

INFORMATION NOTICE ON THE PROCESSING OF PERSONAL DATA
(pursuant to Articles 13 and 14 of EU Reg. 2016/679)

1. Introduction

EU Regulation 2016/679 on the “protection of natural persons with regard to the processing of personal data and on the free movement of such data” (“GDPR”) establishes rules to ensure that personal data is processed in compliance with the fundamental rights and freedoms of individuals.

This notice governs the procedures adopted by Iprod S.r.l., as Data Controller (“Controller” or “Iprod”), regarding the processing of personal data collected through the marketing and use of its products/services by customers via:

- a) browsing the website www.iprod.it (“Website”);
- b) browsing the blog blog.iprod.it (“Blog”);
- c) completing the online forms for subscribing to the iProd Cloud FREE version and purchasing the iProd Cloud versions, iProd Tablet, iProd Kiosk and the iProd APP via app.iprod.it.

Such personal data may refer to all individuals (“Data Subjects”) who interact with the Website, Blog, app.iprod.it section, or the iProd APP, and whose data Iprod may acquire following their browsing or subscription/purchase activities.

2. Definitions: Data Controller, External Processors, Authorized Persons, Data Subjects
Iprod develops products/services used by manufacturing companies, app developer partners, IT integrator partners, and suppliers. As a provider, Iprod may act as a Data Controller for the processing of personal data belonging to individuals involved in the commercial or production chain among these parties.

Iprod may also rely on external commercial partners to improve service delivery. These parties are designated as “External Processors” for privacy purposes.

External Processors are entities appointed by the Controller to process personal data on its behalf according to specific competencies and professionalism under a dedicated agreement.

An updated list of External Processors is available at the Controller’s registered office.

Iprod may also assign processing tasks to internal personnel identified as “Authorized Persons,” who process personal data according to their role under the Controller’s instructions and supervision.

During its activities, Iprod and its External Processors/Authorized Persons may gain access to personal data of company representatives or employees who use the Controller's software/hardware systems.

Pursuant to Articles 13 and 14 GDPR, Iprod S.r.l., headquartered at Via Gaetano Malasoma 26, 56121 Pisa (PI), Italy, acts as Data Controller.

Contact details:

Phone: +39 050 575632

Email: privacy@iprod.it

3. Types of Data Processed

Data collected via the Website, Blog, and app.iprod.it may include:

- Browsing data collected automatically during navigation (e.g., cookies as described in the "Cookie Policy");
- Personal data voluntarily provided by the Data Subject through forms on the Website, Blog, and app.iprod.it;
- Data voluntarily provided for the use of the iProd APP.

Browsing data

During access to the Website, Blog, app.iprod.it, and iProd APP, IT systems automatically collect certain information (e.g., cookies). This processing is necessary to ensure proper navigation and access to services. Cookie use may be limited via browser settings, potentially reducing available functions.

Data voluntarily provided by the visitor

Interaction with Iprod S.r.l. via contact forms ("Contact Us," "ChatBot," "Request Information," "Access Your Account," etc.) or emails/phone contacts published on the Website/Blog may result in the collection of personal data such as company name, VAT number, tax code, name, surname, phone number, email address, and any additional voluntarily provided information.

Data provided for use of the iProd APP

Access to iProd APP requires login credentials assigned to users of iProd FREE or iProd PROFESSIONAL. App stores (Apple Store, Google Play) may collect additional data as part of their normal operation (e.g., location, device ID, contacts, email). Their privacy policies apply.

4. Purposes and Legal Bases for Processing

Data collected is processed for:

- a) registration and handling of information requests;
- b) execution of purchase/service contracts and pre-contractual measures;
- c) use of iProd Cloud FREE, iProd Cloud in any version or packages, iProd Tablet, iProd Kiosk and iProd APP;

- d) access to the Blog;
- e) sending newsletters;
- f) compliance with legal obligations, including administrative/accounting requirements;
- g) marketing communications;
- h) soft spamming regarding similar products/services;
- i) establishing/exercising/defending legal claims;
- l) legitimate interest in protecting company assets and security.

Legal bases include:

- Legitimate interest: letters a), h), l)
- Contract or pre-contract: letters b), c), d)
- Consent: letters e), g)
- Legal obligation: letters f), i)

Providing data is optional, but refusal may prevent service delivery.

5. Processing Methods

Data is processed using manual and electronic tools ensuring security and confidentiality. Third-party service providers may act as External Processors under Article 28 GDPR.

6. Recipients of Personal Data

Data may be accessed by:

- Employees/collaborators of the Controller;
- Public/private entities assisting with service activities or bound by legal/contractual obligations.

Data will not be disseminated beyond what is necessary for service execution.

7. Data Transfer

Data may be transferred within the EU. Transfers outside the EU may occur only with adequate guarantees or legal derogations.

8. Data Retention

Data is retained no longer than necessary for the processing purposes. Marketing data is stored for no more than 24 months.

9. Rights of the Data Subject

Data Subjects may request:

- confirmation of processing,
- access to data,
- rectification,
- erasure,
- restriction,

- portability,
- objection to processing, including marketing/soft spamming,
- withdrawal of consent,
- filing a complaint with the Italian Data Protection Authority.

10. Withdrawal of Consent

Consent may be withdrawn at any time by writing to privacy@iprod.it.

11. Complaints

Complaints may be submitted to the Italian Data Protection Authority at www.garanteprivacy.it.

12. Exercising Rights

Requests may be sent via registered mail or email to the Data Controller at:

Iprod S.r.l., Via Gaetano Malasoma 26, 56121 Pisa (PI), Italy

Email: privacy@iprod.it

13. Minors

Minors under 18 may not provide personal data without parental/guardian consent.

14. Updates

The Controller may update this notice at any time. Users should check this page regularly.

Last updated: November 11, 2025