

Privacy Policy — Fónđaco

Last updated: 30/11/2025

Fónđaco (“Fónđaco”, “we”, “our”) is a creative and curatorial initiative dedicated to promoting emerging Italian designers internationally.

The trademark “Fónđaco” is registered and owned by **Federica Farina Olivieri**, who also manages and operates this website as an individual.

As Fónđaco is not yet incorporated as a company, all data processing activities described herein are conducted by **Federica Farina Olivieri**, acting as the **Data Controller** in accordance with applicable data protection legislation, including the General Data Protection Regulation (EU) 2016/679 (“GDPR”).

This Privacy Policy describes how personal data is collected, processed, stored and protected when you interact with our website and related services.

By accessing or using this website, you acknowledge that you have read and understood this Privacy Policy.

1. Data Controller

Data Controller:

Federica Farina Olivieri

Owner of the trademark “Fónđaco” and operator of fondaconyc.com

Contact email: info@fondaconyc.com

Should a formal legal entity be established in the future, this Privacy Policy will be amended accordingly.

2. Categories of Personal Data Collected

We collect personal data directly from users and automatically through the use of the website.

A. Data Provided Directly by Users

- First and last name
- Email address
- Telephone number (optional)
- Information submitted via event registrations, RSVPs, or contact forms
- Brand or collaboration-related information
- Any communications sent via email or through the website
- Newsletter subscription details

B. Data Collected Automatically

Collected via Wix and integrated analytical tools:

- IP address
- Approximate geolocation (city or region)
- Browser type, device characteristics, operating system
- Pages visited, time spent, click patterns, scrolling behaviour
- Cookies and similar tracking technologies

C. Data Collected Through Social Media Interactions

When interacting with Fónđaco through social channels (Instagram, TikTok, LinkedIn, etc.), we may receive:

- Public profile information
- Engagement metrics (likes, comments, shares, messages)
- Aggregated insights provided by the platform

No additional data is extracted beyond what is made available by the relevant social platforms.

D. Embedded Content

Our website may include embedded content (e.g., Instagram posts, TikTok videos, YouTube videos).

These third parties may independently collect data such as:

- IP address
- Device and browser details
- Interaction data with the embedded content

This may occur even without user interaction.

3. Purposes of Processing

Personal data is processed for the following purposes:

- Responding to inquiries, requests, and communications
- Managing event registrations and related communications
- Sending newsletters and updates, subject to explicit consent
- Analysing website performance and improving user experience
- Conducting audience analytics and behaviour monitoring
- Ensuring website functionality, security, and integrity
- Facilitating potential collaborations or partnerships

No personal data is sold or disclosed to third parties for commercial gain.

4. Data Minimisation Principle

Only data strictly necessary for the purposes outlined above is collected. We do not request or retain personal data that is irrelevant or excessive.

5. Legal Basis for Processing (GDPR)

For users located in the European Union, personal data is processed on the basis of:

- **Consent:** newsletters, marketing communications, and non-essential cookies
 - **Legitimate interest:** analytics, website functioning, and responding to inquiries
 - **Performance of a contract:** event registrations or collaboration processes
 - **Legal obligations:** compliance with applicable laws
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6. Automated Decision-Making

Fóndaco does **not** engage in automated decision-making or profiling that produces legal or similarly significant effects on individuals.

7. Data Storage and Security

Personal data is stored using reputable third-party service providers, including:

- **Wix.com Ltd.**
- **Google LLC (Google Analytics GA4)**
- **Mailchimp / Wix Email Marketing**
- **Typeform** (if used)

Appropriate technical and organisational security measures are implemented to ensure the confidentiality, integrity, and availability of personal data and to prevent unauthorised access or misuse.

8. Third-Party Processors

Personal data may be processed by the following third parties solely for the purposes of providing hosting, analytics, email distribution, or related services:

- Wix.com Ltd.
- Google LLC
- Meta Platforms Inc. (if Meta Pixel is used)
- Mailchimp / Wix Email Marketing
- Typeform
- Stripe / Wix Payments (if payment tools are introduced in the future)

All processors operate under their respective privacy policies and comply with applicable data protection regulations.

9. Data Sharing

Data may be shared with:

- Service providers essential for website operation and communication
- Event partners, exclusively when necessary and always subject to explicit consent
- Public authorities when required by law

Data may be transferred outside the European Economic Area (EEA). In such cases, appropriate safeguards (e.g., Standard Contractual Clauses) are implemented.

10. Cookies and Tracking Technologies

The website uses cookies for:

- Website functionality
- Performance optimisation
- Audience measurement
- Personalisation (subject to consent)

Users can manage cookie preferences at any time via the cookie banner or browser settings.

Further details are provided in the **Cookie Policy**.

11. Rights of Data Subjects

In accordance with applicable law, users may exercise the following rights:

- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to data portability
- Right to object to processing
- Right to withdraw consent
- Right to lodge a complaint with a supervisory authority

Requests should be submitted via email to: federica@fondaconyc.com

12. Newsletters and Marketing Communications

Marketing communications are sent exclusively to users who have explicitly opted in. Users may withdraw consent at any time via the unsubscribe link included in each email.

13. Data Retention

Personal data is retained only for the period strictly necessary to fulfil the purposes for which it was collected or as required by applicable law.
Users may request the deletion of their data at any time.

14. Children's Privacy

This website is not intended for individuals under 16 years of age, and no data is knowingly collected from minors.

15. Amendments to This Policy

This Privacy Policy may be updated periodically.
All changes will be published on this page with an updated "Last Updated" date.

16. Contact

For questions or requests relating to this Privacy Policy or to exercise your rights, please contact:

Federica Farina Olivieri
Email: info@fondaconyc.com
Website: fondaconyc.com