

Privacy Policy of GRUPPO AFR

Welcome to the privacy policy of GRUPPO AFR. This policy will help you understand what data we collect, why we collect it, and what your rights are in relation to it.

Latest update: July 13, 2026

Table of contents

- [Owner and Data Controller](#)
- [Types of Data collected](#)
- [Mode and place of processing the Data](#)
- [The purposes of processing](#)
- [Detailed information on the processing of Personal Data](#)
- [Information on opting out of interest-based advertising](#)
- [Further information about the processing of Personal Data](#)
- [Cookie Policy](#)
- [Further Information for Users in the European Union](#)
- [Additional information about Data collection and processing](#)
- [Definitions and legal references](#)

Owner and Data Controller

Antico Forno della Romagna S.r.l.
via L. Golfarelli, 78
47122 - Forlì (FC) - Italy

Owner contact email: marketing@gruppoafr.com

Type of Data we collect

Among the types of Personal Data that GRUPPO AFR collects, by itself or through third parties, there are:

- first name
- last name
- phone number
- email address
- various types of Data
- city
- Trackers
- Usage Data
- Data communicated while using the service
- number of Users
- session statistics
- answers to questions
- clicks
- keypress events
- motion sensor events
- mouse movements
- scroll position
- touch events
- IP address
- user content
- contents of the email or message
- profile picture
- date of the message
- time the message was sent
- sender of the message

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using GRUPPO AFR. Unless specified otherwise, all Data requested by GRUPPO AFR is mandatory and failure to provide this Data may make it impossible for GRUPPO AFR to provide its services. In cases where GRUPPO AFR specifically states that some Data is not

mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools — by GRUPPO AFR or by the owners of third-party services used by GRUPPO AFR serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy.

Users are responsible for any third-party Personal Data obtained, published or shared through GRUPPO AFR.

Mode and place of processing the Data

Methods of processing

The Owner takes appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of GRUPPO AFR (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Place

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data.

Retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent activity, as well as the following:

- Contacting the User
- Displaying content from external platforms
- Tag management
- Backup saving and management
- Managing contacts and sending messages
- Building and running GRUPPO AFR
- Analytics
- Spam and bots protection
- Advertising
- Collection of privacy-related preferences
- User database management
- Data transfer outside the EU
- Hosting and backend infrastructure
- Interaction with live chat platforms
- Interaction with external social networks and platforms

Detailed information on the processing of Personal Data

Advertising

This type of service allows User Data to be utilized for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on GRUPPO AFR, possibly based on User interests.

This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below.

Some of the services listed below may use Trackers to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User's interests and behavior, including those detected outside GRUPPO AFR. For more information, please check the privacy policies of the relevant services. Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.



Meta ads conversion tracking (Meta pixel)

Company: Meta Platforms Ireland Limited

Place of processing: Ireland

Personal Data processed: Trackers +1

Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.



Google Analytics 4

Company: Google Ireland Limited

Place of processing: Ireland

Personal Data processed: number of Users +3

Backup saving and management

This type of service allows the Owner to save and manage backups of GRUPPO AFR on external servers managed by the service provider itself. The backups may include the source code and content as well as the data that the User provides to GRUPPO AFR.



Sectigo CodeGuard

Company: Sectigo Limited

Place of processing: United Kingdom

Personal Data processed: various types of Data

Building and running GRUPPO AFR

Key components of GRUPPO AFR are built and run directly by the Owner by making use of the software listed below.



WordPress (self-hosted)

Company: GRUPPO AFR

Personal Data processed: Data communicated while using the service +1

Collection of privacy-related preferences

This type of service allows GRUPPO AFR to collect and store Users' preferences related to the collection, use, and processing of their personal information, as requested by the applicable privacy legislation.



iubenda Consent Database

Company: iubenda srl

Place of processing: Italy

Personal Data processed: Data communicated while using the service +2



iubenda Privacy Controls and Cookie Solution

Company: iubenda srl

Place of processing: Italy

Personal Data processed: IP address +1

Contacting the User



Contact form

Company: GRUPPO AFR

Personal Data processed: city +5



Mailing list or newsletter

Personal Data processed: email address



Phone contact

Personal Data processed: phone number

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of GRUPPO AFR and interact with them. Such services are often referred to as widgets, which are small elements placed on a website or app. They provide specific information or perform a particular function and often allow for user interaction. This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.



Google Maps Widget

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1



YouTube Video Widget

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1



Google Fonts

Company: Google Ireland Limited

Place of processing: Ireland

Personal Data processed: Trackers +1



Font Awesome

Company: Fonticons, Inc.

Place of processing: United States

Personal Data processed: Trackers +1



Instagram Widget

Company: Meta Platforms Ireland Limited

Place of processing: Ireland

Personal Data processed: Trackers +1

Hosting and backend infrastructure

This type of service has the purpose of hosting Data and files that enable GRUPPO AFR to run and be distributed or to provide a ready-made infrastructure to run specific features or parts of GRUPPO AFR.

