

Privacy Policy for Paolo Sartorio

Effective Date: December 26, 2024

At Paolo Sartorio, accessible from sartorio.ca, your privacy is important to us. This Privacy Policy outlines the types of personal information we collect, how it is used, your rights under applicable data protection laws, and how we comply with regulations such as the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and the California Privacy Rights Act (CPRA).

1. Information We Collect

We may collect personal information from you when you visit our site, fill out a form, or interact with us. This information may include, but is not limited to:

- Name
- Email address
- Phone number
- IP address
- Information collected through cookies or similar technologies
- Any other personal information you provide us voluntarily

2. Cookies and Tracking Technologies

Our website uses cookies and other tracking technologies, such as Google Analytics, to enhance your experience, analyze website traffic, and gather usage data. These technologies may collect information such as your IP address, browser type, operating system, and pages visited on the site. This data helps us understand how users interact with our site and improve its performance.

Managing Cookies: You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser settings to decline them. Note that disabling cookies may limit some functionality of the website.

Google Analytics: We use Google Analytics to analyze site usage and improve functionality. Google Analytics may set cookies on your browser or read existing cookies. For more information on how Google uses your data, please visit:
<https://policies.google.com/technologies/partner-sites>.

3. How We Use Your Information

We may use the information we collect for the following purposes:

- To personalize your experience
- To improve our website's functionality and content
- To communicate with you, including responding to inquiries
- To comply with legal obligations

4. Legal Basis for Processing (GDPR)

Under the GDPR, we process your personal information based on the following legal grounds:

- **Consent:** When you provide explicit consent for specific uses of your data
- **Contract:** When processing is necessary to fulfill a contract with you
- **Legal Obligation:** When processing is required to comply with the law
- **Legitimate Interests:** When processing is necessary for our legitimate interests, such as improving our website and ensuring its security

5. Data Protection

We implement a variety of security measures to protect your personal information. These measures include encryption, secure hosting environments, and access controls. However, no method of transmission over the Internet or electronic storage is entirely secure, and we cannot guarantee absolute security.

6. Sharing and Disclosure of Your Information

We do not sell your personal information. We may share your information with third parties in the following circumstances:

- With service providers that assist us in operating our website or conducting our business (e.g., hosting providers, analytics tools), under strict confidentiality agreements
- When required by law or to comply with a legal obligation
- With your explicit consent

7. Your Privacy Rights

GDPR Rights:

If you are in the European Economic Area, you have the right to:

- Access your personal information
- Rectify inaccurate or incomplete data
- Request the erasure of your personal information ("Right to be Forgotten")
- Restrict or object to processing
- Data portability
- Withdraw consent at any time (where consent is the legal basis for processing)

CCPA/CPRA Rights:

If you are a California resident, you have the right to:

- Know what personal information we collect about you and how it is used
- Request access to the specific pieces of personal information collected about you
- Request deletion of your personal information
- Opt-out of the sale or sharing of your personal information

- Correct inaccurate personal information
- Limit the use of sensitive personal information

To exercise these rights, please contact us using the information provided in Section 9.

8. Retention of Data

We retain your personal information only as long as necessary for the purposes outlined in this Privacy Policy or to comply with legal obligations. When your data is no longer needed, it will be securely deleted or anonymized.

9. Changes to Our Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated effective date. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

10. Contact Us

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us:

- Email: office@sartorio.ca

By using our website, you consent to this Privacy Policy. Thank you for visiting Paolo Sartorio.