

Privacy Policy

Last updated: February 08, 2025

At **Italian SEO** (referred to as “the Company,” “We,” “Us,” or “Our”), we are committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our website <https://italian-seo.com> (the "Service").

We comply with the **General Data Protection Regulation (GDPR - EU Regulation 2016/679)** and other applicable data protection laws across the **European Economic Area (EEA)**.

By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy.

1. Interpretation and Definitions

1.1 Interpretation

Words with capitalized initial letters have meanings defined under the following conditions. The definitions apply regardless of whether they appear in singular or plural.

1.2 Definitions

- **Account** – A unique account created for you to access our Service or parts of it.
 - **Affiliate** – Any entity that controls, is controlled by, or is under common control with us.
 - **Cookies** – Small text files stored on your device to enhance browsing and track website activity.
 - **Country** – Refers to France.
 - **Device** – Any device used to access the Service, such as a computer, smartphone, or tablet.
 - **Personal Data** – Any information that relates to an identified or identifiable individual.
 - **Service** – The website <https://italian-seo.com>.
 - **Service Provider** – A third-party entity that processes data on our behalf.
 - **Usage Data** – Data collected automatically about how users interact with our Service.
 - **You** – The individual accessing or using our Service, or a legal entity on whose behalf an individual is acting.
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2. Legal Basis for Processing Personal Data (Under GDPR)

We process your Personal Data based on the following legal grounds:

- **Consent (Art. 6(1)(a) GDPR):** When you provide explicit consent (e.g., subscribing to newsletters).
 - **Contractual Necessity (Art. 6(1)(b) GDPR):** When processing is required to provide the requested service.
 - **Legal Obligation (Art. 6(1)(c) GDPR):** When we must process data to comply with legal obligations.
 - **Legitimate Interests (Art. 6(1)(f) GDPR):** For business operations, analytics, security, and fraud prevention.
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3. Personal Data We Collect

We collect the following types of personal data:

3.1 Data You Provide Voluntarily

- Name and surname
- Email address
- Company name (if applicable)
- Any other data provided through contact forms or communication

3.2 Data Collected Automatically

- **Usage Data** (IP address, browser type, time of visit, pages visited)
- **Device Information** (mobile device ID, operating system)
- **Tracking Technologies & Cookies** (see **Cookie Policy**)

For more details, visit our **Cookie Policy**.

4. How We Use Your Data

We use your data to:

- Provide and maintain our Service
- Manage your Account and user experience

- Communicate with you via email or notifications
- Improve website security and prevent fraud
- Analyze website usage trends
- Send marketing communications (with consent)

You can opt out of marketing emails at any time by clicking "**unsubscribe**" in our emails.

5. Your Rights Under GDPR

Under GDPR, you have the right to:

- **Access Your Data (Art. 15 GDPR):** Request a copy of the personal data we hold about you.
- **Rectify Your Data (Art. 16 GDPR):** Request corrections to inaccurate or incomplete data.
- **Delete Your Data ("Right to Be Forgotten") (Art. 17 GDPR):** Request the deletion of your data.
- **Restrict Processing (Art. 18 GDPR):** Limit how we use your data.
- **Data Portability (Art. 20 GDPR):** Receive a structured file of your data.
- **Object to Processing (Art. 21 GDPR):** Stop processing based on legitimate interest.
- **Withdraw Consent (Art. 7 GDPR):** Withdraw consent for marketing communications.
- **Lodge a Complaint:** If you believe we violate GDPR, you can file a complaint with the relevant **Data Protection Authority** in your country.

For users in **Italy**, you may contact:

 **Garante per la Protezione dei Dati Personali**

Piazza Venezia 11, 00187 Rome, Italy

 www.garanteprivacy.it

 protocollo@gpdp.it

To exercise your rights, contact us at: simona.arminio@italian-seo.com

6. Data Retention Policy

We retain Personal Data for the following periods:

- **Contact form inquiries:** 6 months
- **Newsletter subscriptions:** Until you opt out
- **Account data:** Until account closure + 3 years for legal obligations

- **Analytics data:** 14 months

We may retain some data longer if legally required.

7. International Data Transfers

We store data in France but may transfer data outside the **European Economic Area (EEA)**. In such cases, we ensure:

- **Adequacy decisions** (EU-approved countries)
 - **Standard Contractual Clauses (SCCs)**
 - **Strong security measures**
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8. Sharing Your Data

We **do not sell** your data. We may share it:

- **With service providers** (e.g., hosting, analytics)
 - **With business partners** (only with consent)
 - **For legal compliance** (e.g., court orders)
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9. Cookies & Tracking Technologies

We use cookies to improve your browsing experience. You can:

- Accept all cookies
- Reject non-essential cookies
- Customize preferences

For details, visit our **Cookie Policy**.

10. Data Security

We implement strict security measures, but no system is 100% secure. If you suspect unauthorized access, contact us immediately.

11. Changes to This Privacy Policy

We may update this Privacy Policy periodically. Changes will be announced:

- On our website
- Via email (if necessary)

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12. Contact Us

If you have any questions about this Privacy Policy, contact us:

 **Email:** simona.arminio@italian-seo.com

 **Website:** <https://italian-seo.com>