Some services among those listed below, if any, may work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.



Google Cloud

Company: Google Ireland Limited

Place of processing: Ireland

Personal Data processed: various types of Data as specified in the privacy policy of the service

Interaction with external social networks and platforms

This type of service allows interaction with social networks or other external platforms directly from the pages of GRUPPO AFR. The interaction and information obtained through GRUPPO AFR are always subject to the User's privacy settings for each social network.

This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out from the respective services in order to make sure that the processed data on GRUPPO AFR isn't being connected back to the User's profile.



Facebook Like Button and Social Widgets

Company: Meta Platforms Ireland Limited

Place of processing: Ireland

Personal Data processed: Trackers +1

Interaction with live chat platforms

This type of service allows Users to interact with third-party live chat platforms directly from the pages of GRUPPO AFR, in order to contact and be contacted by GRUPPO AFR's support service.

If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service. Moreover, live chat conversations may be logged.



WhatsApp Business Chat Widget

Company: Meta Platforms Ireland Limited

Place of processing: Ireland

Personal Data processed: answers to questions +11

Managing contacts and sending messages

This type of service makes it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User.

These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message.



Vertigo Media

Company: Vertigo Media Group

Place of processing: United States

Personal Data processed: email address +2

Spam and bots protection

This type of service analyzes the traffic of GRUPPO AFR, potentially containing Users' Personal Data, with the purpose of filtering it from unwanted parts of traffic, messages and content that are recognized as spam or protecting it from malicious bots activities.



Google reCAPTCHA

Company: Google Ireland Limited

Place of processing: Ireland

Personal Data processed: answers to questions +8

Tag management

This type of service helps the Owner to manage the tags or scripts needed on GRUPPO AFR in a centralized fashion. This results in the Users' Data flowing through these services, potentially resulting in the retention of this Data.



Google Tag Manager

Company: Google Ireland Limited

Place of processing: Ireland

Personal Data processed: Trackers +1

User database management

This type of service allows the Owner to build user profiles by starting from an email address, a personal name, or other information that the User provides to GRUPPO AFR, as well as to track User activities through analytics features. This Personal Data may also be matched with publicly available information about the User (such as social networks' profiles) and used to build private profiles that the Owner can display and use for improving GRUPPO AFR.

Some of these services may also enable the sending of timed messages to the User, such as emails based on specific actions performed on GRUPPO AFR.



ZOHO CRM

Company: Zoho Corporation GMBH

Place of processing: Germany

Personal Data processed: email address +5



Marketing automation processes

Company: GRUPPO AFR

Personal Data processed: first name +3

Information on opting out of interest-based advertising

In addition to any opt-out feature provided by any of the services listed in this document, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

Further information about the processing of Personal Data

Work with Us

Personal data collected during the application process through the “Work with Us” section is processed by GRUPPO AFR for the purposes of recruitment and selection, in order to verify the skills required for hiring or for the start of a working relationship. Providing this data is optional. Refusal to provide the data could result in the inability to verify your qualifications and, consequently, preclude your hiring and/or the potential start of a working relationship. GRUPPO AFR will process your personal data for as long as necessary to fulfill the purposes described above, and in any case no longer than a maximum period of 12 months. Once this retention period has expired, the data will be destroyed or anonymized. The personal data processed will not be disclosed, meaning it will not be made known to unspecified parties. However, it may be communicated to employees and/or contractors, based on their roles and job duties, within the limits of their responsibilities. Finally, the data may be processed by service providers and/or professionals appointed as external data processors. The updated list of external data processors is available upon written request to the addresses indicated in this Privacy Policy. The management and storage of personal data will take place on servers located within the European Union.

Tracking Pixel

GRUPPO AFR uses tracking pixels—that is, 1×1-pixel graphic code snippets that are invisible to the user and embedded in electronic communications. These tools allow GRUPPO AFR to collect information about user behavior, including, but not limited to, IP address, browser type, operating system, pages visited, and access times. The data collected in this manner is processed for analytical and/or marketing purposes, within the limits and in the manner described in this Privacy Policy. Any requests to exercise the User’s rights may be directed to the Data Controller using the contact information provided in this Privacy Policy.

Analysis and predictions based on the User’s Data (“profiling”)

The Owner may use the Personal and Usage Data collected through GRUPPO AFR to create or update User profiles. This type of Data processing allows the Owner to evaluate User choices, preferences and behaviour for the purposes outlined in the respective section of this document. User profiles can also be created through the use of automated tools like algorithms, which can also be provided by third parties. To find out more about the profiling activities performed, Users can check the relevant sections of this document. The User always has a right to object to this kind of profiling activity. To find out more about the User’s rights and how to exercise them, the User is invited to consult the section of this document outlining the rights of the User.

