

SELFIEDOG PRIVACY AND COOKIE POLICY

Your privacy is important to us. This policy describes how the personal data of users who visit the SelfieDog website (hereinafter, the “**Site**”) are processed, the purposes of the processing, the relevant legal bases, and the rights of data subjects.

PRIVACY

Data Controller

Irene Costa

Via Modigliani 40

36060 Romano d'Ezzelino (VI), Italy

VAT No. 04209690249

Email: info@selfiedogapp.com

Personal data are processed in accordance with Regulation (EU) 2016/679 (the “GDPR”), Italian Legislative Decree No. 196/2003, as amended by Legislative Decree No. 101/2018, and the applicable legislation on personal data protection.

Scope of this Policy

This Policy applies to the processing of personal data carried out through the Site.

The Site may contain links to websites, platforms, app stores, social networks or other services provided by third parties. Once the user accesses such external services, any processing of personal data carried out by the relevant providers is governed by their respective privacy notices and cookie policies.

The Data Controller therefore invites users to review the privacy notices of any external services they use.

Processors and Other Recipients

For the operation of the Site and the performance of its activities, the Data Controller may use technical service providers, hosting providers, email services, maintenance services, digital services and other parties necessary for managing the Site.

Depending on the circumstances, such parties may process personal data as processors pursuant to Article 28 GDPR or as independent data controllers.

An up-to-date list of any processors appointed by the Data Controller may be requested using the contact details provided in this Policy.

Categories of Personal Data Processed

Data voluntarily provided by the user

These are data voluntarily provided by the user, for example through the contact form available on the Site or by sending communications to the Data Controller's email address. Such data may include, by way of example, the user's name, email address and any information included in the message.

Browsing data

The IT systems and software procedures used to operate the Site may, during their normal operation, acquire certain data whose transmission is implicit in the use of Internet communication protocols.

Such information may include, by way of example, the IP address, browser and device type, operating system, Internet service provider, domain name, date and time of access, pages visited and other technical information relating to browsing.

Such data may be processed to ensure the proper functioning and security of the Site and, where applicable, to obtain statistical information about its use.

Purposes of Processing and Legal Bases

1. Responding to user requests

Data provided through the contact form, by email or through other channels made available on the Site may be used to respond to user requests. The legal basis is the performance of pre-contractual measures taken at the request of the data subject or, depending on the nature of the request, the legitimate interest of the Data Controller in managing and responding to communications received.

2. Providing services requested by the user

Data may be processed to respond to user requests and to manage any pre-contractual or contractual relationships. The legal basis is the performance of a contract or pre-contractual measures taken at the request of the data subject.

3. Compliance with legal obligations

Data may be processed to comply with obligations imposed by applicable law, including administrative, accounting and tax obligations. The legal basis is compliance with a legal obligation to which the Data Controller is subject.

4. Ensuring the operation and security of the Site

Technical data may be processed to ensure the proper operation of the Site, prevent misuse and protect its security. Where applicable, the legal basis is the legitimate interest of the Data Controller in the security and proper functioning of its systems and digital services.

5. Statistical processing

Where applicable, statistical processing concerning use of the Site may be carried out in accordance with applicable law and the choices made by the user regarding cookies and other tracking technologies.

Consent

Where the processing of personal data requires the user's consent, such consent is requested in a freely given, specific, informed and unambiguous manner.

Simply browsing the Site does not constitute consent to the processing of personal data for purposes for which consent is required by law.

The user may withdraw consent at any time, without affecting the lawfulness of processing carried out before the withdrawal.

For non-technical cookies and other tracking technologies, where present and where consent is required, the user's preferences are managed through the tools made available on the Site.

Optional Provision of Data

Except for data necessary for the technical operation and security of the Site, users are free to provide their personal data.

However, failure to provide data necessary to handle a specific request may make it impossible to provide the requested information or service.

Personal Data Relating to Third Parties

If a user provides the Data Controller with personal data relating to third parties, the user must ensure that they are entitled to disclose such data and that the disclosure complies with applicable data protection law.

The user is responsible for the lawfulness of communicating such data to the Data Controller.

Methods of Processing and Security

Personal data are processed using IT and telematic tools and, where necessary, by other methods appropriate to the purposes pursued.

The Data Controller adopts appropriate technical and organisational measures designed to protect personal data against loss, destruction, unauthorised access, disclosure, alteration or unlawful use, taking into account the nature of the data processed and the risks associated with the processing.

Data Retention Period

Personal data are retained for the period necessary to achieve the purposes for which they were collected.

Data relating to contact requests are retained for the period necessary to handle the request and any resulting relationship.

Data relating to contractual relationships and data necessary to comply with administrative, tax, accounting or legal obligations are retained for the periods required by applicable law.

Where applicable, documentation relevant for civil, accounting or tax purposes may be retained for the period required by law, generally ten years.

At the end of the applicable retention periods, data are deleted or anonymised unless further retention is necessary to comply with legal obligations or for the establishment, exercise or defence of legal claims.

