

01 / Privacy notice

Your privacy, clearly explained

How we process the personal data of people who visit our website, contact us, book or use the services of Agritur La Regina dei Prati.

Articles 13 and 14 of Regulation (EU) 2016/679 (GDPR)

Data controller

Agritur La Regina dei Prati di Moser Laura

Via Margherita Dellafor 20, 38033 Cavalese (TN), Italy

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Certified email (PEC): laura.moser@pec.agritel.it

Who this notice covers

This notice covers www.lareginadeiprati.it, enquiries by email, telephone or WhatsApp, and the handling of bookings, stays, catering and activities requested from the property. Processing for other purposes requires specific information when the data are collected.

Data categories and sources

We collect identity and contact details, communications, information about stays and services, and administrative and payment data. During browsing, technical systems process IP addresses, requested resources, dates, times, browsers and request outcomes. Data may come directly from you, from someone booking for a group or from an intermediary chosen by the guest.

Data received from other people

When data are not obtained directly from the individual, we provide this notice within one month of collection and, in any event, at the first communication with them or before the first disclosure to another recipient, subject to the exceptions in Article 14 GDPR. Anyone booking for others is asked to share this notice with them.

02 / Privacy notice

Purposes and legal bases

Each use of personal data has a defined purpose. Consent is not required where processing is necessary for a contract, a legal obligation or an applicable legitimate interest.

01 / Browsing and security

Technical data and logs enable us to deliver pages, prevent misuse and diagnose faults. Basis: Article 6(1)(f) GDPR, the legitimate interest in operating and protecting the website. These data are needed for the connection. Logs are retained for a period proportionate to fault diagnosis and incident handling, taking account of the severity and duration of events. Only data relevant to incidents or obligations may be kept longer.

02 / Enquiries and quotations

We use contact details and messages to respond and prepare the requested service. Basis: Article 6(1)(b) GDPR for pre-contractual enquiries; Article 6(1)(f) for other correspondence, in the interest of responding. Providing data is optional, but we need the relevant contact details to reply. If no booking follows, enquiries are normally kept for up to 12 months after the last contact, unless a dispute arises.

03 / Bookings and services

We manage availability, bookings, stays, catering, activities and assistance using the data required for the service. Basis: Article 6(1)(b) GDPR. The service cannot be performed without essential data. We keep the data during the relationship; afterwards, only information needed for obligations or legal claims is retained within the applicable time limits, normally up to 10 years after the relationship ends.

04 / Administrative and legal obligations

Invoicing, accounting, taxation and mandatory reporting are based on Article 6(1)(c) GDPR. Data required by law must be provided. Accounting records are kept for 10 years after the last entry (Article 2220 of the Italian Civil Code), subject to longer periods required by law or ongoing proceedings. Guest registration and identity documents are covered on the next page.

03 / Privacy notice

Hospitality and optional choices

We request only information relevant to the service. Optional consents are separate from the booking and can be withdrawn.

Guests and identity documents

The required guest details are sent to the police through Alloggiati Web under Article 109 of the Italian public security law (TULPS), on the basis of Article 6(1)(c) GDPR. Failure to provide them prevents the stay. Transmission receipts are kept for 5 years. Any identity document copies obtained solely for this report must be deleted or destroyed immediately after transmission; they are not a customer archive.

Allergies, health and accessibility

Where needed for the requested service, information about allergies, intolerances or particular needs may be processed with explicit consent (Articles 6(1)(a) and 9(2)(a) GDPR), unless another applicable legal ground exists. Providing it is optional; without it we may be unable to meet the specific need. It is kept only for the service and then deleted, unless there is a separate, documented legal or legal-claims need. Please do not send unnecessary medical records.

Children and activities

Information about children participating in stays or activities is handled through a person with parental responsibility or another authorised person. Only data needed to organise and safeguard the service are requested. Any promotional use of identifiable images requires a specific, separate choice.

Promotions and future stays

Contacting us or booking does not automatically subscribe you to promotional messages. Any such messages rely on specific, withdrawable consent (Article 6(1)(a) GDPR), with data retained for up to 24 months from collection unless consent is withdrawn earlier. Optional retention of essential details to simplify future stays requires separate consent, for up to 5 years from collection or until earlier withdrawal. Refusal does not affect the booked service.

04 / Privacy notice

Website, cookies and external services

You can browse the pages without enabling external maps or videos. Fonts, images and locally hosted videos are served by this website.

