

SONA ITALY

di Testone Alessandro
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PRIVACY POLICY

Updated 18th of April 2022

At Sona Weddings, we take online privacy seriously and we respect the concerns of our community of users. In this policy (the "Privacy Policy") we Sona Weddings to help you make informed decisions about how you share information when you visit or use the site, as well as your rights in determining what we do with the information that we collect or hold about you.

This page describes how we shall manage the site in relation to the processing of personal data of users who consult it. This information is provided pursuant to Regulation (EU) 2016/679 (GDPR, Articles 13 and 14) to those who interact with web services accessible via internet at the address: www.sonaweddings.com

This information is provided only for the web site www.sonaweddings.com and not for other Web sites accessed via links. Sona Italy di Testone Alessandro, with registered office in Via Chiantera, 21 – Polignano a Mare (BA) Italy, is the controller of the processing of these data, which is carried out for the purposes set out in this Privacy Statement, including direct marketing purposes. The treatments related to the web services provided by this site are only handled by technical personnel within the company who are in charge of processing, or by persons in charge of occasional maintenance operations. No data from the web is ever disclosed.

Information you might chose to provide to us

We may collect information, including personal data, directly from you if you choose to provide that information. For example, you may provide us with your name and contact information (such as an email address), date of birth, or other details of that nature, when you sign up for our newsletters or participate in promotions or surveys on the Site.

You also may choose to provide personally identifiable information about yourself when you participate in forums or discussions or other Interactive Services on the Site. Please be aware that information you post may be viewed

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or captured by anyone who visits the Site, therefore you should avoid posting sensitive or personal data that you would not want to be available to the public.

Information That Is Automatically Collected When You Visit Sona Weddings

When you access the Site, we and our third-party partners may automatically collect certain information about your visit using tools such as cookies, web beacons, and other similar technologies. The information collected automatically when you visit the Site may include your IP address, characteristics of your operating system, information about your browser and system settings, data about the computer or mobile device you use to access the Site, unique device identifiers, clickstream data (which shows the page-by-page path you take as you browse the Site). We or our third-party partners may combine information that each of us collects automatically with other information about you, including information you choose to provide.

Cookies and Tracking Technologies

Cookies are small files that websites and other online services use to store information about users on the users' own computers. This Site may use cookies (such as HTTP and HTML5 cookies), as well as other types of local storage. For more information about cookies, you may visit <http://www.allaboutcookies.org>. See the section below regarding Your choices to learn more about how you may limit or disable cookies on your computer. If you choose to disable cookies, that could affect certain features of the Site that use cookies to enhance their functionality.

To manage our automatic data collection, we may place tags (often referred to as "web beacons") on pages on the Site or in emails we send to you. Web beacons are small files that link web pages to particular web servers and their cookies, and they may be used for a variety of purposes, such as counting the number of visitors to the Site, analysing how users navigate around the Site, assessing how many emails that we send are actually opened and which articles or links are viewed by visitors.

We also use third-party web analytics services on the Site to provide us with statistics and other information about visitors to the Site.

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“Do Not Track” Signals

Your browser settings may allow you to automatically transmit a “do not track” signal to websites and online services you visit. Currently there is no consensus among industry participants as to the meaning of “do not track” in this context. Like many other websites, Sona Weddings is not configured to respond to “do not track” signals from browsers. [Click here](#) to learn more about “do not track” signals.

Finally, companies that provide certain third-party apps, tools, widgets, and plug-ins that may appear on the Sites (for example, Facebook “Like” or “Share” buttons) also may use automated means to collect information regarding your interactions with these features. This information collection is subject to the privacy policies or notices of those third parties.

Further information regarding our use of cookies and other tracking technologies is described in our [Cookies Disclosure](#).

How We May Use Information We Collect

We may use the information gathered on Sona Weddings for various purposes, including the purposes listed below. For example, if you were to contact us with a question and provide your email address, we would use the email address you provided to respond to your inquiry. In addition, we use information we collect from you and through the Site to:

- Provide products and services you request (such as when you sign up to receive our email newsletters);
- Respond to requests, questions, and comments, and provide other types of user support;
- Offer you products and services via marketing communications, or direct you to portions of this Site or other websites, that we believe may interest you;
- To serve advertising, content and offers to you based on your interests and online activities, from us or third parties;
- Communicate about, and administer your participation in, events, programs, contests, sweepstakes, and other offers or promotions;
- Carry out, evaluate, and improve our business (which may include without limitation developing new features for the Site; analysing and

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enhancing the user experience on the Site; assessing the effectiveness of our marketing and advertising; and managing our communications);

- Perform data analytics regarding usage of the Site (including market and customer research, trend analysis, and financial analysis);
- Guard against identity theft, and prevent fraud and other criminal activity, claims, and other liabilities;
- Comply with applicable legal requirements, law enforcement requests, and our company policies.

How We May Share Information

Our agents, vendors, consultants, and other service providers may have access to information we collect through the Site to carry out work on our behalf. Those parties are subject to confidentiality obligations and are restricted from using personal data collected through the Site for purposes other than to provide the requested assistance. In addition, we may share information:

- With our affiliates for internal business purposes;
- With third parties for marketing purposes, including social media networks, data management platforms, and other advertising technology providers; for example, we may match your email address with third parties with whom you have also consented to share your email address and use such match to deliver custom offers or emails to you on the Sites and elsewhere online;
- If we are required to do so by law, regulation, or legal process (such as a court order or subpoena);
- In response to requests from government agencies, such as law enforcement authorities, including to meet national security requirements;
- If we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual illegal activity;
- With respect to analytics and statistical information, to inform advertisers about the nature of our user base;
- In the event we sell or transfer all or a portion of our business or assets (including a reorganization, dissolution, or liquidation). In such an event, we will seek to provide you with commercially reasonable notice, e.g., via email and/or notice on our website, of any change in ownership,

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incompatible new uses of your personal information, and choices you may have regarding your personal information; and

- With your consent or at your discretion.

Data Retention and Access

We will retain your personal data only for as long as necessary for the purposes it was retained, such as to enable you to use the Website and your products or to provide services to you. In some instances, we may retain data for longer periods in order to comply with applicable laws (including those regarding document retention), resolve disputes with any parties, and otherwise as necessary to allow us to conduct our business. All personal data we retain will be subject to this Privacy Policy and our internal retention guidelines. We respect your control over your information, and, upon request, we will seek to confirm your identity and whether we hold or are processing information that we have collected from you. You also have the right to amend or update inaccurate or incomplete personal information, request deletion of your personal information, or request that we no longer use it. Under certain circumstances we will not be able to fulfil your request, such as if it interferes with our regulatory obligations, affects legal matters, we cannot verify your identity, or it involves disproportionate cost or effort, but in any event we will respond to your request within a reasonable timeframe and provide you an explanation. In order to make such a request of us, please email us at alessandro@sonaitaly.com.