



## Privacy Policy and Cookie Restriction Mode

Here you can download our [Privacy Policy and Cookie Restriction Mode](#) for free in PDF format.

### Notes on data processing

#### Duty to provide information, according to Articles 13 and 14 DSGVO 679/2016

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### 1. Name and contact details of the controller and the company data protection officer

This data protection information applies to data processing by:

#### **De Lorenzo Gardinal Benjamin**

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### 2. Collection and storage of personal data as well as type and purpose of their use

#### When you visit our website

When you visit our website, information is automatically sent to the server of our website by the browser used on your device. This information is temporarily stored in a so-called log file. The following information is recorded without your intervention and stored until it is automatically deleted:

- IP address of the requesting computer,
- Date and time of access,
- Name and URL of the retrieved file,
- Website from which access is made (referrer URL),
- the browser used and, if applicable, the operating system of your computer as well as the name of your access provider.

The mentioned data will be processed by us for the following purposes:

- Ensuring a smooth connection of the website.
- For contractual processing.
- Ensure comfortable use of our website,
- evaluation of system security and stability as well as for other administrative purposes.

The legal basis for data processing is Art. 6 para. 1 sentence 1 lit. f DSGVO. Our legitimate interest follows from the purposes listed above for data collection. Under no circumstances do we use the data collected for the purpose of drawing conclusions about you personally. In addition, we use cookies and analysis services when you visit our website. You will find more detailed explanations under sections 4 and 5 of this data protection declaration.

## When registering for our newsletter

If you have expressly consented according to Art. 6 para. 1 sentence 1 a DSGVO, we will use your e-mail address to regularly send you our newsletter. To receive the newsletter, it is sufficient to provide an e-mail address. You can unsubscribe at any time, for example via a link at the end of each newsletter.

Alternatively, you can send your unsubscription request at any time to [info@dreadyhead.com](mailto:info@dreadyhead.com) by e-mail.

## When using our contact form

If you have any questions, we offer you the opportunity to contact us using a form provided on the website. A valid email address is required so that we know who sent the request and can respond to it. Further information can be provided voluntarily. The data will be processed for the purpose of contacting us in accordance with Art. 6 para. 1 sentence 1 lit. a DSGVO on the basis of your voluntary consent. The personal data collected by us for the use of the contact form will be automatically deleted after your request has been processed.

## User Generated Content

### **Transparency Act**

The submitter of content (photos/videos/reports, etc.) confirms that he has all rights to the material submitted. He transfers all rights to reproduce, distribute, publicly reproduce and make publicly available this material. Recordings made by the sender on the occasion of the same event will not be sent to other media and will not be granted any rights to third parties.

The site owner is entitled to edit and archive the sender's material. The rights granted by the sender are unlimited in time, space and/or content. The site owner is not obliged to identify the author of the work. The sender of content undertakes not to violate applicable legal provisions and any contractual provisions when using the services of site owners.

He undertakes in particular that any content sent in by him does not violate the rights of third parties, that the applicable criminal laws and youth protection regulations are observed and that no racist, grossly offensive,

pornographic or extremist, violence glorifying or trivializing, for a terrorist or extremist political association advertising, for a criminal offence calling, defamatory statement containing, insulting or for minors unsuitable or other punishable content is distributed. In order to protect data, the sender also undertakes to observe the recognised principles of data security and to check contents with the greatest possible care for viruses, worms, Trojans or other programs that endanger or impair the functionality of the website. The sending in of advertising content, especially spamming, is not allowed. The sender indemnifies the site owner from any claims of third parties which they assert against the site owner due to an infringement of their rights by this sender. This also includes the costs of appropriate legal prosecution and legal defence. The site owner is entitled to reject, delete or edit/modify the submissions without giving reasons. There is no legal claim to publication.

In the event of publication, the sender consents to the publication of the content, his name and place of residence. There is no entitlement to remuneration/fee.

## Transparency legislation

In accordance with transparency legislation, as they indicate that product placements and content on this webpage are placed on behalf of third parties; (D, lgs. No. 97 of 25 May 2016 - FOIA and transparency)

## Mandatory information according to EU Regulation No. EU 524/2013 of the European Community

Platform for Online Consumer Dispute Resolution (EU ODR) <https://ec.europa.eu/consumers/odr>

## Processing techniques

The data are processed with computer systems and/or in manual form, at least by means of suitable procedures which guarantee security and confidentiality and the availability of the same.

