

Privacy Notice – Equilogy Waitlist

Pursuant to Articles 13-14 of EU Regulation 2016/679 (GDPR)

1. Data Controller

The processing of data collected through the waitlist sign-up form on the website equilogy.it is carried out by Gabriella Romeo (pending the incorporation of the company Equilogy S.r.l.s.). Contact: info@equilogy.it

2. Data Collected

Through the waitlist sign-up form, the following data is collected: first name, last name and email address (required); phone number (optional); and, only if the data subject chooses to fill them in, nationality, age range (14 and over), equestrian discipline, number of horses owned and product categories of interest.

3. Purpose and Legal Basis

The data is collected solely to send communications relating to the launch of Equilogy products and services (updates, shop opening date, any offers reserved for subscribers) and, where provided, to contact the data subject at the phone number given for the same purposes. The optional data helps us better understand who signs up and improve our product offer. The legal basis is the data subject's consent (Art. 6(1)(a) GDPR). Sign-up is reserved for people aged 14 or over; for children under 14, consent of the person holding parental responsibility is required. The frequency of communications is kept limited (generally no more than two emails per month).

4. Processing Methods and Tools

The data is stored in a confidential list (Google spreadsheet, Google Workspace) and processed using IT tools, in compliance with the principles of lawfulness, fairness and data minimisation. Google acts as data processor. A third-party email marketing platform may be used to send communications; in that case, the email address will be shared with the provider solely for this purpose, acting as data processor.

5. Data Retention Period

The data is retained until the data subject withdraws consent or, at the latest, until the official opening of the online shop, at which point the data subject will be invited to confirm their subscription to communications with the newly incorporated company.

6. Data Subject Rights

At any time, it is possible to request access to one's own data, rectification, erasure, restriction of processing, as well as to withdraw consent given, by writing to info@equilogy.it. A complaint can also be lodged with the competent data protection authority.

7. Data Transfer

The data is processed within the European Economic Area. The service providers used (Google and any email marketing services) may also process data in non-EEA countries, in compliance with the safeguards provided for by the GDPR (adequacy decisions or standard contractual clauses).

8. Cookies and analytics tools

The website may use cookies and similar tools (Google Analytics, Meta Pixel, embedded Instagram content) only with the user's consent, given through the banner on the site and changeable at any time from the "Manage cookies" link. Details are in the Cookie policy: <https://www.equilogy.it/en/cookies>

Mascalucia, 16 October 2026