Extended Privacy Notice

Privacy Policy

Last updated: 11/11/2026

In accordance with Regulation (EU) 2016/679 (hereinafter the “GDPR”) and Italian Legislative Decree no. 196 of 30 June 2003, as subsequently amended and supplemented, this notice describes how the personal data of users who visit the website www.campingpuntala.it, its subdomains and the web applications related to it, operated by Campeggio Puntala S.r.l., are processed (hereinafter, collectively, the “Sites” and, individually, the “Site”).

This notice applies to the processing of personal data carried out by the Company through the aforementioned Sites, including any further subdomains that may be activated in the future, provided that the purposes and methods of processing fall within those described in this document.

Where specific services involve further or different processing, specific supplementary notices will be made available where necessary.

This notice is provided to those who interact with the web services accessible electronically from the address www.campingpuntala.it, also pursuant to Articles 13 and 14 of Regulation (EU) 2016/679 (General Data Protection Regulation), for the protection of personal data.

This notice covers all personal data collected and processed by Campeggio Puntala S.r.l., tax code 00225550532, VAT no. 01233070539, with registered office at 58043 Punta Ala, Castiglione della Pescaia, Grosseto, Italy (hereinafter the “Campsite” or the “Company”) through the Site, with the exception of cookies. For cookies, please refer to the specific extended notice available at the link (Cookie Policy), in accordance with Regulation (EU) 2016/679.

Browsing data

The IT systems and software procedures used to operate the Site acquire, during their normal operation, certain personal data whose transmission is implicit in the use of Internet communication protocols. This information is not collected in order to be associated with identified data subjects, but by its very nature it could, through processing and association with data held by third parties, allow users to be identified.

This category of data includes the IP addresses or domain names of the computers used by users connecting to the Site, the URI (Uniform Resource Identifier) addresses of the resources requested, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the server's response (successful, error, etc.) and other parameters relating to the user's operating system and IT environment.

These data are used solely to obtain anonymous statistical information on the use of the Site and to check that it is functioning correctly, and are deleted immediately after processing.

The data may be used to establish liability in the event of hypothetical computer crimes against the Site.

Data provided voluntarily

The Data Controller processes the identifying personal data (for example first name, surname, company name, address, telephone numbers, e-mail, bank and payment details) that you provide when concluding contracts for the Controller's services, subscribing to the newsletter and/or to the instant messaging, customer support, information request and marketing services, and joining the Controller's Question your Loyalty programme, available on the Site.

The optional, explicit and voluntary sending of e-mails to the addresses indicated on this Site entails the subsequent acquisition of the sender's address, which is necessary to respond to requests, as well as any other data included in the message.

To respond to requests sent via the Site's chat, the Controller uses the Intercom platform, including the virtual assistant Fin, which is based on artificial intelligence (or other equivalent tools, which will be indicated in this notice from time to time). When chatting with Fin, the user is interacting with an automated system and not with a person, and can ask for the assistance of a member of the Campsite's staff. Requests received through the chat, the forms and the booking system may be forwarded to the Campsite's staff, for internal handling, via Slack.

Purposes of processing, communication of and access to data

The personal data you provide will be processed in compliance with the conditions of lawfulness set out in Article 6 of Regulation (EU) 2016/679:

1. without your express consent, pursuant to Article 6(1)(b), (c) and (f) of Regulation (EU) 2016/679 (GDPR), in relation to the specific purposes pursued, for the following Service Purposes:

a) carrying out the technical administration of the Site;

b) performing the service requested and concluding contracts for the Controller's services;

c) fulfilling pre-contractual, contractual and tax obligations arising from your existing relationship with us;

d) fulfilling obligations under the law, a regulation, EU legislation or an order of an authority (for example on anti-money laundering);

e) exercising the Controller's rights, for example the right of defence in court;

For these purposes your data may be disclosed to the judicial authorities and to those parties to whom disclosure is mandatory by law for the fulfilment of the said purposes. These parties will process the data as independent controllers. Your data will not be disseminated. Guests' credit card data are processed through the Mews PMS hospitality management system solely to guarantee the booking, manage any penalties, issue any refunds or discounts and allow legitimate charges for damages or additional costs arising after departure.

