



DATA PROTECTION POLICY

Personal data

- 1) Italia Passione, collective number n.º 510756247, at Av. da Igreja, 42, 10.º Esq.1700-239 Lisboa, referred to as Mercantina pursuant to article 24 of the General Data Protection Regulation, the entity responsible for the processing of personal data collected on the website www.mercantina.pt.
- 2) The personal data collected on this website will be kept permanently.
- 3) In the processes of reservations or Newsletter, the clients express their consent regarding the purposes of treatment of their data. The acceptance of data processing is provided to Mercantina. Acceptance of the terms of use and protection of personal data is mandatory. However, it is optional to receive communications, allow profile analysis as well as location analysis. However, non-acceptance makes campaigns tailored to each client's profile impossible.
- 4) The data collected relate to: a) identification data that allow the management of the profile, adapting to each type of registration; b) demographic profile data, on the basis of which Mercantina will be able to elaborate profiles to allow the design of campaigns tailored to the interests and preferences of each client.
- 5) Each client is guaranteed the alteration, limitation of the treatment, portability or the elimination of their personal data, exercising such rights through the email geral@mercantina.pt. Any client has the right to withdraw his / her consent at any time, which does not invalidate the treatment made up to that date based on the consent previously provided.
- 6) Forms of minors are not accepted.
- 7) In undertaking to ensure the security of the personal data of its customers, the entity has implemented the technical and organizational security measures considered necessary for the collection and processing activities.
- 8) The data collected are not transferred to third parties without your prior consent. However, Mercantina has partners, in particular to ensure the services indicated: website development and maintenance, communication agency, fraud analysis and prevention and e-mail marketing platform.
- 9) Personal data may also be shared with other entities according to: a) applicable legislation; b) compliance with legal obligations; c) or in response to requests from public and governmental authorities.
- 10) The Data Protection Policy may be changed at any time, subject to applicable law. The changes will be communicated in the website, coming into force 10 business days after its publication on the website.

Google Analytics

This website uses Google Analytics, an analytics service provided by Google that collects information such as traffic on websites, pages visited, and the source of traffic. Google uses the collected data to track and examine your use of websites, prepare reports on your activities, and share them with other Google services. Google may use the data collected on websites to contextualize and customize the ads within its own ad network. For more information, see the Google Analytics Terms of Service and the Google Privacy Policy.

Cookies

A cookie is a data file generated by a website and saved by your browser. They help determine the usefulness, the interest and the number of uses of websites, allow users to navigate more quickly and efficiently, and eliminate the need to enter the same information repeatedly. The only personal information that a cookie may contain is that which is provided by the user/data subject. A cookie can not read data from your hard drive or read other cookies created by other websites. Cookies constitute a computer tool that can only be used by us if you expressly consent to such use and may, at any time, disable all or part of the cookies in use.

There are two categories of cookies: a) session: automatically deleted when the user accepts and browses the website; b) persistent: it remains stored in the user's device until it reaches a defined expiration date. The types of cookies that are in use on this website are as follows: strictly necessary - allow browsing the website. They are configured only in response to user-made actions that correspond to a service request, such as setting your privacy preferences, signing in, or filling out forms. These cookies do not store any personally identifiable information; of performance - used to analyze how users use the website and monitor their performance. All information collected by these cookies is aggregated and therefore anonymous.

Even after accepting cookies, users can always disable some or all of our cookies in their browser's "options" or "preferences" menu. Depending on your browser, there are many ways to disable cookies are as follows:

Internet Explorer

<https://support.microsoft.com/pt-pt/help/17442/windows-internet-explorer-delete-manage-cookies>)

Firefox

<https://support.mozilla.org/pt-PT/kb/ativar-e-desativar-cookies-que-os-websites-utiliza?redirectlocale=pt-PT&redirectslug=Activar+e+Desactivar+cookies>)

Chrome

<https://support.google.com/chrome/answer/95647?hl=pt&topic=14666&ctx=topic#>)

Safari

<https://support.apple.com/pt-pt/HT201265>)

Para verificar a versão do seu navegador e mais informações, clique aqui - www.aboutcookies.org.