

# DATA PROTECTION POLICY AND REGULATION

## Personal Information

- 1) Italia Passione, collective entity no. 510756247, with registered office at Av. da Igreja, 42, 10.º Esq.1700-239 Lisboa, (hereinafter referred to as Mercantina) is, pursuant to Article 24 of the General Data Protection Regulation, the entity responsible for the processing of personal data collected on the website [www.mercantinagroup.pt](http://www.mercantinagroup.pt).
- 2) Personal data collected on this website will be kept permanently.
- 3) In the processes of filling out the booking field and offers and promotions, customers express their consent as to the purposes of processing their data. The acceptance of data processing is provided to Mercantina. Acceptance of the terms of use and personal data protection is mandatory. It is, however, optional to receive communications, to allow profile and location analysis. However, non-acceptance makes campaigns tailored to the profile of each customer unfeasible.
- 4) The data collected relates to: a) identification data that enables profile management, tailored to each type of registration; b) demographic profile data, on the basis of which Mercantina will be able to draw up profiles intended to enable the design of campaigns adjusted to each customer's interests and preferences.
- 5) Each client is guaranteed the amendment, limitation of processing, portability or deletion of their personal data, exercising such rights by emailing [geral@mercantina.pt](mailto:geral@mercantina.pt). Any client has the right to withdraw their consent at any time, which does not invalidate the processing carried out until that date based on the consent previously provided.
- 6) No registrations from under age are accepted.
- 7) In its commitment to ensure the security of its customers' personal data, the entity has implemented the technical and organizational security measures deemed necessary for the collection and processing activities.
- 8) The data collected are not transferred to third parties without your prior consent. However, Mercantina uses partners, namely to ensure the indicated services: 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 in accordance with: a) applicable law; b) compliance with legal obligations; c) or in response to requests from public and governmental authorities.
- 10) The Personal Data Protection Policy may be amended at any time, in compliance with applicable law. The changes will be communicated on the website, taking effect 10 working days after their publication on the website.

## Google Analytics

This website uses Google Analytics, an analytics service provided by Google that collects information such as website traffic, pages visited and where the traffic originates. Google uses the data collected to track and analyze your use of the websites, prepare reports about your activities and share them with other Google services.

Google may use the data collected from websites to contextualize and personalize ads in its own advertising network. For more information, see the Google Analytics Terms of Use and the Google Privacy Policy.

## Cookies

A cookie is a data file generated by a website and stored by your browser. They help determine the usefulness, interest and number of uses of websites, allow users to navigate more quickly and efficiently, and eliminate the need to repeatedly enter the same information. The only personal information a cookie can contain is information provided by the user/data owner. A cookie can't read data off your hard disk or read other cookies created by other websites.

Cookies are a computer tool that can only be used by us if you give your express consent to such use, and you can disable all or part of the cookies in use at any time.

There are two categories of cookies:

- (a) session: automatically deleted when the user accepts and browses the website;
- b) persistent: remains stored on the user's device until it reaches a defined expiration date.

The types of cookies that are in use on this website are the following: strictly necessary - they allow navigation on the website. They are set only in response to actions made by the user that correspond to a request for services, such as setting your privacy preferences, logging in or filling out forms. These cookies do not store any personally identifiable information; performance - used to analyze how users use the website and monitor its 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 the "options" or "preferences" menu of their browser.

Depending on your browser, the various ways of disabling 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=ptPT&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> .

To check your browser version and more information, click here - [www.aboutcookies.org](http://www.aboutcookies.org).