2. without your express and prior consent, in the cases and under the conditions provided for by Article 130(4) of Legislative Decree 196/2003 (Italian Privacy Code), for the following Marketing Purposes:

f) processing the e-mail address you provide in the context of purchasing a product and/or service offered and sold on the Site directly by the Campsite, to allow the Campsite to sell similar products or services directly (and therefore to send the user promotional e-mails about such products and/or services), provided that you do not exercise your right to object in the manner indicated below (so-called soft spam).

You can object to receiving soft-spam communications:

• by contacting Campeggio Puntala S.r.l. at: thomas.daddi@campingpuntala.it;

• via the link included in every promotional communication sent by Campeggio Puntala S.r.l.

For these purposes your data will not be disclosed to third parties, except where required by law or requested by the judicial authorities, nor will it be disseminated.

3. only with your specific and separate consent, pursuant to Article 6(1)(a) and Article 7 of Regulation (EU) 2016/679 (GDPR), for the following Marketing Purposes:

g) sending you, by automated means of contact (e-mail, text message, instant messaging, for example via WhatsApp) and traditional means (telephone calls with an operator), newsletters, commercial communications and/or advertising material about products or services offered by the Controller, including

products or services other than those for which the data were collected, and measuring your satisfaction with the quality of the services;

h) sending you (by e-mail, post and/or text message and/or instant messaging and/or telephone) newsletters, commercial and/or promotional communications from third parties (for example, business partners);

i) disclosing your personal data to third parties for the promotion exclusively of products or services offered by Campeggio Puntala S.r.l.;

l) managing loyalty programmes and granting discounts and benefits to members.

For these purposes your data will not be disclosed to third parties other than those to whom your data are disclosed under letter i), except where required by law or requested by the judicial authorities, nor will it be disseminated.

4. only with your specific and separate consent, pursuant to Article 6(1)(a) and Article 7 of Regulation (EU) 2016/679 (GDPR), for the following Marketing Purposes:

m) disclosing your personal data, for their own promotional purposes, to: CENTRO VELICO PUNTA ALA A.S.D. (VAT no. – tax code 01356920536), with registered office in loc. Punta Ala, c/o PuntAla Camp & Resort – 58043 Castiglione della Pescaia (GR); PUNTA ALA TRAIL CENTER A.S.D. (VAT no. – tax code 01647880531), with registered office in loc. Punta Ala, c/o Campeggio Puntala – 58043 Castiglione della Pescaia (GR); PUNTA ALA SUP EXPERIENCE A.S.D. (VAT no. – tax code 01708190531), with registered office in loc. Punta Ala, c/o PuntAla Camp & Resort – 58043 Castiglione della Pescaia (GR); PUNTALA AMBIENTE S.R.L. (VAT no. – tax code 01415020534), with registered office at Via Zanardelli 1 – Grosseto (GR); LOGITAL S.R.L. (VAT no. – tax code 03947730374), with registered office at Via Palazzetti 5/F – 40068 San Lazzaro di Savena (BO); and possibly to providers of further services located in the area where our facility is situated, whose details we will provide.

For these purposes your data will not be disclosed to third parties other than those listed above under letter m), except where required by law or requested by the judicial authorities, nor will it be disseminated.

5. only with your specific and separate consent, pursuant to Article 6(1)(a) and Article 7 of Regulation (EU) 2016/679 (GDPR), for the following Profiling Purposes: n) processing your personal data by automated and non-automated means in order to analyse your preferences, consumption habits, behaviour and interests, so as to improve the range of services offered, personalise commercial communications and propose targeted promotional initiatives. For these purposes your data will not be disclosed to third parties, except where required by law or requested by the judicial authorities, nor will it be disseminated.

