom.it)

Pursuant to GDPR 2016/679 legislation, Il Quadrifoglio srl informs about the modalities of personal data processing.

### 1. Contact details of the company

The “Holder of the data processing” is Il Quadrifoglio srl, with registered office in Foro Buonaparte 57, 20121 Milan (Italy), tel 02 36596033, in the persons of its directors Antonella Lanari and Lorenza Radrizzani.

The updated list of persons nominated “Responsible for personal data processing” can be requested to the holder of the data processing.

### 2. Activities performed by the company

Il Quadrifoglio srl is a communication agency that works since 1971 in the interior and industrial design, luxury goods sectors, offering a whole range of integrated services, including public relations, press office, conception and organization of events, graphics and corporate identity.

The activities of Il Quadrifoglio srl are addressed exclusively to the world of business, thus as a B2B activity.

Il Quadrifoglio srl processes data referring to legal persons and non-sensitive personal data referring to individual persons as they play a role in the company pertinent to the development of the activities of the Agency. The communications of the Agency are sent to media, current customers, potential customers and specific targets. The communications do not contain commercial information, such as special offers, discounts, promotions. It is also possible to unsubscribe by communicating it directly to the Agency or through the link of un-subscription present within each communication.

### 3. Typology of data collected and use of data

Category	Type of data collected	Legal right	Purposes of processing	Data storage period	Disclosure of data to third party
Current and potential customers and suppliers	Company name; Name of the contact person; Company phone number and/or company mobile phone number; Mail of the contact person; Company participation to fairs and events of interest for the Agency	Existence of a contractual or pre-contractual relationship; Provision of consent; Legal, tax, mandatory tax obligations Pursuit of legitimate interest	Development of the activities of the Company; Sending of newsletter, communications, invitations in electronic and/or paper form	For a maximum of two years, unless requested to cancel or withdraw consent before this deadline	NO

Category	Type of data collected	Legal right	Purposes of processing	Data storage period	Disclosure of data to third party
Media and specific target	Company name; Name of the contact person; Company phone number and/or company mobile phone number; Mail of the contact person; Company participation to fairs and events of interest for the Agency	Provision of consent;  Pursuit of legitimate interest;	Development of the activities of the Company; Sending of newsletter, communications, invitations in electronic and/or paper form	For a maximum of two years, unless requested to cancel or withdraw consent before this deadline	NO

#### 4. Methods of personal data collection

Personal data of individuals as they play a role in the company pertinent to the development of the activities of the Agency, are acquired according to the following cases and ways:

- provided voluntarily as a result of direct personal or telephone contacts.
- conferred in the pre-contractual and contractual phase
- in the performance of a task of public interest or for the exercise of public authority vested in the Holder;
- in pursuit of the legitimate interest of the data Holder

However, it is always possible to request the data Holder to clarify the concrete legal basis of each treatment and in particular to specify whether the treatment is based on the law, provided for by a contract or necessary to conclude a contract.

#### 5. Purpose of processing

The processing of personal data is strictly related to the performance of the characteristic activity of Il Quadrifoglio srl.

The personal data provided are processed for the following purposes:

1. management of existing or future legal relationships
2. fulfilments related to the obligations deriving from said legal relationships
3. organizational management of a legal relationship in existence or being defined
4. compliance with regulatory, accounting and/or tax obligations
5. protection of contractual rights
6. conducting statistical analysis
7. marketing activities, transmission of newsletter and commercial communication by e-mail or telephone regarding the services provided by the data Holder, also through external partner organizations of the company, including:
  - Voxmail

#### 6. Legal basis of data processing

For the purposes referred to in points 1 to 6 of the previous paragraph, the processing is necessary for the execution of a legal relationship or for the execution of pre-contractual measures

As for the purposes referred to in point 7 of the previous paragraph, the processing is optional and requires consent.

#### 7. Methods of data processing

In relation to the indicated purposes, the processing of personal data can be carried out using manual, automated, computerized, electronic tools designed to manage, store both on computer and paper supports and on any other type of suitable support, having activated and prepared the necessary measures to ensure data security and their treatment with principles of lawfulness and correctness.

