

PRIVACY POLICY AND COOKIE POLICY

biaf.it website

Last updated: 07.07.2026

This notice explains how personal data of users visiting www.biaf.it are processed, pursuant to Regulation EU 2016/679 ("GDPR") and applicable Italian data protection laws.

1. Data Controller

The Data Controller is:

FONDAZIONE EXPO ARTE E CULTURA ETS

Tax Code and VAT No. 03574980482

REA Florence No. 373491

Florence Companies Register No. 41591

Registered office: via del Parione 11 – 50123 Firenze

E-mail: info@biennaleantiquariato.it

Certified e-mail: expoartecultura@pecaziendale.net

2. Categories of personal data processed

The website may process:

- browsing data, such as IP address, browser, operating system, access date and time, pages visited;
- data voluntarily provided through contact, accreditation, registration, information request or purchase forms;
- data relating to payments, orders, tickets, accreditations or requested services;
- data collected through technical cookies, analytics cookies and marketing tools, subject to consent where required.

3. Purposes and legal bases of processing

Personal data are processed for the following purposes:

a) Website browsing and operation

Legal basis: legitimate interest of the Controller and technical necessity to provide the service.

b) Responding to user enquiries

Legal basis: pre-contractual measures requested by the data subject.

c) Managing accreditations, tickets, invitations, VIP Cards, events and related services

Legal basis: performance of a contract or pre-contractual measures.

d) Tax, accounting and administrative obligations

Legal basis: legal obligation.

e) Institutional and informational communications

Legal basis: legitimate interest or consent, where required.

f) Newsletter and promotional communications

Legal basis: consent of the data subject.

g) Statistical analysis through Google Analytics

Legal basis: consent of the data subject, unless the tool is configured in a fully anonymised and non-tracking manner.

h) Marketing, remarketing and campaign measurement through Meta Pixel

Legal basis: consent of the data subject.

i) Payments through PayPal

Legal basis: performance of a contract and compliance with legal obligations.

4. PayPal

For online payments, the website may use **PayPal**.

When a user chooses to pay through PayPal, certain personal data may be transmitted to PayPal to process the transaction, prevent fraud, comply with legal obligations and provide the payment service.

PayPal processes personal data according to its own privacy statement and may process identification data, contact data, payment data, transaction information and technical data.

5. Google Analytics

The website may use **Google Analytics 4**, a service provided by Google, to collect statistical information about website usage, such as pages visited, session duration, devices used, approximate geographical area and content interactions.

Google may process data on servers located outside the European Economic Area. Google states that it complies with the EU-U.S. Data Privacy Framework.

Google Analytics is activated only after the user has given consent, unless a different technical configuration compliant with applicable law is adopted.

6. Meta Pixel

The website may use **Meta Pixel**, a tool provided by Meta Platforms, Inc. and/or Meta Platforms Ireland Ltd., to measure the effectiveness of advertising campaigns on Facebook and Instagram, create custom audiences, perform remarketing and analyse conversions.

Meta Pixel may collect data relating to browsing activity, events performed on the website, purchases or requests made, and technical device data. Meta Pixel is used only after the user has given consent. Meta provides specific guidance for the use of its tools under the GDPR.

7. Processing methods

Processing is carried out using electronic and digital tools, according to logic strictly related to the purposes described above and with appropriate technical and organisational measures designed to protect personal data against unauthorised access, loss, destruction, alteration or unlawful disclosure.

8. Data retention

Personal data are retained for the time necessary to fulfil the purposes for which they are collected:

- browsing data: for the technical time required for website security and operation;
- form requests: up to 24 months, unless further retention is necessary;
- purchase, ticketing and payment data: according to applicable tax and accounting retention periods;
- newsletter and marketing data: until consent is withdrawn;
- analytics and marketing data: according to the settings of the relevant tools and in compliance with the consent given.

9. Recipients of personal data

Personal data may be disclosed to:

- hosting and IT service providers;
- payment service providers, including PayPal;
- analytics and marketing service providers, including Google and Meta;
- administrative, tax, legal and technical consultants;
- public authorities, where required by law.

Personal data will not be publicly disclosed unless required by law or based on specific consent.

10. Transfers outside the EEA

The use of services such as Google, Meta and PayPal may involve transfers of personal data outside the EEA. Such transfers are carried out pursuant to Articles 44 et seq. of the GDPR, including adequacy decisions, standard contractual clauses or other mechanisms recognised by applicable law.

11. Data subject rights

Users may exercise their rights under Articles 15-22 GDPR, including:

- right of access;
- rectification;
- erasure;
- restriction of processing;
- objection;
- data portability;
- withdrawal of consent.

Requests may be sent to: **[insert privacy e-mail]**.

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

COOKIE POLICY

1. What cookies are

Cookies are small text files sent to the user's device by visited websites to enable website operation, improve browsing experience, produce statistics or provide personalised content and advertising.

2. Types of cookies used

The website may use:

Technical cookies

Necessary for the website to function. They do not require consent.

Analytics cookies

Used to collect statistics on website usage. If they are not anonymised or are shared with third parties, they require the user's consent.

Marketing and profiling cookies

Used for advertising, remarketing and campaign measurement, including through Meta Pixel. They always require the user's consent.

Payment cookies

Services such as PayPal may install cookies or similar technologies for security, authentication, fraud prevention and transaction management.

3. Consent management

When first accessing the website, the user may:

- accept all cookies;
- reject non-essential cookies;
- customise preferences by category.

The user may change or withdraw consent at any time through the **“Manage cookie preferences”** link available on the website.

4. Third-party cookies

The website may use third-party tools, including:

- **Google Analytics 4** – statistics and traffic measurement;
- **Meta Pixel** – marketing, conversions and remarketing;
- **PayPal** – payments, security and fraud prevention.

Third parties process personal data according to their own privacy notices.

5. Disabling cookies through the browser

Users may configure their browser to block or delete cookies. Disabling technical cookies may affect the proper functioning of the website.

6. Changes to this Cookie Policy

This Cookie Policy may be updated at any time. Changes will be published on this page.