

The privacy of users of this AIDA S.r.l. ("AIDA") website (hereinafter referred to as "Users") is very important to AIDA. The purpose of this Privacy Policy is to inform Users as to AIDA's practices concerning the collection, use, access and security of personal and other information submitted by Users to AIDA through this website.

Section 1: Data Collection

The purpose of this AIDA website is to provide Users with information concerning AIDA and also to provide an informative, efficient and secure means of reviewing products sold by AIDA. Moreover, the information AIDA stores and analyzes is used to improve the way we do business with our current customers and potential customers. In furtherance thereof, AIDA requires that Users submit certain types of information in order to effectuate browsing of products through this website. Specifically, AIDA collects the following types of User information: (a) User's name and address; (b) User's domain name; (c) User's browsing activities with respect to this AIDA website; (d) User's e-mail addresses and correspondence; (e) contact information; and (f) voluntary information Users provide through on-line surveys and/or site registrations. In addition to the foregoing, AIDA may collect other types of User information in order to allow AIDA to conduct market research, meet User needs and promote the purposes of this AIDA website.

Section 2: New Products and Services

If a User supplies AIDA with its postal address on-line, or e-mail address, such User may receive postal mailings from AIDA with information on new products and services or upcoming events. In addition, Users who supply AIDA with their telephone numbers on-line may receive calls from AIDA regarding their inquiries, service requests or orders. Users may also receive telephone contact from AIDA with information regarding new products and services or upcoming events.

Section 3: Security

As a general rule, AIDA does not share any personally-identifiable or private User information submitted on-line with third parties, unless such third parties are acting as intermediaries. Some examples of intermediaries include distributors, shippers, and Internet service providers. Given the AIDA website's purpose of providing Users with an informative, efficient and secure means of reviewing and purchasing products, AIDA uses security measures which are standard in the industry to safeguard information submitted by Users. Such website security measures employed by AIDA include Secure Socket Layer (SSL) connections, firewalls, and passwords. Despite these security measures employed by AIDA, Users should be aware that it is impossible to guarantee absolute security over the Internet. Moreover, due to the existing regulatory environment, AIDA cannot guarantee that User information will never be disclosed to third parties as a result of a governmental order or otherwise.

Users may contact AIDA concerning this AIDA website and/or this Privacy Policy by e-mail as follows:

AIDA S.r.l.

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