The communication of the data is optional. The failure to communicate the data means that this administration is prevented from complying with the requests submitted by the data subjects.

The data may be communicated to: all legal entities (offices, bodies and bodies of public administration, companies or institutions) which are obliged to know or may know them within the meaning of the provisions, as well as to those persons who hold the right of access to files or general access to citizens. In the case of specific personal data and/or data relating to criminal convictions and offences, notification shall be made to the legal entities indicated in the Regulation for the processing of sensitive and judicial data (Data Protection Authority measure) and in the forms specified therein.

The data may be noted by the data controller, the data processors, the data protection officer, the personal data processors and the system administrator of this administration.

The data will only be disseminated within the limits permitted by the regulations.

Duration of data processing and storage of personal data. According to the information available, the processing will only take as long as strictly necessary to comply with the obligations imposed on the controller by national and/or international laws and by the laws of the countries to which the data may be transmitted.

## 3. Passing on of data

Your personal data will not be transmitted to third parties for purposes other than those listed below. We will only pass

on your personal data to third parties if:

- you have given your express consent pursuant to Art. 6 para. 1 sentence 1 lit. a DSGVO,
- the disclosure pursuant to Art. 6 para. 1 sentence 1 f DSGVO is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data,
- in the event that a legal obligation exists for the transfer pursuant to Art. 6 para. 1 sentence 1 lit. c DSGVO, and
- this is legally permissible and is necessary for the processing of contractual relationships with you in accordance with Art. 6 para. 1 sentence 1 lit. b DSGVO. Third country transfer: Google processes your data in the USA and has submitted to the EU-US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>

## 4. Cookies

We use cookies on our site. These are small files that your browser automatically creates and that are stored on your device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies do no damage to your end device, do not contain viruses, Trojans or other malware. Information is stored in the cookie that results in each case in connection with the specifically used terminal device. However, this does not mean that we immediately become aware of your identity. The use of cookies serves on the one hand to make the use of our offer more pleasant for you. For example, we use so-called session cookies to recognize that you have already visited individual pages of our website. These will be deleted automatically after leaving our site. In addition, we also use temporary cookies that are stored on your end device for a specified period of time to optimize user-friendliness. If you visit our site again to use our services, it will automatically recognize that you have already been with us and what entries and settings you have made so that you do not have to enter them again. On the other hand, we use cookies to statistically record the use of our website and to evaluate it for you for the purpose of optimising our offer (see Section 5). These cookies enable us to automatically recognize when you return to our site that you have already been with us. These cookies are automatically deleted after a defined period of time. The data processed by cookies is required for the aforementioned purposes in order to protect our legitimate interests and those of third parties pursuant to Art. 6 Para. 1 S. 1 lit. f DSGVO.

In addition, the European Interactive Digital Advertising Alliance offers the option of deactivating non-technical cookies from third parties at <https://www.youronlinechoices.eu>.

When cookies are deactivated, the functionality of our website may be limited.

Most browsers automatically accept cookies. However, you can configure your browser so that no cookies are stored on your computer or a message always appears before a new cookie is created. However, the complete deactivation of cookies can lead to the fact that you cannot use all functions of our website.

## 5. Analysis tools

### Tracking tools

The tracking measures listed below and used by us are carried out on the basis of Art. 6 para. 1 sentence 1 f DSGVO. With the tracking measures used, we want to ensure that our website is designed to meet requirements and is continually optimised. On the other hand, we use the tracking measures to statistically record the use of our website and to evaluate it for the purpose of optimising our offer. These interests are to be regarded as legitimate within the meaning of the aforementioned provision. The respective data processing purposes and data categories can be found in the corresponding tracking tools.

### Google Analytics

For the purpose of demand-oriented design and continuous optimization of our pages, we use Google Analytics, a web analysis service provided by Google Inc. ( <https://www.google.de/intl/en/about/> ) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter "Google"). In this context, pseudonymised user profiles are created and cookies (see point 4) are used.

The information generated by the cookies about your use of this website, such as

- Browser type/version,
- operating system used,
- Referrer URL (the previously visited page),
- Host name of the accessing computer (IP address),
- Time of the server request,

are transferred to a Google server in the USA and stored there. The information is used to evaluate the use of the website, to compile reports on the website activities and to provide further services associated with the use of the website and the Internet for the purposes of market research and demand-oriented design of these Internet pages. This information may also be transferred to third parties if this is required by law or if third parties process this data on behalf of the company. Under no circumstances will your IP address be merged with other data from Google. The IP addresses are anonymized so that an assignment is not possible (IP masking). You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing a browser add-on ( <https://tools.google.com/dlpage/gaoptout?hl=en> ). As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent Google Analytics from collecting data by clicking on this link. An opt-out cookie is set to prevent future collection of your data when you visit this website. The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you must set the opt-out cookie again.