Tracking pixels in e-mail communications

Newsletters, promotional communications and communications containing satisfaction questionnaires sent by Campeggio Puntala S.r.l., including through the MailUp platform, may contain tracking pixels, i.e. invisible images that make it possible to detect when an e-mail is opened, when the e-mail program downloads the images. The links in the communications may also make it possible to detect the clicks made by recipients.

The information collected may include the opening of e-mails, the date and time, the number of openings, the links selected, the IP address, the type of device and the e-mail program used.

Subject to consent to receive promotional communications, as set out in point 3 above, this information may be used to assess the effectiveness of campaigns, including in relation to the resulting bookings, to improve content and to adjust the frequency of mailings, including suspending them if they are of no interest to the recipient.

Where the data subject has given specific and separate consent to profiling, as set out in point 5, letter n) above, the information collected may also be used to identify their interests and preferences, including by combining it with data relating to previous stays, in order to offer personalised commercial communications.

Managing preferences and withdrawing consent

At any time, via the “Manage preferences” link included in e-mail communications, the data subject may:

- continue to receive promotional communications without information on openings and clicks being associated with them personally;

- withdraw consent to profiling, while continuing to receive promotional communications that are not personalised on the basis of their interests;

- withdraw consent to receiving promotional communications, thereby stopping them.

Choosing not to be tracked is free of charge and entails no limitation: the data subject will continue to receive the same communications. The choices expressed are recorded, also in order to demonstrate compliance with the law.

The same requests may be sent to the Data Controller using the contact details given in this notice.

Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

The Company may also carry out aggregate and anonymous statistical surveys, without identifying individual recipients, to assess the overall performance of campaigns and improve the service.

For communications sent without prior consent under point 2 above (soft spam), information on openings and clicks is not associated with the individual recipient.

In service communications that the Controller is required to send, for example on contractual or organisational changes to the stay, on security or on deadlines, the Controller may verify that the message has actually been read; this information is not used for promotional purposes.

The use of tracking pixels is governed by Article 122 of Legislative Decree 196/2003 (Italian Privacy Code) and, for processing based on consent, by Article 6(1)(a) and Article 7 of Regulation (EU) 2016/679 (GDPR). This is without prejudice to the cases in which consent is not required, under the conditions set out in the Guidelines of the Italian Data Protection Authority (Garante per la protezione dei dati personali) adopted by decision no. 284 of 17 April 2026.

Data retention

Personal data collected through these tools will be retained for the periods indicated in the “Duration of processing” section of this notice, distinguishing marketing purposes from profiling purposes; for data on openings and clicks, these periods run from the date of each individual detection.

Your data may be made accessible for the purposes referred to in points 1., 2., 3., 4. and 5.:

– to employees and collaborators of the Data Controller or of partner companies and/or entities in Italy and abroad, in their capacity as persons in charge of processing and/or internal processors and/or system administrators;

– to third-party companies or other parties (for example, credit institutions, professional firms, consultants, insurance companies providing insurance services, etc.) that carry out outsourced activities on behalf of the Data Controller, in their capacity as external processors, namely persons/companies providing services related and instrumental to the purposes indicated above.

Transfer of data to non-EU countries

Your personal data will be processed by the Data Controller within the territory of the European Union. Should it be necessary, for technical and/or operational reasons, to use parties located outside the European Union, or to transfer some of the data collected to technical systems and cloud services located outside the European Union, the processing will be governed in accordance with Chapter V of the Regulation and authorised on the basis of specific decisions of the European Union. All necessary precautions will therefore be taken to ensure the fullest protection of personal data, basing such transfer: a) on adequacy decisions for the recipient third countries adopted by the European Commission; b) on appropriate safeguards provided by the recipient third party pursuant to Article 46 of the Regulation; c) on the adoption of binding corporate rules.

In particular, Intercom and Slack may transfer personal data to the United States under the EU-U.S. Data Privacy Framework, through the certifications of Intercom, Inc. and Slack Technologies, LLC (Salesforce group) respectively, limited to the transfers covered by those certifications. Any further transfers to third countries will be carried out in compliance with the safeguards provided for by Articles 44 et seq. of the GDPR.