The personal data relating to the holder of a certain position are never and in no way transferred to third parties and are not even "diffused", that is they are not disclosed to indeterminate subjects; instead, these data are "communicated", that is data are known only by the employees or collaborators of the company, expressly appointed "in charge of processing". It is expressly forbidden for persons in charge of data processing to appropriate the data contained in the databases in the possession of the Agency, to use them outside the duties they are responsible for within the company, to transfer them to third parties.

Personal data are processed at the Holder's operating offices and in any other place where the parties involved in the processing are located.

#### 8. Newsletter

Without regular frequency, Il Quadrifoglio srl sends newsletter to those who are subscribed to give information about the activities of customers or the Agency itself and / or send invitations to events or trade fairs in the sector. However, the sending of newsletters is not pressing, and the intent is to use this tool only when it can really be useful to those who follow the activities of the company and its customers. The data required to subscribe to the newsletter are reduced to a minimum (company name or magazine name, contact name, company email address) even before the regulation introduced the principle of "data minimization" (that the data are limited to what is necessary).

The management and sending of newsletters happen through a service called VoxMail, for which the addresses are stored on VoxMail servers and, periodically, in the backups that are made of the lists. For Voxmail's privacy policy, refer to the following link <https://www.voxmail.it/condizioni-servizio-invio-newsletter>.

VoxMail, like any platform for managing newsletters, provides Il Quadrifoglio srl with information on who opens the newsletters and clicks on the links; this information is used to understand if the contents are interesting or not.

Within each communication sent there is an unsubscribe link that allows you to unsubscribe from the newsletter.

#### 9. Website browsing & Cookie

##### INFORMAZIONI GENERALI

The website **quadrifogliocomunicazione.com** uses cookies. The cookie is a small text file that is recorded by your browser and allows you to store data from web pages and browser sessions.

**Il Quadrifoglio srl** - the Holder of the data processing - uses some "technical cookies", generated and used by the website, and also "third party cookies", generated on our site by third parties. ALL COOKIES CAN BE REJECTED.

Cookies support us in understanding which approach to adopt on our site, in order to make your navigation more efficient. Cookies are able to store only text content, always anonymous and usually encrypted. The data holder will never store any personal information in a cookie.

#### WHAT ARE COOKIES?

Cookies are small text files generated by the websites you visit, which keep session data that could be used later on the site. The data allows the site to keep your information between pages and also to analyse the way you interact with the site.

Cookies are safe - they can only store the information that is entered by the browser, relating to access in the browser itself or that is included in the requested page. They cannot turn into codes and cannot be used to access your computer. If a website encrypts the information in the cookie, only the website can read the information.

There are two different functionalities of cookies: Session and Persistent. They are used for different reasons and contain different information.

Session Cookies contain information that is used in your current browser session. These cookies are automatically deleted when you close your browser. Nothing is stored on your computer beyond the time of use of the site.

Persistent Cookies are used to maintain the information that is used in the period between one access and another to the website. This data allows sites to recognize that you are already known customers or visitors and adapt accordingly. "Persistent" cookies have a duration that is set by the website and that can vary from a few minutes to several years.

##### A. Why use cookies?

Cookies are used by the site to keep your session, as you move around the site, keeping track of the details of your navigation and if you have entered the system with a certain procedure. They are used to display relevant elements in your navigation. The analytical cookies, of our partner Google allow us to track customer interaction with the site. This allows us to have a valuable tool to improve the site, products and services we offer. Other cookies, such as Facebook or Twitter, allow the site to interact with the user so that they can share news, comment or follow the social page connected to the site.

##### B. Closed and deleted cookies

All web browsers allow you to limit the activity of cookies or disable cookies through the browser options. The actions to be taken are different for each browser. You can find the instructions under the help menu of your browser. Through your browser you can also view the cookies that are on your computer, delete some or delete them all.

Cookies are simply text files, so you can simply open them and read their contents. The data contained in them is often encrypted or has a numeric key corresponding to a web session, so that they often make no sense except for the website that wrote it. If you disable cookies, the [quadrifogliocomunicazione.com](http://quadrifogliocomunicazione.com) site may not be able to activate some functions necessary for navigation. Disabling cookies also deactivates the monitoring of your progress on the site, but the analytical code will not be blocked from recognizing your visit.