Further information on data protection in connection with Google Analytics can be found in the Google Analytics Help ( <https://support.google.com/analytics> ).

## Google Adwords Conversion Tracking

We also use Google Conversion Tracking to statistically record and evaluate the use of our website for the purpose of optimising our website for you. Google Adwords will set a cookie (see paragraph 4) on your computer if you have accessed our website via a Google ad. These cookies expire after 30 days and are not used for personal identification. If the user visits certain pages of the Adwords customer's website and the cookie has not yet expired, Google and the customer can recognize that the user clicked on the ad and was redirected to this page. Each Adwords customer receives a different cookie. Cookies cannot therefore be traced via the websites of Adwords customers. The information collected using the conversion cookie is used to generate conversion statistics for Adwords customers who have opted for conversion tracking. Adwords customers see the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, you will not receive any information that personally identifies users. If you do not wish to participate in the tracking process, you can also reject the setting of a cookie required for this - for example using a browser setting that generally deactivates the automatic setting of cookies. You can also deactivate cookies for conversion tracking by setting your browser to block cookies from the "www.googleadservices.com" domain.

Google's privacy policy for conversion tracking can be found here ( <https://services.google.com/sitestats/de.html> ).

## Facebook Pixel

On this website we use the Facebook pixel from Facebook, a social media network of Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland.

The code implemented on this page can evaluate the behaviour of visitors who have come to this website from a Facebook advertisement. This can be used to improve Facebook advertisements and this information is collected and stored by Facebook. The data collected cannot be viewed by us, but can only be used in the context of advertisements. Cookies are also set through the use of the Facebook pixel code.

By using the Facebook pixel, the visit to this website is communicated to Facebook so that visitors can see suitable ads on Facebook. If you have a Facebook account and are logged in, the visit to this website is assigned to your Facebook user account.

To learn how Facebook pixel is used for advertising campaigns, visit <https://www.facebook.com/business/learn/facebook-ads-pixel>.

You can change your ad settings in Facebook at [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen) if you are logged in to Facebook. At <http://www.youronlinechoices.com/de/praeferenzmanagement/> you can manage your preferences for use-based online advertising. You can deactivate or activate many providers at once or configure the settings for individual providers.

For more information about Facebook's data policy, please visit <https://www.facebook.com/policy.php>.

## 6. Social Media Plug-ins

We use social plug-ins of the social networks Facebook, Twitter and Instagram on our website on the basis of art. 6 par. 1 p. 1 lit. f DSGVO in order to make our law firm better known. The underlying advertising purpose is to be regarded as a legitimate interest within the meaning of the DSGVO. Responsibility for data protection-compliant operation must be guaranteed by the respective provider. The integration of these plug-ins by us takes place in the way of the so-called two-click method around visitors of our web page in the best possible way to protect.

### Facebook

Our website uses social media plugins from Facebook to personalize their use. For this we use the "LIKE" or "PART"-button. This is an offer from Facebook. When you access a page of our website that contains such a plugin, your browser establishes a direct connection to the Facebook servers. The content of the plugin is transmitted directly from Facebook to your browser and integrated into the website.

By integrating the plugins, Facebook receives the information that your browser has called up the corresponding page of our website, even if you do not have a Facebook account or are not currently logged on to Facebook. This information (including your IP address) is transmitted directly from your browser to a Facebook server in the USA and stored there. If you are logged in to Facebook, Facebook can directly associate your visit to our website with your Facebook account. If you interact with the plugins, for example by pressing the "LIKE" or "PART" button, the corresponding information is also transmitted directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your Facebook friends. Facebook may use this information for the purposes of advertising, market research and demand-oriented design of Facebook pages. To this end, Facebook creates usage, interest and relationship profiles, e.g. to evaluate your use of our website with regard to the advertisements displayed to you on Facebook, to inform other Facebook users about your activities on our website and to provide other services associated with the use of Facebook.

If you do not want Facebook to associate the information collected through our website with your Facebook account,

you must log out of Facebook before visiting our website. The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your rights and setting options for the protection of your privacy can be found in the data protection information ( <https://www.facebook.com/about/privacy/> ) of Facebook.

