

PRIVACY POLICY

WUNDART – <https://wundart.com>

This Privacy Policy describes how Wundart di Enrico Pescarolo & C. sas collects, uses, and protects personal data when users access and use the website <https://wundart.com> (the “Site”), in accordance with EU Regulation 2016/679 (GDPR).

1. Data Controller

The Data Controller is:

WUNDART di Enrico Pescarolo & C. sas

Via Vittor Pisani 14

20124 Milan – Italy

VAT Number: 12363370961

Email: _____

Certified Email (PEC): wundart@pec.net

For any questions regarding this Privacy Policy or the processing of personal data, users may contact the Data Controller using the details above.

2. Types of Data Collected

The Site may collect the following categories of personal data:

- Identification data (first name, last name)
- Contact data (email address)
- Shipping address
- Billing information

- Account registration data
- Data provided voluntarily by the User during the use of services
- Usage data related to browsing activity
- Cookies and similar tracking technologies

Complete details on each category of data collected are provided within the relevant sections of this Privacy Policy.

Personal data may be:

- provided directly by the User, or
- collected automatically during navigation (usage data).

Unless otherwise specified, all personal data requested by the Site are mandatory. Failure to provide such data may make it impossible for Wundart to provide the requested services.

Where certain data are indicated as optional, Users are free not to provide them without affecting the availability of the service.

3. Methods of Processing

The Data Controller adopts appropriate technical and organizational security measures designed to prevent unauthorized access, disclosure, modification, or destruction of personal data.

Data processing is carried out using electronic and telematic tools, according to organizational procedures strictly related to the purposes described in this policy.

In addition to the Data Controller, personal data may be accessed by:

- administrative staff
- commercial staff
- marketing staff

Personal data may also be processed by external service providers, including:

- IT service providers
- hosting providers
- payment service providers
- shipping and courier companies
- communication and marketing agencies

Where required, such parties are appointed as Data Processors pursuant to Article 28 GDPR.

An updated list of Data Processors may be requested from the Data Controller at any time.

4. Legal Basis for Processing

Personal data are processed only where one of the following legal bases applies:

- Consent of the User (Article 6(1)(a) GDPR)

e.g., account registration or optional services.

- Performance of a contract or pre-contractual measures (Article 6(1)(b) GDPR)

e.g., purchasing an artwork or requesting information.

- Compliance with legal obligations (Article 6(1)(c) GDPR)

e.g., tax, accounting, and administrative obligations.

Users may request clarification from the Data Controller regarding the legal basis of specific processing activities.

5. Place of Data Processing and International Transfers

Personal data are processed at the operational offices of the Data Controller and in other locations where the parties involved in the processing are located.

Data processed through the platform are primarily stored on cloud servers located in Italy.

If necessary, the Data Controller may use cloud services located in other EU or non-EU countries. In such cases, service providers will be selected only if they provide adequate safeguards in accordance with Article 46 GDPR.

6. Data Retention

Personal data are retained only for the time necessary to fulfill the purposes for which they were collected.

Specifically:

- Administrative and accounting data are retained for 10 years in accordance with legal obligations.
- Contracts and related documentation are retained for 5 years.
- In all other cases, personal data are retained for a maximum of 24 months after the end of the relationship with the User.

Where processing is based on consent, personal data may be retained until consent is withdrawn.

The Data Controller may retain personal data for a longer period if required by law or by order of a public authority.

At the end of the retention period, personal data will be deleted or anonymized.

7. Purposes of Data Processing

Personal data are collected to allow the Data Controller to provide services through the Site.

These services include:

7.1 Account Registration

Users may create a personal account by completing the registration form and providing their personal data.

Registration allows users to access dedicated features such as:

- creating a wishlist
- following preferred artists
- creating a virtual gallery
- accessing additional services available on the platform

Users must provide a valid email address and choose a password to access their account.

Users may delete their account at any time. For security reasons, account deletion requests must originate from the registered email address.

7.2 Purchase of Artworks through the Wundart Platform

The purchase of an artwork through the Site is completed by finishing the guided purchase procedure, including acceptance of the Terms and Conditions of Sale.

During the purchase process, Users must provide personal data necessary for the performance of the sales contract, including:

- first name and last name
- delivery address
- email address
- selected payment method

After the order is completed, the Customer will receive a confirmation email summarizing the order.

Personal data may be shared with the shipping provider responsible for delivering the artwork.

Payment transactions are handled directly by third-party payment providers (e.g., credit card processors, PayPal). Wundart does not store or process payment card details.

Payment service providers may send automated communications such as invoices or payment confirmations.

7.3 Email Communications

When Users voluntarily send emails to addresses published on the Site, Wundart collects:

- the sender's email address
- any personal data included in the message

These data are used solely to respond to the User's request.

Failure to provide such data may make it impossible to provide the requested information.

Personal data collected through email communications are processed only for the time necessary to handle the request.

7.4 Blog

Registered users may submit articles to the Site's blog, subject to approval by the administrator.

Articles may include images and will be publicly visible to all visitors of the Site.

The blog does not constitute a journalistic publication as it is updated without periodicity and therefore does not qualify as an editorial product under Italian Law No. 62/2001.

Unless otherwise indicated, blog content (including images and photographs) is protected by copyright and may not be reproduced or redistributed without prior written authorization from the author.

The opinions expressed in blog articles represent solely the views of their respective authors.

8. User Rights

Under the GDPR, Users have the right to:

- access their personal data (Art. 15 GDPR)
- request correction of inaccurate data (Art. 16 GDPR)
- request deletion of personal data (Art. 17 GDPR)
- restrict processing (Art. 18 GDPR)
- receive their data in a portable format (Art. 20 GDPR)
- object to processing (Art. 21 GDPR)
- withdraw consent at any time where processing is based on consent

Users also have the right to lodge a complaint with the competent supervisory authority:

Italian Data Protection Authority (Garante per la Protezione dei Dati Personali)

<https://www.garanteprivacy.it>

9. How to Exercise Your Rights

Users may exercise their rights by contacting the Data Controller using the contact details provided in Section 1 of this Privacy Policy.

Requests will be processed without undue delay and within the time limits established by GDPR.

10. Changes to This Privacy Policy

The Data Controller reserves the right to modify this Privacy Policy at any time.

Users will be informed of any changes through this page.

If changes affect processing activities based on consent, the Data Controller will request renewed consent where necessary.