Cookie Policy

GRUPPO AFR uses Trackers. To learn more, Users may consult the [Cookie Policy](#).

Further Information for Users in the European Union

Legal basis of processing

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes.
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Further information about retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.
- Personal Data collected for the purposes of the Owner's legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to fulfil a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

The rights of Users based on the General Data Protection Regulation (GDPR)

Users may exercise certain rights regarding their Data processed by the Owner.

In particular, Users have the right to do the following, to the extent permitted by law:

- **Withdraw their consent at any time.** Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data.
- **Object to processing of their Data.** Users have the right to object to the processing of their Data if the processing is carried out on a legal basis other than consent.
- **Access their Data.** Users have the right to learn if Data is being processed by the Owner, obtain disclosure regarding certain aspects of the processing and obtain a copy of the Data undergoing processing.
- **Verify and seek rectification.** Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected.
- **Restrict the processing of their Data.** Users have the right to restrict the processing of their Data. In this case, the Owner will not process their Data for any purpose other than storing it.
- **Have their Personal Data deleted or otherwise removed.** Users have the right to obtain the erasure of their Data from the Owner.
- **Receive their Data and have it transferred to another controller.** Users have the right to receive their Data in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another controller without any hindrance.
- **Lodge a complaint.** Users have the right to bring a claim before their competent data protection authority.

Users are also entitled to learn about the legal basis for Data transfers abroad including to any international organization governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

Details about the right to object to processing

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground related to their particular situation to justify the objection.

Users must know that, however, should their Personal Data be processed for direct marketing purposes, they can object to that processing at any time, free of charge and without providing any justification. Where the User objects to processing for direct marketing purposes, the Personal Data will no longer be processed for such purposes. To learn whether the Owner is processing Personal Data for direct marketing purposes, Users may refer to the relevant sections of this document.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible and always within one month, providing Users with the information required by law. Any rectification or erasure of Personal Data or restriction of processing will be communicated by the Owner to each recipient, if any, to whom the Personal Data has been disclosed unless this proves impossible or involves disproportionate effort. At the Users' request, the Owner will inform them about those recipients.

Transfer of Personal Data outside of the European Union

Data transfer to countries that guarantee European standards

If this is the condition for Data transfer, the transfer of Personal Data from the EU to third countries is carried out according to an adequacy decision of the European Commission. The European Commission adopts adequacy decisions for specific countries whenever it considers that country to possess and provide Personal Data protection standards comparable to those set forth by EU data protection legislation. Users can find an updated list of all adequacy decisions issued on the European Commission's website.

Data transfer abroad based on standard contractual clauses

If this is the condition for Data transfer, the transfer of Personal Data from the EU to third countries is carried out by the Owner according to "standard contractual clauses" provided by the European Commission. This means that Data recipients have committed to process Personal Data in compliance with the data protection standards set forth by EU data protection legislation. For further information, Users are requested to contact the Owner through the contact details provided in the present document.

Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of GRUPPO AFR or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

Additional information about User's Personal Data

In addition to the information contained in this privacy policy, GRUPPO AFR may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

System logs and maintenance

For operation and maintenance purposes, GRUPPO AFR and any third-party services may collect files that record interaction with GRUPPO AFR (System logs) or use other Personal Data (such as the IP Address) for this purpose.

Information not contained in this policy

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

Changes to this privacy policy

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within GRUPPO AFR and/or - as far as technically and legally feasible - sending a notice to Users via any contact information

available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

Information collected automatically through GRUPPO AFR (or third-party services employed in GRUPPO AFR), which can include: the IP addresses or domain names of the computers utilized by the Users who use GRUPPO AFR, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using GRUPPO AFR who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of GRUPPO AFR. The Data Controller, unless otherwise specified, is the Owner of GRUPPO AFR.

GRUPPO AFR (or this Application)

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by GRUPPO AFR as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

This policy relates solely to GRUPPO AFR, if not stated otherwise within this document.

How can we help?

What you can do

Your data

- [Ask us to know and access the information we hold on you](#)
- [Ask us to correct information we hold on you](#)
- [Ask us to be forgotten \(delete the information we hold on you\)](#)
- [Ask to port your data to another service](#)

In case of issues

While we strive to create a positive user experience, we understand that issues may occasionally arise between us and our users. If this is the case, please feel free to contact us.

[Contact us](#)

Footer

GRUPPO AFR

Antico Forno della Romagna S.r.l.

via L. Golfarelli, 78
47122 - Forlì (FC) - Italy

Owner contact email: marketing@gruppoafr.com

Downloadable documents

- [Privacy Policy](#)
Latest update: July 13, 2026
- [Cookie Policy](#)
Latest update: July 13, 2026

Privacy Policy  by **iubenda**

Generate yours with the [Privacy and Cookie Policy Generator](#)

[iubenda](#) hosts this content and only collects [the Personal Data strictly necessary](#) for it to be provided.