## Twitter

Our website contains plugins of the short message network of Twitter Inc. (Twitter) integrated. You can recognize the Twitter plugins (tweet button) by the Twitter logo on our site. An overview of tweet buttons can be found here ( <https://about.twitter.com/resources/buttons> ). When you access a page of our website that contains such a plugin, a direct connection is established between your browser and the Twitter server.

Twitter receives the information that you have visited our site with your IP address. If you click the Twitter "tweet button" while logged into your Twitter account, you can link the contents of our pages on your Twitter profile. This allows Twitter to associate the visit of our pages with your user account. We would like to point out that, as the provider of the pages, we are not aware of the content of the data transmitted or how it is used by Twitter.

If you do not want Twitter to associate your visit to our pages, please log out of your Twitter account. For more information, please see the Twitter Privacy Policy ( <https://twitter.com/privacy> ).

## Instagram

Our website also uses so-called social plugins ("plugins") from Instagram, which are provided by the Instagram LLC, 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). The plug-ins are marked with an Instagram logo, for example in the form of an "Instagram camera". When you access a page of our website that contains such a plugin, your browser establishes a direct connection to Instagram's servers. Instagram transfers the content of the plugin directly to your browser and integrates it into the page. This integration informs Instagram that your browser has called up the corresponding page of our website, even if you do not have an Instagram profile or are not currently logged in to Instagram. This information (including your IP address) is transmitted directly from your browser to an Instagram server in the USA and stored there. If you are logged in to Instagram, Instagram can immediately associate your visit to our website with your Instagram account.

If you interact with the plugins, for example by pressing the "Instagram" button, this information is also transmitted directly to an Instagram server and stored there. The information is also published on your Instagram account and displayed to your contacts.

If you do not want Instagram to associate the information collected through our website directly with your Instagram account, you must log out of Instagram before visiting our website. Please refer to Instagram's privacy policy ( <https://help.instagram.com> ) for more information.

## 7. Concerned rights

You have the right:

- to request information about your personal data processed by us in accordance with Art. 15 DSGVO. In particular, you may request information about the purposes of processing, the category of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the existence of a right to rectification, deletion, restriction of processing or objection, the existence of a right of appeal, the origin of your data, if these have not been collected by us, and the existence of automated decision-making including profiling and, if applicable, meaningful information on their details;
- in accordance with Art. 16 DSGVO, to demand without delay the correction of incorrect or complete personal data

stored by us;

- to request the deletion of your personal data stored with us in accordance with Art. 17 DSGVO, unless the processing is necessary to exercise the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims;
- in accordance with Art. 18 DSGVO, to restrict the processing of your personal data if you dispute the accuracy of the data, if the processing is unlawful but you refuse to delete the data and we no longer need the data, but if you need it to assert, exercise or defend legal claims or if you have filed an objection to the processing in accordance with Art. 21 DSGVO;
- in accordance with Art. 20 DSGVO to receive your personal data, which you have provided to us, in a structured, current and machine-readable format or to request the transmission to another person responsible;
- in accordance with Art. 7 para. 3 DSGVO to revoke your consent once given to us at any time. As a result, we are no longer allowed to continue processing data based on this consent in the future and
- to complain to a supervisory authority pursuant to Art. 77 DSGVO. As a rule, you can contact the supervisory authority at your usual place of residence or workplace or at our headquarters.
- For further information please visit the homepage <https://www.garanteprivacy.it/>

## 8. Right of objection

If your personal data are processed on the basis of legitimate interests pursuant to Art. 6 para. 1 sentence 1 letter f DSGVO, you have the right to object to the processing of your personal data pursuant to Art. 21 DSGVO, provided that there are reasons for this which arise from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right of objection, which we will implement without specifying a particular situation.

If you wish to exercise your right of revocation or objection, simply send an e-mail to [info@dreadyhead.com](mailto:info@dreadyhead.com)

## 9. Data security

We use the most common SSL (Secure Socket Layer) method in connection with the highest level of encryption supported by your browser. Usually this is a 256-bit encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. Whether a single page of our website is transmitted in encrypted form is indicated by the closed display of the key or lock symbol in the lower status bar of your browser. We also use suitable technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

## 10. Up-to-dateness and amendment of this data protection declaration

This data protection declaration is currently valid and has the status of the calendar year. Due to the further development of our website and offers above or due to changed legal or official requirements, it may become necessary to change this data protection declaration. You can call up and print out the current data protection declaration at any time on the website.