



PRIVACY POLICY

Welcome to our web site ("www.hallofbrands.it .com"). Please read our Privacy Policy carefully. This Privacy Policy applies when you visit or surf our web site without purchasing any product, when you register with www.hallofbrands.it .com , and when you use our services for purchasing products. If you have not already done so, please also read the General Sale Conditions of www.hallofbrands.it .com, which contain information on privacy as well as on the security systems used by the web site.

www.hallofbrands.it .com is managed by Interlem digital business S.r.l.") with registered office in Via Milanese 20, - 20099, Sesto San Giovanni (MI) Italy.

Interlem Digital Business controls the use of www.hallofbrands.it .com users' personal data together.

1. OUR POLICY

Everyone has the right to protection of his/her personal data. Interlem Digital Business respect its users' right to be informed regarding the collection of and other operations involving their personal data. In using data that may directly or indirectly identify you personally, we will apply a principle of strict necessity. For this reason, we have designed www.hallofbrands.it .com in such a way the use of your personal data will be kept to a minimum and will not exceed the purposes for which your personal data was collected and/or processed; we do not process your personal data when we can provide you with services through the use of anonymous data (such as marketing research made for improving our services) or by other means which allow Interlem Digital Business to identify you, apart from when it is strictly necessary or upon request by competent public authorities or the police (for example, in case of traffic data or your IP address). Interlem Digital Business determine the purposes and means for processing your personal data, including security measures, as Interlem Digital Business control www.hallofbrands.it .com users' personal data.

2. WHO PROCESSES YOUR PERSONAL DATA AND HOW WE USE PERSONAL DATA AND FOR WHAT PURPOSES

Interlem Digital Business control the use of www.hallofbrands.it .com users' personal data; Interlem Digital Business autonomously determine the purposes and means of processing personal data and the instruments used, including those for security measures. Some of the processors of your personal data are:

- TNT/mail boxes excetera/DHL/UPS, for for purposes related to shipping, delivering and returning products purchased on www.hallofbrands.it .com ;
- Interlem and Interlem Digital Business s.r.l., for purposes related to the housing of Interlem Digital Business servers;
- Paypal and Intesa San Paolo S.p.A., for purposes related to payments of purchased Items;

Your personal data is collected and processed by Interlem Digital Business for purposes, which are strictly connected to the use of the web site, its services and to the purchase of products on the web site. However, your personal data may also be used for other processing operations within the limits of such purposes. In particular, your personal data shall be processed for the following purposes:

- when you register with our website we collect your personal data (for example, your personal details, password, e-mail address, gender) through the registration form (My Account) in order to provide you with services in www.hallofbrands.it .com 's reserved access areas and to send you our Newsletter, when specifically requested;
- Your personal data is mostly processed by electronic means and in some circumstances by paper-based means, such as when the processing of your personal data is required for preventing fraud on www.hallofbrands.it .com. Your personal data shall be stored in a way which allows Interlem Digital Business to identify you for the period necessary for the purposes which the data was collected for and subsequently processed and, in any case, in accordance with applicable law. Your personal data shall not be disclosed to third parties for purposes which are not permitted by law or without your explicit consent. Your personal data may only be disclosed to third parties when it is necessary for processing an order. For example, your personal data is disclosed to Paypal for the performance of electronic distance payment services when you purchase a product on www.hallofbrands.it .com . Moreover, your data may be disclosed to the police or to judicial authorities, according to law and upon a formal request by such entities, for example in the event Interlem Digital Business need to prevent fraud on www.hallofbrands.it .com (anti-fraud services).

3. WHAT HAPPENS IF YOU DO NOT DISCLOSE YOUR PERSONAL DATA TO INTERLEM DIGITAL BUSINESS

Granting your personal data to Interlem Digital Business (in particular, your personal details, your e-mail address, your address, your Credit/Debit Card numbers and bank code and your telephone number) is necessary for processing your order for the purchase of products on www.hallofbrands.it .com The refusal to provide Interlem Digital Business with some of your personal data necessary for performing the above purposes may consequently prevent Interlem Digital Business from processing your order for the purchase of products sold on www.hallofbrands.it .com or from supplying other services

provided on www.hallofbrands.it .com, such as Customer Care services, sending the Newsletter, using the Wish List or fulfilling obligations required by law and other regulations. Therefore, failing to provide data may constitute, in some cases, a legitimate and justified reason for not processing your order for the purchase of products sold on www.hallofbrands.it .com or not providing www.hallofbrands.it .com 's services.

