



**GURU AUTOMATION SRL**

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# Privacy Policy for GURU AUTOMATION SRL: Advancing Automation with Integrity

REVISION			
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## Sommario

1. MISSION.....	3
2. Information We Collect .....	3
2.1. Personal Information .....	3
2.2. Technical Data .....	3
2.3. Commercial Data .....	3
2.4. Supplier and Client Data .....	3
2.5. Cookies and Tracking Technologies .....	4
3. Information We Collect .....	4
4. Information We Collect .....	4
5. Security of Your Information .....	5
6. Your Privacy Rights and Choices .....	5
7. Your Privacy Rights and Choices .....	5
8. Children's Privacy.....	6
9. Special Cases.....	6
10. Conclusions.....	6
11. Contact Us .....	7

## 1. MISSION

The company's mission is to uphold the highest standards of privacy and data protection. We are dedicated to ensuring transparency in our data practices and empowering our users with control over their personal information. Our commitment to privacy is not merely a legal obligation; it is a core value that drives our relationships with our clients, suppliers, and users. We strive to provide a secure environment where individuals can trust that their information is handled with care and respect.

## 2. Information We Collect

### 2.1. Personal Information

We collect personal information that you provide directly to us, including but not limited to:

- **Identification Data:** This includes your full name, email address, postal address, telephone number, and date of birth. We may also collect social media handles if you choose to connect with us through social media platforms.
- **Account Information:** When you create an account with us, we collect your username, password, security questions, and answers. We use this information to authenticate you and provide secure access to your account.
- **Payment Information:** If you make purchases through our Services, we collect payment details such as credit card numbers, billing address, and transaction history. We use secure third-party payment processors to handle this information and ensure your financial data is protected.

### 2.2. Technical Data

We collect technical data automatically through your interactions with our Services, including:

- **Usage Data:** This includes information about your device and internet connection, such as your IP address, browser type, and operating system. We also track the pages you visit, the time and date of your visits, and the time spent on each page.
- **Device Data:** Information about the device you use to access our Services, including the hardware model, device identifiers, mobile network information, and the settings you use. This information helps us optimize our Services for various devices.

### 2.3. Commercial Data

We collect commercial data to manage your transactions with us, including:

- **Transaction Data:** Information about your purchases, subscriptions, and financial transactions, including details of the products or services you have purchased, payment details, and billing information. This data helps us track sales performance and customer preferences.
- **Service Interaction Data:** We collect information about your interactions with our customer service team, including chat transcripts, email correspondence, and feedback surveys. This information helps us improve our support services and respond effectively to your needs.

### 2.4. Supplier and Client Data

We collect information related to our suppliers and clients to manage our business relationships effectively:

- **Supplier Information:** This includes company names, contact information (e.g., addresses, phone numbers, email addresses), payment details, and contractual agreements. We may also collect information about performance metrics and service quality to evaluate supplier relationships.



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- **Client Data:** We gather information related to our clients, including business details, preferences, service usage patterns, and feedback. This information helps us tailor our Services to meet client needs and improve overall satisfaction.

## 2.5. Cookies and Tracking Technologies

We may use cookies, web beacons, and similar technologies to collect and store information about your usage, preferences, and interactions with our Services. Cookies are small text files placed on your device that help us recognize you and remember your preferences. You can manage your cookie preferences through your browser settings, including options to block or delete cookies. However, disabling cookies may limit your ability to use certain features of our Services.

## 3. Information We Collect

We may use the information we collect from you for various purposes, including:

- **To Provide and Improve Our Services:** We use your information to fulfill your requests, process payments, and enhance our offerings. This includes personalizing your experience based on your preferences and providing you with relevant content and features.
- **Customer Support:** To respond to inquiries, provide customer support, and resolve issues. We analyze service interaction data to identify trends and areas for improvement in our support services.
- **Marketing and Communications:** To send you promotional materials, newsletters, and updates about our products and services. We may tailor these communications based on your interests and interactions with our Services. You may opt-out of receiving marketing communications at any time.
- **Data Analysis:** To understand how our Services are used, including user behavior and preferences. This analysis helps us optimize our Services, improve user experience, and make informed business decisions.
- **Legal Compliance:** To comply with legal obligations, respond to lawful requests by public authorities, and protect our rights, property, or safety, and that of our users and others. We may also use your information to detect, prevent, or investigate fraudulent activities or violations of our policies.
- **Risk Management:** To monitor and mitigate risks related to our operations, including fraud prevention and security analysis. We may analyze patterns in your data to identify potential security threats and take appropriate measures to protect our Services and users.

## 4. Information We Collect

We may share your information with:

- **Service Providers:** We engage third-party vendors and partners to assist us in operating our Services and providing related services, such as payment processors, hosting providers, analytics providers, and marketing partners. These third parties are contractually obligated to protect your information and use it only for the purposes for which it was disclosed.
- **Affiliates:** Companies within our corporate family may have access to your information for the purposes described in this policy. We may share your information with our subsidiaries and affiliates to provide you with services or support our business operations.
- **Legal Requirements:** We may disclose your information in response to legal requests, subpoenas, or other lawful processes, or to protect the rights, property, or safety of our users and others. This includes cooperating with law enforcement agencies and regulatory authorities as required by law.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, we may transfer your information as part of that transaction. We will ensure that any successor organization agrees to honor this Privacy Policy.
- **Public Disclosure:** We may disclose information in aggregated or de-identified form, which cannot reasonably be used to identify you. This information may be used for research, analysis, or marketing purposes.