Legal basis for processing

The provision of data for the purposes referred to in point 1 above is necessary to provide the services requested and to comply with legal obligations. Without it, we will not be able to provide you with the services referred to in that point. The legal basis for processing such data is the performance of a contract to which you are a party (Article 6(1)(b) GDPR), the need to comply with legal obligations (Article 6(1)(c) GDPR) and the pursuit of the Controller's legitimate interest, including for handling any post-stay disputes and for exercising or defending its rights (Article 6(1)(f) GDPR).

The legal basis for processing data for the purposes referred to in point 2 above is Article 130(4) of Legislative Decree 196/2003 (Italian Privacy Code), which, under the conditions set out therein, permits promotional communications to be sent by e-mail without the data subject's prior consent (so-called soft spam), without prejudice to the right to object to such processing at any time.

The provision of data for the purposes referred to in points 3, 4 and 5 above is, on the other hand, optional. The legal basis for processing is the data subject's consent, pursuant to Article 6(1)(a) and Article 7 GDPR and, where applicable, Article 130 of the Italian Privacy Code. The data subject may refuse or withdraw the consent given for each of these purposes at any time. Failure to give consent will only prevent the processing to which it relates, without affecting the possibility of using the services referred to in point 1. In particular, failure to consent to profiling or to the disclosure of data to third parties for promotional purposes will not prevent the receipt of the Controller's commercial communications, where specifically authorised.

Methods of processing

The data will be processed:

- on paper and electronic media of any kind;

- by authorised persons, who are always identified, suitably instructed and informed of the constraints imposed by applicable law;

- for the time strictly necessary to achieve the purposes for which they were collected;

- with a commitment to keep the data promptly updated, deleting data that are obsolete, unnecessary or irrelevant;

- with a commitment to adopt the organisational and security measures required by law to guarantee the confidentiality of the data subject and to prevent unauthorised access by third parties or unauthorised persons.

For credit card data, all transactions are handled through PCI DSS-certified payment gateways; the Mews PMS hospitality management system uses cryptographic tokens and does not store full card numbers in any way.

Duration of processing

Personal data collected will be retained, in compliance with Article 5(1)(e) of Regulation (EU) 2016/679, in a form that permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed, and in any case for no more than 10 years from the end of the relationship for the Service Purposes.

Credit card data, stored in tokenised form through the Mews PMS hospitality management system, are retained for a maximum of 30 (thirty) days from the date of check-out or cancellation of the booking. The 30-day period makes it possible to handle any refund requests or disputes safely within the average accounting and banking closing times and to fulfil tax and reporting obligations, in compliance with the data minimisation principle laid down by the GDPR.

After this period, the data are automatically deleted from the system or made permanently anonymous/non-reusable.

Personal data processed for Marketing Purposes will be retained for a maximum of 24 months from the collection of consent, or until the data subject withdraws consent, if earlier.

Personal data processed for Profiling Purposes will be retained for a maximum of 12 months from the collection of consent, or until the data subject withdraws consent, if earlier.

After this period, the data will be deleted or irreversibly anonymised, without prejudice to the processing of any data necessary to fulfil contractual, accounting or legal obligations, which will be retained for the period provided for by the relevant legislation (e.g. up to 10 years).

The data subject has the right to withdraw consent at any time, without affecting the lawfulness of processing carried out before the withdrawal.

Data Controller, persons in charge and processors

The Data Controller is Campeggio Puntala S.r.l., tax code 00225550532, VAT no. 01233070539, with registered office at 58043 Punta Ala, Castiglione della Pescaia, Grosseto, Italy, tel. +39 0564 922294, e-mail: thomas.daddi@campingpuntala.it. The persons in charge of data processing are the employees and/or collaborators of Campeggio Puntala S.r.l. The data may be processed by the employees and/or collaborators of the company departments responsible for pursuing the purposes indicated above, who have been expressly authorised to process the data and have received appropriate operating instructions.

