

Privacy Policy – Residenza Marciaro

Last Update: April 2025

DATA CONTROLLER

This document describes how Marciaro, headquartered in Ardea, Rome, Italy, collects, uses, protects, and stores the personal data of its users.

For any request or information, you may contact:

Official contact email: vendite@marciaro.com

PURPOSE OF DATA PROCESSING

The user's personal data is processed exclusively for clear, legitimate purposes, directly related to the provision of services offered by Marciaro. Specifically, the data is processed for:

Order management, shipping, and delivery of the Residenza Marciaro

Customer service, technical support, and product updates

Management of customer-requested customizations

Electronic invoicing, tax, and accounting obligations

Legal compliance, complaints management, warranties, and after-sales service

Communications regarding technical changes, updates, or safety recalls

No data processing is carried out for promotional or marketing purposes unless explicit consent has been given.

TYPES OF DATA COLLECTED

We collect only strictly necessary data. Specifically:

First and last name

Contact details (email, phone)

Shipping and billing address

Tax identification number or VAT number (if required)

Purchase preferences or customization details

Payment information (managed securely by Stripe, PayPal, or equivalent providers)

LEGAL BASIS FOR DATA PROCESSING

Pursuant to Article 6 of the GDPR, data processing is lawful because it is:

Necessary for the performance of a contract

Necessary to comply with legal obligations

Based on the user's consent (when required, e.g., for newsletters)

DATA PROCESSING METHODS

The data is processed:

Fairly, transparently, and in compliance with regulations

Securely, with appropriate technical and organizational measures

Either manually or digitally, only by authorized personnel

No data is used for purposes other than those specified.

DATA RECIPIENTS

Data will never be transferred, sold, or rented to third parties. It may be shared only with external parties strictly necessary for the provision of services, including:

Express couriers for delivery

Professionals responsible for accounting and tax compliance

Technicians for platform maintenance

Secure payment providers (Stripe, PayPal, etc.)

All third parties are bound by confidentiality obligations and GDPR compliance.

DATA RETENTION

Data is stored only for as long as strictly necessary and, in any case:

Up to 10 years for tax obligations

For the entire duration of the legal and contractual warranty

Until any explicit request for deletion (where applicable)

USER RIGHTS

At any time, the user may exercise their rights (GDPR Articles 15–22), including:

Right of access

Right to rectification

Right to erasure ("right to be forgotten")

Right to restriction of processing

Right to data portability

Right to object to processing

To exercise these rights, please send an email to: vendite@marciaro.com

COOKIES AND TRACKING TECHNOLOGIES

This website uses only technical cookies strictly necessary for its operation (e.g., for menu functionality or device adaptation).

No profiling cookies are used.

Any future use of additional technologies will be disclosed in the appropriate Cookie Policy.

DATA TRANSFER OUTSIDE THE EUROPEAN UNION

Data is not transferred outside the European Union. If such transfer becomes necessary (e.g., secure cloud servers), it will only occur with parties that are fully GDPR-compliant.

PROTECTION OF MINORS

This website is not intended for individuals under 16 years of age. No data is intentionally collected from minors. If such data is inadvertently collected, it will be promptly deleted.

USER OBLIGATIONS

The user undertakes to provide truthful and up-to-date information.

Any attempt at fraud, use of false identities, or misuse will be prosecuted according to the law and may result in the cancellation of the order.

LIMITATION OF LIABILITY

The Data Controller shall not be held liable for:

Incorrect data provided by the user

Malfunctions of the user's device

Delays caused by force majeure events (e.g., strikes, natural disasters, pandemics)

Improper use of the product

PRODUCT LIABILITY AND SAFETY

The use of the Residenza Marciaro product requires:

Installation in a sheltered, shaded area, not exposed to extreme weather conditions

No tampering with the technology box, under penalty of immediate warranty voiding

Full acceptance of the provided technical instructions

Under no circumstances shall Marciaro be held liable for accidents, injuries, or harm to the animal in the event of impacts, aggressive behavior, damage due to wear and tear, negligence, or improper use.

CHANGES TO THIS POLICY

We reserve the right to modify this policy at any time. The updated version will always be published on the website.

