

Privacy & Cookie Policy

Binary System S.r.l. (hereinafter 'Binary System' or 'Data Controller'), with registered office in Via Orsi 44, 29122 Piacenza, Italy, protects the privacy of users and undertakes to protect personal data in accordance with Regulation (EU) 2016/679 ('GDPR') and applicable national legislation.

This policy describes how we collect and process the personal data of users who access the website www.binarysystem.eu

1. Data collected and purposes

Browsing the website does not require the provision of personal data. Data processing only takes place in the following cases:

- Contact form or demo request: use of data provided by the user (e.g. name, e-mail, telephone number) exclusively to respond to the request.
- Web browsing: automatic collection of technical data (e.g. IP address, logs, cookies) for security and website improvement purposes.

Data is processed only for the time necessary and in accordance with the principles of lawfulness, fairness and transparency.

2. Cookie

The website uses cookies to ensure proper functioning and improve the browsing experience.

- Technical cookies (necessary): essential for the functioning of the website, they do not require consent.
- Analytical cookies: used anonymously for statistical and monitoring purposes.
- Third-party/marketing cookies: used, with explicit consent, for additional functions (e.g. sending newsletters, tracking campaigns).

Consent to the use of non-technical cookies is collected via a banner on first access, with the option to accept or refuse. You can always change your preferences from your browser or via the appropriate link available on the website.

3. User rights

Users may exercise their rights under Articles 15-22 of the GDPR at any time, including:

- access to their data
- rectification or erasure
- restriction or objection to processing
- data portability.

To exercise your rights, please write to: binarysystem@pec.it

Users also have the right to lodge a complaint with the Data Protection Authority.

4. Communication and storage

The data will not be disclosed to third parties, except where required by law or when using IT service providers and hosting providers acting as data processors.

Personal data is stored for the time strictly necessary to achieve the purposes for which it is collected.

5. Titolare del trattamento

The data controller is Binary System S.r.l., with registered office in Via Orsi 44, 29122 Piacenza, Italy.

Contact details: binarysystem@pec.it