# Privacy Policy for FlorenceLife.co

\_Last Updated: [12/08/2023]\_

Welcome to FlorenceLife.co! As a passionate travel enthusiast and the founder of a travel advisor and tour operator company in Florence, Italy, I understand the importance of privacy and am committed to protecting it. This Privacy Policy outlines how FlorenceLife.co collects, uses, and safeguards your information.

## 1. \*\*Introduction\*\*

At FlorenceLife.co, we respect your privacy and are committed to protecting your personal data. This policy will inform you about how we look after your personal data when you visit our website and tell you about your privacy rights and how the law protects you.

## 2. \*\*Data We Collect About You\*\*

We may collect, use, store, and transfer different kinds of personal data about you, which we have grouped together as follows:

- \*\*Identity Data:\*\* Includes first name, last name, username or similar identifier.

- \*\*Contact Data:\*\* Includes email address and telephone numbers.

- \*\*Technical Data:\*\* Includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.

- \*\*Usage Data:\*\* Includes information about how you use our website, products, and services.

- \*\*Marketing and Communications Data:\*\* Includes your preferences in receiving marketing from us and our third parties and your communication preferences.

## 3. \*\*How We Use Your Personal Data\*\*

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- To register you as a new customer.

- To manage our relationship with you.

- To enable you to partake in a prize draw, competition, or complete a survey.

- To administer and protect our business and this website.

- To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you.

- To use data analytics to improve our website, products/services, marketing, customer relationships, and experiences.

## 4. \*\*Disclosure of Your Personal Data\*\*

We may share your personal data with external third parties, such as service providers acting as processors who provide IT and system administration services, professional advisers, and regulators.

## 5. \*\*Data Security\*\*

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed.

## 6. \*\*Data Retention\*\*

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

## 7. \*\*Your Legal Rights\*\*

Under certain circumstances, you have rights under data protection laws in relation to your personal data, including the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data, and (where the lawful ground of processing is consent) to withdraw consent.

## 8. \*\*Third-Party Links\*\*

This website may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

## 9. \*\*Contact Us\*\*

If you have any questions about this privacy policy or our privacy practices, please contact us at [florenceitalyblog@gmail.com].

Thank you for trusting FlorenceLife.co with your data. We're committed to protecting it and enhancing your experience with us!