

# PRIVACY POLICY

This Web site is the responsibility of the Italian Trade Commission (the "I.T.C."). The I.T.C. can be contacted by mail at 33 East 67<sup>th</sup> Street New York, NY 10065, by phone at (212) 980 1500, by fax at (212) 758 1050 or by e-mail at [newyork@ice.it](mailto:newyork@ice.it) . This Web site is managed by The Creative LLC [caitlin@thecreativenyc.com](mailto:caitlin@thecreativenyc.com) . The following policies apply to [www.extraitastyle.com](http://www.extraitastyle.com) :

## 1. Collection of Personal Information from Site Visitors

The I.T.C. automatically collects and/or tracks (1) the home server domain names, e-mail addresses, type of client computer, and type of Web browser of visitors to the I.T.C.'s Web site, (2) the e-mail addresses of visitors that communicate with the I.T.C. via e-mail, (3) other personal information voluntarily provided by the user, and (4) user-specific information on what pages visitors access.

Placement of cookies on users' hard drives occurs when necessary, as in the case of performing searches and/or membership enrollments. Internet cookies save the visitor's name, password, user-name, screen preferences, the pages of the Web site viewed by the visitor, and the advertisements viewed or clicked by the visitor. Internet cookies are stored on the visitor's hard drive and are not stored, in any form, by the I.T.C. Visitors may decline the Internet cookie by using the appropriate feature of their Web client software, if available. When a visitor performs a search on the I.T.C.'s search engine, the I.T.C. records information identifying the visitor or linking the visitor to the search performed. As necessary to provide service, the I.T.C. does record limited information for every search request.

## 2. Use of Personal Data Collected

Personal data collected by the I.T.C. will be used by the I.T.C. for editorial and feedback purposes, for marketing and promotional purposes, for a statistical analysis of users' behavior, for product development, for content improvement, to inform advertisers as to how many visitors have seen or clicked on their advertisements, and to customize content and layout of the I.T.C.'s site. Data on visitors' home servers is aggregated for internal review and then discarded. Names, postal and e-mail addresses, and phone numbers collected may be added to the I.T.C.'s databases and used for future calls and mailings regarding site updates, new products and services, upcoming events.

## 3. Disclosure of Personal Data to Third Parties

The I.T.C. will not obtain visitor's consent before posting collected data on the I.T.C.'s Web site, or sharing, renting, selling, or otherwise disclosing data to third parties. The I.T.C. will disclose to third parties only information knowingly and voluntarily disclosed by visitors. I.T.C. may use or disclose the information users provide to our contractors, agents and suppliers to fulfill your requests for our products, programs, and services or in connection with the operation of this site. I.T.C. may disclose personally identifiable information in response to legal process, for example, in response to a court order or a subpoena. I.T.C. also may disclose such information in response to a law enforcement agency's request.

#### **4. Opt-Out Page**

Visitors may opt out of having their personal information collected by the I.T.C., used by the I.T.C. for secondary purposes, disclosed to third parties or used by the I.T.C. or third parties to send promotional correspondences to the visitor, by contacting the I.T.C.

#### **5. Access to and Ability to Correct Personal Data**

Upon request via postal mail, e-mail, or phone, the I.T.C. will provide to visitors a summary of any personal information retained by the I.T.C. regarding the visitor. Visitors may modify, correct, change, or update their personal record or cause their personal record to be removed from the I.T.C.'s database. The I.T.C. will only send personal records to the e-mail address on file for the visitor name associated with it.

#### **6. Collection of Personal Data from Children**

The I.T.C.'s Web site is not intended for or marketed to persons under the age of 18. The I.T.C. does not collect or post information from children under the age of 13 ("children"). In the event that the I.T.C. did collect or post information from children, it would not do so without their parent's or guardian's consent. The I.T.C. does not and will not provide any personally identifying information collected from children, regardless of its source, to any third party for any purpose whatsoever. In the event a child submits information to the I.T.C.'s Web site, the child's parent or guardian will receive an e-mail alerting them to the child's registration and providing instructions on how the parent could delete the child's registration, if so desired. Children are not allowed to participate in contests. No information collected from children is used for any marketing or promotional purposes whatsoever, either inside or outside the I.T.C. The I.T.C. encourages parents and guardians to spend time online with their children.

#### **7. The I.T.C.'s Right to Contact User**

The I.T.C. reserves the right to contact site visitors regarding privacy policy, or any other policies or agreements relevant to site visitors.

#### **8. The I.T.C.'s Right to Change Privacy Policy**

The I.T.C. reserves the right to change this policy at any time by notifying visitors of the existence and location of the new or revised privacy policy.