Ordinary browsing

The website does not integrate its own advertising profiling tools or Google Analytics. Strictly technical tools needed for transmission or a requested service do not require consent under Article 122 of Italian Legislative Decree 196/2003. The obligation to provide information still applies. The website does not store permanent preferences for enabling external maps and videos.

Google Maps and YouTube

Google maps and videos embedded from youtube-nocookie.com are initially blocked. The dedicated control enables only that content. Google then receives your IP address, device and request data and may use cookies or other identifiers, including in connection with your account. YouTube's privacy-enhanced mode does not make the connection anonymous. Enabling content is optional and relies on the user's informed choice (Article 6(1)(a) GDPR and Article 122 where applicable).

Managing your choice

You can leave content blocked and use our contact details or the written information. To stop the embedded connection, reload or close the page: external content is blocked again when the page is reopened. Withdrawal does not undo processing that has already occurred. Third-party cookies already set can be deleted through browser settings; Google account preferences are managed with Google.

Providers and external links

For EEA users, Google services are generally provided by Google Ireland Limited, with possible processing in the United States as well. Facebook, WhatsApp, Tripadvisor and other linked websites open only when you choose their links; each operator processes data under its own privacy notice. A Facebook social plugin is not loaded automatically. Messaging is optional: email and telephone are also available.

[Google privacy](#)

[Google cookies](#)

[Google data transfers](#)

05 / Privacy notice

Recipients and protection

Access is limited to what is necessary. Personal data are not sold or disclosed indiscriminately.

Who may receive data

Authorised staff and collaborators; hosting, email, maintenance and IT support providers; accounting and legal advisers; banks and payment providers; intermediaries chosen for a booking; the police, tax authorities and other bodies where required by law. The categories involved depend on the service actually used.

Roles and responsibilities

Providers acting on behalf of the controller are bound by agreements under Article 28 GDPR. Others, such as public authorities, banks or external platforms, may act as independent controllers. You can ask the controller for information about the recipients and processors involved in processing your data.

Transfers outside the EEA

External services may involve transfers outside the European Economic Area, particularly to the United States. The safeguards in Articles 44 onwards GDPR apply: adequacy decisions, including the Data Privacy Framework for organisations and processing covered by a valid certification, or standard contractual clauses and any necessary supplementary measures. For Google, the mechanisms described on the “Google data transfers” page apply. Information about the applicable safeguards and a copy can be requested from the controller or the relevant provider.

Retention, security and disputes

Data are processed on paper and digitally, with restricted access and technical and organisational measures proportionate to the risks. At the end of the retention period they are deleted or anonymised. A dispute or obligation may require retention of only the relevant records until it is resolved, under Article 6(1)(c) or 6(1)(f) GDPR and, for special-category data, Article 9 where applicable. The legitimate interest is the protection of legal rights; you can exercise the right to object.

No significant automated decisions

The controller does not make decisions based solely on automated processing that have legal or similarly significant effects within the meaning of Article 22 GDPR.

06 / Privacy notice

Your rights and how to contact us

You can exercise your rights in the circumstances and within the limits set out in Articles 15–22 GDPR. No mandatory form is required.

Access, correction and erasure

You can find out whether we process your data, obtain a copy, correct inaccurate information, complete it and request erasure where the conditions are met. You can also request restriction of processing.

Portability, objection and withdrawal

For automated processing based on consent or a contract, you can receive the data you provided in a structured format and transfer them to another controller. You can object to legitimate-interest processing for reasons relating to your situation, and to direct marketing at any time. Consent can be withdrawn at any time without affecting the lawfulness of earlier processing.

Submitting a request

Write to info@lareginadeiprati.it or laura.moser@pec.agritel.it, or send a letter to the controller at the address on page 1. We respond without undue delay and within one month. For complex requests the period may be extended by two months, with notice within the first month. We may request proportionate information to verify identity. Requests are normally free; the exceptions in Article 12(5) GDPR apply.

Complaints and judicial remedies

You can complain to the Italian Data Protection Authority, Garante per la protezione dei dati personali (Piazza Venezia 11, 00187 Rome; protocollo@gpdp.it; certified email protocollo@pec.gpdp.it), or to the competent authority where you habitually live, work or where the alleged infringement occurred. Your right to a judicial remedy remains unaffected.

Official references

[GDPR - Regulation \(EU\) 2016/679](#)

[Cookies - Guidelines of 10 June 2021](#)

[Guest identity documents - Garante, 29 April 2026](#)

[Exercising rights and making complaints](#)

[Alloggiati Web - Italian State Police](#)