

Privacy Policy

Dear User,
this document outlines how we manage your personal data, in accordance with the provisions of **EU Regulation 2016/679**. We aim to provide you with all relevant information about your privacy protection, explaining clearly and concisely how we use the personal data you have entrusted or will entrust to us. We assure you that we use your data only for fiscal, technical, and statistical activities limited to what is strictly necessary. We will not use your data for profiling purposes or for marketing or advertising activities, and we will not share it with third parties. All your personal data is transmitted over the network via a secure encrypted connection.

Data controller

The Data Controller of personal data, i.e., the entity that makes decisions regarding the methods and purposes of processing, is **MEMA srls** (hereinafter "**MEMA**"), based in Sanremo at Via Nino Bixio, 95. You can contact the Controller via email at privacy@memaservizisanremo.com.

Information for Orders, Billing, and Payment Data

Purpose of Data Processing

Your data related to business name, first name, last name, VAT number, tax code, address, and credit card number are used for the fiscal and accounting management of transactions and the provision of the services you requested. Third parties involved in payment transactions have access only to limited information regarding these data; no credit card data passes through our procedures or is stored in our databases.

Mandatory Data Provision

You are required to provide the data if you intend to complete the purchase and use the services.

Legal Basis for Data Processing

Your data is processed based on the need to execute the service provision contract and comply with legal obligations related to the issuance of fiscal documents and the keeping of accounting records.

Methods and Place of Data Processing

Your personal data is processed using both automated and manual tools. Data collected via the internet is stored on servers located within the EU, at the A2Hosting.com datacenter in Amsterdam. Online purchases are managed automatically, while the accounting, which uses data collected via the internet, is manual and operated exclusively within MEMA by our authorized personnel. Specific security measures are in place to prevent data loss, illegal or incorrect use, and unauthorized access. Any required passwords will not be stored in plain text but only in AES 256-bit encrypted form.

Data Recipients

Your data will not be disclosed to third parties and will not be used for profiling or sending you commercial information, promotional, or marketing purposes.

Retention Period

The retention period is as specified by current regulations regarding civil, fiscal, and accounting obligations.

Email Address

[Purpose of Data Processing](#)

Your email address, which serves as your username, is used for sending invoices following the completion of the online purchase and for managing your requests.

[Mandatory Data Provision](#)

You are required to provide your email address if you intend to use the services and complete the purchase or contact MEMA to submit your requests.

[Legal Basis for Data Processing](#)

Your data is processed based on the need to send you fiscal documents electronically or respond to your requests submitted via the web.

[Methods and Place of Data Processing](#)

Your email address is processed using both automated and manual tools. Sending the invoice following the online purchase transaction, as well as responding to your requests received via email, is entirely manual and operated exclusively within MEMA by our personnel. Specific security measures are in place to prevent data loss, illegal or incorrect use, and unauthorized access.

[Data Recipients](#)

Your email address will not be disclosed to third parties and will not be used to send you commercial information, promotional, or marketing purposes.

[Retention Period](#)

The retention period is as specified by current regulations regarding the retention of civil, fiscal, and accounting documents, relating to the sending of fiscal documents to your email address. If the latter is provided solely for contacting us, the retention period is strictly necessary to meet your requests.

IP Address, Cookies, and Browsing Data

[Purpose of Data Processing](#)

We use Matomo to monitor the number of visits to our sites and the behavior of visitors during navigation. If you completely disable cookies in your browser, you will most likely be unable to submit your requests and complete transactions. We do not use any other third-party tools on our sites that could profile visitors, and we do not incorporate any links to social networks.

[Mandatory Data Provision](#)

If you intend to use the services offered by the site, you will be required not to disable cookies in your browser.

[Legal Basis for Data Processing](#)

Cookies are necessary to submit your requests and complete any payment transactions, thus concluding the purchase contract.

[Methods and Place of Data Processing](#)

Browsing data collected by Matomo is processed using automated tools. To ensure your privacy, we use anonymization of your IP address. If you deem it necessary, you can install one of the many adblockers or similar extensions available online to prevent even this collection of completely anonymous data. We also use three cookies solely to avoid showing you the cookie usage information every time, to keep authentication active over time, and to signal the registration status to be confirmed. Data is stored on the server of our service provider located within the EU, in the Netherlands, and we do not share it with any other organization.

Data Recipients

Data collected by Matomo is available to MEMA's internal staff authorized to consult statistics.

Retention Period

The retention period for Matomo data does not have an expiration date.

Rights of Data Subjects

You may request at any time what data we hold about you, and in the future, following the publication of the necessary technical specifications for interoperability, you may receive your personal data in a standardized, machine-processable format and ask us to transfer it to another data controller (data portability).

You can also have your data corrected, updated, or deleted. However, requests to delete your data are subject to current legal obligations regarding the retention of fiscal documents and accounting records.

You can update the data provided to MEMA by sending an email to privacy@memaservizisanremo.com.

If you believe that the way your personal data is handled presents issues, you have the right to file a complaint with the national data protection authority or any other EU or EEA country.