

# Privacy Policy

Version (1.0)

Created on The 26th June 2018

This Privacy Policy governs the manner in which Florenceacademyofart.com collects, uses, maintains and retains information collected from users (each, a “Lead”) of the florenceacademyofart.com and florenceacademyofart.se websites (“Sites”). This privacy policy applies to our websites and all products and services offered by The Florence Academy of Art

## **DATA PROTECTION**

Responsible body in terms of data protection laws is:

The Florence Academy of Art, Located in (Via Aretina 293, 50136 Florence, Italy) with branches in (Götaforsliden 17, 431 34 Mölndal, Sweden)

Our Contact Details:

- **Florence:** Phone (055 245444) Email: info@florenceacademyofart.com
- **Sweden:** Phone: (+46 31 706 08 60)

## **Personal identification information**

We may collect personal identification information from Users in a variety of ways in connection with activities, services, features or resources we make available on our Site. Users may visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us.

## **Non-personal identification information**

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers’ utilized and other similar information.

## **Comments**

We do not allow visitors to comment on our site

## **Media**

We do not allow users to upload media but in any case, make sure not to upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

## **Cookies**

Like many other websites, we also use so-called "cookies". Cookies are small text files that are transferred from a website server to your hard drive. This automatically gives us certain data, such as IP address, browser used, operating system from your computer and your connection to the Internet.

Cookies cannot be used to launch programs or to transfer viruses to a computer. Based on the information contained in cookies, we can facilitate navigation and enable the correct display of our websites.

In no case will the data collected by us be passed on to third parties or a link with personal data will be established without your consent.

Of course, you can also view our website without cookies. Internet browsers are regularly set to accept cookies. You can deactivate the use of cookies at any time via the settings of your browser or through our website settings. Please use the help features of your internet browser to find out how to change these settings. Please note that some features of our website may not work if you have disabled the use of cookies.

## **Embedded content from other websites**

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website. This also applies to google fonts which might collect usage data.

These websites like YouTube may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

## **Provision of paid services**

To provide paid services we ask for additional data, such as payment details.

To protect the security of your data during transmission, we use encryption techniques (such as SSL) over HTTPS.

## **Newsletter**

When you sign up to receive our newsletter, the data you provide will be used exclusively for this purpose. Subscribers may also be notified by email about circumstances relevant to the service or registration (such as changes to the newsletter offer or technical conditions).

For an effective registration we need a valid e-mail address. In order to verify that an application is actually made by the owner of an e-mail address, we use the "double-opt-in" procedure. For this purpose we record the order of the newsletter, the dispatch of a confirmation mail and the receipt of the requested answer. Further data is not collected. The data will be used exclusively for newsletter distribution and will not be passed on to third parties.

The consent to the storage of your personal data and their use for the newsletter can be revoked at any time. Each newsletter has a link to it. You can also unsubscribe from this website at any time or provide us with your request via the contact details provided at the end of this document.

### **How long we retain your data**

We may keep contact entries from emails sent directly to us for a period of 12 months (updated for longer upon a client's given consent or / and having an ongoing business or contractual relationship with us) and customer purchase records for 7 years.

For more on our Data retention & Destruction policy, Visit this page:

[https://www.florenceacademyofart.com/pdf/DataRetentionDestructionPolicy\\_27\\_6\\_18.pdf](https://www.florenceacademyofart.com/pdf/DataRetentionDestructionPolicy_27_6_18.pdf)

### **How we protect your information**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

### **Deletion or blocking of data**

We adhere to the principles of data avoidance and data economy. Therefore, we only store your personal data for as long as is necessary to achieve the purposes mentioned here or as provided for by the various storage periods provided for by law. After discontinuation of the respective purpose or expiration of these deadlines, the corresponding data will be routinely and in accordance with the statutory provisions blocked or deleted.

### **How we protect your information**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our local computers.

### **Sharing your personal information**

We do not sell, trade, or rent Users personal identification information to others.

## **Analytics**

By default our Content Management System does not collect any analytics data. However, many web hosting accounts collect some anonymous analytics data.

We use a security software that does not collect analytics data, but might collect IP addresses from unauthorized login attempts to our website administration, Bots, Brute Force Attacks, Malicious Attacks, editing website files, hacking attempts etc... To further protect our data and the integrity of our website.

## **Third Parties**

- Webhosting: we use OVH Hosting (ovh.it) as Web hosting provider with servers in Europe. OVH respects the GDPR agreement and personal data protection rules as specified in their:
  - Personal data protection agreement: <https://www.ovh.co.uk/personal-data-protection/>
  - GDPR: <https://www.ovh.co.uk/personal-data-protection/gdpr.xml>
- Mailchimp: we use Mailchimp as a data processor when sending Newsletter to our clients. We do not use any other information other than Email provided after clients consent to receive newsletter regarding offers about our products and services. We have signed a **(DPA)** a Data Processing Addendum. As a processor, MailChimp is required under contract to ensure that any data transfers outside the EEA will be made in accordance with applicable law. To achieve this, MailChimp has certified to the EU-U.S. Privacy Shield Framework and Swiss-U.S. Privacy Shield Framework [click here to check certification](#)
- Jotform: we use Jotform as a data processor when collecting application forms from our clients. We do not use any other information other than data (name, address, email, year of birth) provided voluntarily by our clients. We have signed a **(DPA)** a Data Processing Addendum. As a processor, Jotform is required under contract to ensure that any data transfers outside the EEA will be made in accordance with applicable law. Jotform respects the GDPR agreement and personal data protection rules as specified in their:
  - Personal data protection agreement: : <https://www.jotform.com/privacy/>

## **Your rights to information, correction, suspension, cancellation and opposition**

You have the right to receive information about your personal data stored by us at any time. Likewise, you have the right to correction, blocking or, apart from the prescribed data storage for business transactions, deletion of your personal data. Please contact our data protection officer. The contact details can be found at the bottom.

For a data lock to be taken into account at all times, these data must be stored in a lock file for control purposes. You can also request the deletion of the data, as long as there is no legal archiving obligation. As far as such an obligation exists, we lock your data on request.

You can make changes or revoke your consent by notifying us with effect for the future.

### **Changes to this privacy policy**

The Florence Academy of Art has the discretion to update this privacy policy at any time to ensure that it complies with current legal requirements or to implement changes to our services in the Privacy Policy, such as: For example, when introducing new services. Your new visit will be subject to the new privacy policy. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

### **Questions to the data protection officer**

If you have any questions about data protection, please write us an e-mail or contact our data protection officer directly:

Contact details:

[info@florenceacademyofart.com](mailto:info@florenceacademyofart.com)

Last Updated: 26<sup>th</sup> June 2018