

Privacy Policy

Pursuant to Article 13 of EU Regulation 2016/679 (GDPR), this Privacy Policy is intended to inform users about the processing of personal data collected through this website, hosted on the Google Sites platform.

1. Data Controller

Name/Company Name: Barbara Farina

Registered Office/Address: Varzi, Italy

Email Contact: privacy@villabella.life

2. Types of Data Collected and Purposes

Through this website, the following categories of data are collected for the purposes indicated below:

Browsing and statistical data (Google Analytics 4):

The website uses Google Analytics 4 (GA4) to analyse traffic in aggregated and anonymous form. The data collected include the IP address (anonymised by default by GA4), identifiers relating to the device used, pages visited and time spent on the website. The purpose is solely statistical and to improve the website.

Data voluntarily provided by the user:

If the user chooses to send communications via contact forms (e.g. Google Forms) or email addresses indicated on the website, the data provided (e.g. name, email address and message content) will be processed solely for the purpose of responding to the user's request.

3. Legal Basis for Processing

For statistical data (third-party cookies), the legal basis for processing is the user's explicit consent provided through the cookie banner displayed on the website.

For data voluntarily provided via email or forms, the legal basis for processing is the Data Controller's legitimate interest in responding to requests received or the taking of pre-contractual measures.

4. Processing Methods and Hosting Platform

The data are processed using electronic and telematic tools in compliance with the security measures required under the GDPR.

The website is created using the Google Sites platform (provided by Google Ireland Limited). The data may therefore be transmitted to or stored on Google's servers. Google guarantees GDPR compliance and adheres to the Data Privacy Framework for the secure transfer of data between the European Union and the United States.

5. Disclosure and Recipients of Data

The data collected will not be disclosed or sold to third parties. They may be disclosed exclusively to:

- Google Ireland Limited, as the provider of the platform and analytics service
- Judicial or supervisory authorities, where required by law.

6. Data Retention Period

Browsing data collected by Google Analytics 4 are retained for the standard period established in the service settings (normally 2 months for user-related data, extendable to 14 months).

Data voluntarily submitted through forms or email will be retained for the period strictly necessary to process and respond to the user's requests and will subsequently be deleted.

7. Data Subject Rights

At any time, users may exercise the rights provided for under Articles 15 et seq. of the GDPR, including:

- access to their personal data;
- rectification or erasure of such data;
- restriction of or objection to processing;
- withdrawal of consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

To exercise these rights, users may send a written request to the Data Controller at the email address indicated in Section 1.

Users also have the right to lodge a complaint with the Italian Data Protection Authority (*Garante per la Protezione dei Dati Personali*).