##### C. What do cookies create on the site?

The session cookies that [quadrifogliocomunicazione.com](http://quadrifogliocomunicazione.com) records include the data used by the web server with which the server is processing your session and your authentication status (towards our database). Persistent cookies that are created by the website are used by our technology partner Google. They recognize traffic to the site in relation to recurring customers rather than new customers. The information is recorded and could

be used for advertising campaigns relevant to your interests. Deleting these cookies will have no effect on your interaction or the functionality of the [quadrifogliocomunicazione.com](http://www.quadrifogliocomunicazione.com) website

#### D. Types of cookies used on this site

The Site uses Technical Cookies, for which there is no obligation to request consent, but their use is displayed via a banner at the top of the site; IT IS POSSIBLE TO REFUSE ALL COOKIES. These cookies are used exclusively for the correct functioning and to improve the end user experience and Third Party Cookies to share or like the page and / or elements of the Site or aggregate data in anonymous form for navigation statistics.

#### TYPES OF COOKIES USED ON THIS SITE

The Site uses **Technical Cookies**, for which there is no obligation to request consent, but their use is displayed via a banner at the top of the site; these cookies are used exclusively for proper functioning and to improve the end user experience and **Third Party Cookies** to share or like the page and / or elements of the Site or to aggregate data anonymously for navigation statistics.

#### SERVICES USED IN THIS SITE (INCLUDING THIRD PARTIES)

Name	Description	Collected data	Place of processing and Policy Link
Contact form	By filling in the contact form with their data, the User consents to their use to respond to requests for information, quotes, or any other nature indicated by the form header.	Email and name	Not stored data

#### COOKIES INSTALLED BY THE SITE [WWW.QUADRIFOGLIOCOMUNICAZIONE.COM](http://WWW.QUADRIFOGLIOCOMUNICAZIONE.COM)

Cookie name	Domain	Cookie type	Deadline	Description
_GRECAPTCHA	<a href="http://www.google.com">www.google.com</a>	Technical	6 months	Technical cookie for spam control
moove_gdpr_popup	<a href="http://www.quadrifogliocomunicazione.com">www.quadrifogliocomunicazione.com</a>	Technical	12 months	Preferences relating to the use of cookies on the site
ppwp_wp_session	<a href="http://www.quadrifogliocomunicazione.com">www.quadrifogliocomunicazione.com</a>	Technical	24 hours	Wordpress cookies session

#### DISABLE THIRD PARTY COOKIES

it is also possible through this link: <http://www.youronlinechoices.com/it/le-tue-scelte>)

#### ENABLING / DISABLING COOKIES THROUGH THE BROWSER

There are several ways to manage cookies and other traceability technologies. By changing your browser settings, you can accept or reject cookies or decide to receive a warning message before accepting a cookie from the websites you visit. We remind you that by completely disabling cookies in your browser you may not be able to use all our interactive features.

If you use multiple computers in different locations, make sure each browser is set up to suit your preferences.

You can delete all the cookies installed in your browser's cookie folder. Each browser has different procedures for managing settings. Click on one of the links below for specific instructions

[Microsoft Windows Explorer](#)

[Google Chrome](#)

[Mozilla Firefox](#)

[Apple Safari](#)

If you do not use any of the browsers listed above, select "cookies" in the relevant section of the guide to find out where your cookie folder is.

#### ELIMINATION OF FLASH COOKIES

Click the link below to change your Flash cookie settings

[Disabilitazione dei cookie Flash](#)

#### PROCEDURES FOR EXERCISING THE RIGHTS

To request the modification and / or cancellation of their data from Il Quadrifoglio srl databases or to request the correction of the authorization to send communications from Il Quadrifoglio srl, the interested party must write an email to [info@quacom.it](mailto:info@quacom.it) indicating the following data:

- Email address
- Updated data
- Change required

Quadrifoglio srl undertakes to confirm the change or cancellation within 30 days of the request.

Il Quadrifoglio srl, as "Holder of the data processing", reserves the right to make changes to this privacy and cookie policy at any time by uploading the updated version on this page. Therefore, please consult this page regularly, referring to the date of the last modification indicated at the bottom of the policy.

Last update: 1<sup>st</sup> September 2022