Disclosure and Dissemination of Data

Personal data may be disclosed, to the extent necessary for the purposes described in this Policy, to parties providing services to the Data Controller, technology providers, consultants and professionals, as well as public or judicial authorities where required by law.

Personal data are not disseminated, except where required by law.

Transfers of Data to Third Countries

The use of certain providers or technological services may involve the processing or transfer of personal data outside the European Economic Area.

Where such a transfer takes place, it is carried out in accordance with Articles 44 et seq. of the GDPR and on the basis of the safeguards and mechanisms provided for by applicable law.

Links to External Services

The Site may contain links to external services and platforms, including social networks, the App Store, Google Play or other websites.

By clicking such links, the user leaves the Site and accesses services managed by third parties.

Any processing of personal data carried out by those third parties is governed by their respective privacy notices, which users are invited to review.

Rights of the Data Subject

In the cases and within the limits provided by applicable law, data subjects may exercise the rights recognised by Articles 15-22 GDPR, including the right to:

- obtain confirmation as to whether personal data concerning them are being processed and access such data;
- obtain the rectification of inaccurate personal data and the completion of incomplete data;
- request erasure of personal data where provided for by law;
- request restriction of processing;
- object to processing in the cases provided for by law;
- receive, where the applicable conditions are met, personal data in a structured, commonly used and machine-readable format and request their transmission to another controller;
- withdraw consent at any time where processing is based on consent, without affecting the lawfulness of processing carried out before withdrawal;
- lodge a complaint with the Italian Data Protection Authority (Garante per la protezione dei dati personali), without prejudice to any other administrative or judicial remedy.

To exercise these rights or request information about the processing of personal data, users may contact the Data Controller at: **info@selfiedogapp.com**

COOKIE POLICY

This Cookie Policy forms an integral part of the Privacy Policy.

Cookies and other tracking technologies are used in accordance with applicable law, including Regulation (EU) 2016/679, Italian Legislative Decree No. 196/2003, as subsequently amended, and the guidance issued by the Italian Data Protection Authority.

What Are Cookies?

Cookies are small text files that websites may send to and store on the user's device while browsing.

The stored information may subsequently be read by the website that installed the cookie or, in certain cases, by third parties.

Cookies and similar technologies may be used to enable the operation of the Site, remember certain preferences, ensure security, obtain information about use of the Site and, where applicable and subject to consent, pursue additional purposes.

Types of Cookies

Session cookies: deleted at the end of the browsing session.

Persistent cookies: remain stored on the device for a specified period or until deleted by the user.

First-party cookies: installed directly by the website being visited.

Third-party cookies: installed or managed by parties other than the website operator through services or features available on the Site.

Technical and Strictly Necessary Cookies

Technical cookies and other strictly necessary technologies may be used to enable the proper functioning, security and use of the Site.

Where provided for by applicable law, the user's prior consent is not required for these technologies.

Analytics Cookies

The Site is not currently directly connected to Google Analytics through the relevant settings made available by the platform used to manage the Site.

If traffic analysis or measurement tools are introduced in the future, they will be used in accordance with applicable law and, where necessary, subject to the user's prior consent.

Any analytics tools used without consent will be configured only where the conditions laid down by applicable law for treating them as technical or equivalent-to-technical tools are met.

Profiling Cookies and Other Non-Necessary Tracking Technologies

Any profiling cookies or other tracking technologies that are not strictly necessary for the operation of the Site are used subject to the user's prior consent where required by applicable law.

Refusing such technologies does not prevent access to Site features that do not depend on their use.

Managing Cookie Consent

When first accessing the Site, users are shown a cookie notice through the tools provided by the platform used to manage the Site.

Users may **accept or reject** the use of non-necessary cookies through the options displayed.

Any consent given for non-necessary cookies or tracking technologies may be withdrawn or changed using the methods made available by the Site and/or through the settings of the browser being used.

Simply continuing to browse does not, in itself, constitute consent to the use of cookies or tracking technologies for which consent is required by law.

Third-Party Services and Links

The Site contains or may contain links to services provided by third parties, such as social networks, digital stores or other external websites.

A simple link to an external website does not necessarily result in cookies from that service being installed on the SelfieDog Site.

Once the user accesses the external service, any cookies or other tracking technologies used by that party are governed by its own privacy and cookie policies.

Managing Cookies Through the Browser

Users may also control, restrict or delete cookies through their browser settings.

Disabling technical or strictly necessary cookies may affect the proper operation of certain Site features.

Cookie management methods vary depending on the browser used; users may consult the relevant settings and documentation provided by the browser manufacturer.

Changes to this Privacy & Cookie Policy

This Privacy & Cookie Policy may be updated periodically, including as a result of changes in applicable law, developments in the services used, the introduction of new features or changes in data processing practices.

Users are invited to review this page periodically to check for any updates.

Last updated: 10 October 2026