MEWS SYSTEMS BV (VAT no. NL856548327B01), with registered office at Wibautstraat 137 D – Amsterdam; REVIEWPRO, part of the Shiji group, with registered office at Chorzowska 148, 40-101 Katowice (Poland); INTERCOM R&D UNLIMITED COMPANY, with registered office at 124 St Stephen's Green, Dublin 2, DC02 C628 (Ireland); INTERCOM, INC., a Delaware corporation with offices at 55 2nd Street, 4th Fl., San Francisco, CA 94105 (United States); INTERCOM SOFTWARE UK LIMITED, with offices at Level 9, the Warehouse 207-211 Old St, London, EC1V 9NR (United Kingdom); INTERCOM SOFTWARE AUSTRALIA PTY LTD, with offices at 285A Crown St., Surry Hills NSW 2010, Sydney

(Australia); INTERCOM R&D GMBH, with offices at Zimmerstraße 78, 10117 Berlin (Germany), and the other companies of the Intercom group; SABICOM S.R.L. SOCIETÀ A SOCIO UNICO (VAT no. 12600040153), with registered office at via XX Settembre 30, 20025 Legnano (MI); Studio Piantini (tax code PNTCST77T60E202S) of Cristina Piantini, Chartered Accountant and Auditor, with offices at Via Zanardelli 1, 58100 Grosseto (GR); My Butler - iubenda s.r.l. (tax code/VAT no. IT07347120961), with registered office at Via San Raffaele 1, 20121 Milan (MI); LOGITAL S.R.L. (VAT no. – tax code 03947730374), with registered office at Via Palazzetti 5/F – 40068 San Lazzaro di Savena (BO), are Data Processors, processing personal data on behalf of the Controller. The updated list of processors and persons in charge of processing is kept at the Data Controller's registered office.

The following are also Data Processors: SLACK TECHNOLOGIES LIMITED, based in Dublin (Ireland), for the internal handling of user requests, and TEAMSYSTEM S.p.A., with registered office at Via Sandro Pertini 88, 61122 Pesaro (PU), provider of the MailUp platform used to send e-mails.

Rights of the data subject

Pursuant to Regulation (EU) 2016/679 (GDPR) and national legislation, the User may, in the manner and within the limits provided for by applicable law, exercise the following rights:

- to request confirmation as to whether personal data concerning them exist (right of access);

- to know their origin;

- to receive them in an intelligible form;

- to obtain information on the logic, methods and purposes of the processing;

- to request the updating, rectification, integration, erasure, anonymisation or blocking of data processed unlawfully, including data no longer necessary for the purposes for which they were collected;

- where processing is based on consent, to receive the data provided to the controller, at the mere cost of any medium, in a structured, machine-readable and commonly used format, without prejudice to paragraphs 3 and 4 of Article 20 of Regulation (EU) 2016/679;

- if they consider that the processing of data concerning them infringes Regulation (EU) 2016/679, pursuant to Article 15(f) of that Regulation, the right to lodge a complaint with the Italian Data Protection Authority (Garante per la protezione dei dati personali) and, with reference to Article 6(1)(a) and Article 9(2)(a), the right to withdraw the consent given at any time;

- where data are processed on the basis of legitimate interests, the rights of data subjects are in any case guaranteed (except for the right to data portability, which is not provided for by the rules), in particular the right to object in whole or in part to the processing, which may be exercised by sending a request to the data controller;

- the data subject's right to object to the processing of their personal data for marketing purposes carried out by automated means of contact extends to traditional means and, in any case, the data subject may exercise this right in part, for example by objecting only to promotional communications sent by automated means;

- and, more generally, to exercise all the rights granted to them by applicable law.

The User may exercise their rights under Articles 15, 16, 17, 18, 19, 20, 21 and 22 of Regulation (EU) 2016/679 by sending a request to the Data Controller, Campeggio Puntala S.r.l., with registered office at 58043 Punta Ala, Castiglione della Pescaia, Grosseto, Italy, tel. +39 0564 922294, e-mail: thomas.daddi@campingpuntala.it, also by e-mail or telephone, and is entitled to receive a reply once the request has been processed.