4. TO WHOM YOUR PERSONAL DATA WILL BE DISCLOSED

Personal data will be disclosed to third party companies that provide, on behalf of Interlem Digital Business , specific services as data processors or to other recipients of personal data collected by Interlem Digital Business that autonomously process your personal data only for the performance of a contract for purchasing products on www.hallofbrands.it .com Personal data will not be disclosed to third parties or disseminated or transferred without informing our users of such disclosure/dissemination/transfer, without their consent and, in any case, in accordance with the law.

5. SECURITY MEASURES

We have adopted security measures to protect personal data against accidental or unlawful destruction, accidental loss, alteration, unauthorised disclosure or access, and against all other reasons for data processing that do not comply with our Privacy Policy. Nevertheless, Interlem Digital Business cannot guarantee that the security measures adopted for the protection of the web site and for data and information transmission on www.hallofbrands.it .com will prevent or exclude any risk of unauthorised access or of loss of data. It is advisable that your computer be provided with software devices that protect network data transmission/receipt (such as updated antivirus systems) and that your Internet service provider take appropriate measures for the security of network data transmission (such as, for example, firewalls and anti-spam filtering).

6. COOKIE

www.hallofbrands.it .com uses automatic systems of data collection, such as cookies. A cookie is a device transmitted to the hard disk of an Internet user; it does not contain intelligible information but it allows linking between an Internet user to his/her personal information provided by the user on www.hallofbrands.it .com . Cookies are disseminated by our servers, and no one may gain access to the information contained therein. We have provided cookies in connection to functions such as selecting the country, browsing the catalogue, purchasing products online and in general in connection with the provision of services reserved to registered customers. As you know, each Internet browser allows the deletion of cookies after each session. Your Internet browser contains instructions on these deletion procedures. Please access the information on your Internet browser if you wish to delete cookies. The acceptance of automatic data collection procedures and the use of cookies are necessary for using the web site and its services, including the purchase of products. If you have started the procedure of deleting cookies, Interlem Digital Business cannot ensure that all web pages of www.hallofbrands.it .com will be displayed or that certain services will be supplied such as, for example, storage or display on the web pages of products you chose when you were finalising the online purchase processes.

7. OPT-IN/OPT OUT

Interlem Digital Business process your personal data only after receiving your consent, freely expressed, in order to send you advertising material and direct marketing or other commercial communications, including by e-mail, which do not fall within customer requested services provided by www.hallofbrands.it .com . We wish to inform you that Interlem Digital Business may process your personal data also without your consent in certain circumstances provided by law, such as when such processing is necessary for performing a legal obligation to which Interlem Digital Business are subject or when such processing is necessary for performing obligations undertaken in contracts with the users (such as, for example, if you purchased products on www.hallofbrands.it .com or if you asked to use specific services through our web site). In any case, we wish to inform you that Interlem Digital Business guarantee that its users may exercise, at any time and without having to state their reasoning, their right not to receive future communications connected to particular services upon request.

8. GOVERNING LAW

This Privacy Policy is governed by Italian law and, in particular, by the Italian Personal Data Protection Code (legislative decree no. 196 of 30 June 2003) which governs the processing of personal data - also held overseas - carried out by anyone who is domiciled or has registered offices in Italy. The Italian Personal Data Protection Code guarantees that processing of personal data will be carried out in compliance with fundamental rights and freedom of individuals, as well as of their dignity, with particular reference to confidentiality, identity and to the right to personal data protection. 9. MODIFICATION AND UPDATING OF WWW.HALLOFBRANDS.IT .COM PRIVACY POLICY Interlem Digital Business may amend or simply update all or part of www.hallofbrands.it .com 's Privacy Policy, including when amendments are made to legal provisions or regulations which govern data protection and protect your rights.