## 5. Security of Your Information

We implement appropriate technical and organizational measures to protect your information against unauthorized access, loss, or misuse. These measures include:

- **Encryption:** We use industry-standard encryption protocols to protect sensitive data during transmission and storage.
- **Access Controls:** We restrict access to your information to authorized personnel only, who require access to fulfill their job responsibilities.
- **Regular Security Assessments:** We conduct regular security assessments and audits to identify and address potential vulnerabilities in our systems.
- **Incident Response Plan:** In the event of a data breach or security incident, we have an incident response plan in place to manage the situation promptly and effectively.

However, no method of transmission over the Internet or electronic storage is completely secure, and we cannot guarantee its absolute security. We encourage you to take steps to protect your personal information, such as using strong passwords and keeping your account credentials confidential.

## 6. Your Privacy Rights and Choices

Depending on your location, you may have certain rights regarding your personal information, including:

- **Access and Correction:** You have the right to request access to the personal information we hold about you and to request corrections if that information is inaccurate or incomplete.
- **Data Portability:** You have the right to request a copy of your personal information in a structured, commonly used, and machine-readable format. You may also request that we transmit your data to another controller where technically feasible.
- **Deletion:** You have the right to request that we delete your personal information, subject to certain legal exceptions, such as when we need to retain your information to comply with legal obligations.
- **Opt-Out of Marketing:** You can opt-out of receiving marketing communications from us by following the unsubscribe instructions in our emails or contacting us directly. Even if you opt-out, we may still send you non-promotional communications related to your account or transactions.
- **Withdraw Consent:** If we rely on your consent to process your personal information, you may withdraw your consent at any time. Please note that withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

To exercise your rights, please contact us using the contact information provided below.

## 7. Your Privacy Rights and Choices

Your information may be transferred to, and processed in, countries outside of your own, including those that may not have the same data protection laws. When we transfer information across borders, we take steps to ensure that your information is handled securely and in accordance with this Privacy Policy and relevant data protection laws. This may include implementing Standard Contractual Clauses or other legal mechanisms to ensure adequate protection.

## 8. Children's Privacy

Our Services are not intended for children under 13 (or the relevant minimum age in your jurisdiction). We do not knowingly collect or solicit personal information from children. If we learn we have collected information from a child under the relevant age without parental consent, we will promptly delete that information. If you believe we might have any information from or about a child, please contact us immediately. We take children's privacy seriously and will take steps to investigate any claims and, where appropriate, delete the information in question.

## 9. Special Cases

At Guru we recognize that certain circumstances may arise that are not explicitly addressed in this Privacy Policy. In such cases, we will undertake the following approach:

- **Assessment and Analysis:** For any situations or queries not specifically covered in this policy, our Privacy Officer will conduct a thorough assessment and analysis. This includes reviewing the specific circumstances, the types of data involved, and the potential impact on your privacy rights.
- **Case-by-Case Review:** Each unique situation will be reviewed on a case-by-case basis, considering applicable laws, ethical considerations, and our commitment to privacy. We will strive to ensure that our decisions are fair, transparent, and aligned with the principles of this Privacy Policy.
- **Consultation with Stakeholders:** Depending on the complexity of the case, we may consult with relevant stakeholders, including legal advisors, data protection authorities, and affected individuals, to gather insights and perspectives that inform our decision-making.
- **Documentation of Decisions:** We will document our findings and decisions for all special cases, ensuring accountability and traceability in our data handling practices. This documentation will help us learn from each case and refine our privacy practices over time.
- **Notification:** If a special case leads to a significant change in how we handle your information or affects your rights, we will notify you promptly and provide you with clear information about the changes and your options.

By adhering to these principles, we aim to create a flexible framework that allows us to address unforeseen circumstances while maintaining our commitment to privacy.

## 10. Conclusions

This Privacy Policy serves as a commitment by Guru Automation srl to uphold the principles of privacy, transparency, and accountability in our data practices. We understand that privacy is a fundamental right, and we are dedicated to protecting the personal information of our clients, suppliers, and users.

By implementing the measures outlined in this policy, we aim to foster trust and ensure that you feel secure when using our Services. Our continuous efforts to review and enhance our privacy practices reflect our commitment to adhering to applicable laws and regulations while prioritizing your privacy rights.

We encourage you to stay informed about our privacy practices by reviewing this policy periodically, as updates may occur based on changes in legal requirements or operational practices. Your continued use of our Services indicates your acceptance of this Privacy Policy and any changes made.



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## 11. Contact Us

If you have any questions or concerns regarding this Privacy Policy, your privacy rights, or our data practices, please contact us at:

GURU AUTOMATION SRL

Address: via – Artigiani, 11 24060 Brusaporto (BG) Italy

Email: [anfo@guru-automation.it](mailto:anfo@guru-automation.it)

Phone: +39 035 30 51 640 +39 389 10 15 001

We are here to assist you and will respond to your inquiries as promptly as possible.

This comprehensive privacy policy includes detailed descriptions of various aspects of data management while addressing the mission, conclusions, and how special cases will be handled. If you have any additional requests or need further modifications, feel free to ask!