

# **Cookie Policy**

## **Extended Cookie Policy**

Cookies consist of portions of code installed in the browser that assist the Owner in providing the service according to the purposes described. Some of the purposes for which the Cookies are installed may also require the User's consent.

## **Technical Cookies and Cookies serving aggregated statistical purposes**

### **1. Activity strictly necessary for the functioning of the service**

This Application uses Cookies to save the User's session and to carry out other activities that are strictly necessary for the operation of the same, for example in relation to the distribution of traffic.

### **1. Activity regarding the saving of preferences, optimization, and statistics**

This Application uses Cookies to save browsing preferences and to optimize the User's browsing experience. Among these Cookies are, for example, those to set the language and the currency or for the management of first party statistics employed directly by the Owner of the site.

## **Other types of Cookies or third-party tools that might use them**

Some of the services listed below collect statistics in aggregated form and may not require the consent of the User or may be managed directly by the Owner - depending on how they are described - without the help of third parties. If any third party operated services are listed among the tools below, these may be used to track Users' browsing habits - in addition to the



information specified herein and without the Owner's knowledge. Please refer to the privacy policy of the listed services for detailed information.

## Advertising

This type of services allows User Data to be utilized for advertising communication purposes displayed in the form of banners and other advertisements on this Application, possibly based on User interests. This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below.

Some of the services listed below may use Cookies to identify Users or they may use the behavioural retargeting technique, i.e. displaying ads tailored to the User's interests and behaviour, including those detected outside this Application. For more information, please check the privacy policies of the relevant services.

### DoubleClick for Publishers (Google Inc.)

DoubleClick for Publishers is an advertising service provided by Google Inc. that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with. In order to opt out from being tracked by various advertising networks, Users may make use of [Youronlinechoices](#). In order to understand Google's use of data, consult [Google's partner policy](#).

This service uses the "DoubleClick" Cookie, which tracks use of this Application and User behaviour concerning ads, products and services offered.

Users may decide to disable all the Doubleclick Cookies by clicking on: [google.com/settings/ads/onweb/optout?hl=en](https://google.com/settings/ads/onweb/optout?hl=en).

Personal Data collected: Cookies and Usage data.

Place of processing: US - [Privacy Policy](#)



## **Analytics**

The services contained in this section enable the Owner to monitor and analyse web traffic and can be used to keep track of User behaviour.

### **Google Analytics (Google Inc.)**

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

Personal Data collected: Cookies and Usage data.

Place of processing: US - [Privacy Policy](#) - [Opt Out](#)

## **How can I manage the installation of Cookies?**

In addition to what is specified in this document, the User can manage preferences for Cookies directly from within their own browser and prevent - for example - third parties from installing them. Through the browser preferences, it is also possible to delete Cookies installed in the past, including the Cookies that might possibly have saved the consent for the installation of Cookies by this website. It is important to note that by disabling all Cookies, the functioning of this site may be compromised. Users can find information about how to manage Cookies in their browser at the following addresses: [Google Chrome](#), [Mozilla Firefox](#), [Apple Safari](#) and [Microsoft Windows Explorer](#).

In the case of services provided by third parties, Users can exercise their right to withdraw from the tracking activity by utilizing the information provided in the third party's privacy policy, by clicking the opt-out link - if provided - or by contacting the third party. Notwithstanding the above, the Owner informs that Users may take advantage of: [Your Online Choices](#). This service allows Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users



make use of this resource in addition to the information provided in this document.

## **Data Controller and Owner**

Mobile and internet marketing,

Since the installation of third party Cookies and other tracking systems through the services used within this Application can not be technically controlled by the Owner, any specific references to Cookies and tracking systems installed by third parties are to be considered indicative. In order to obtain complete information, consult the privacy policy for the respective third party services listed in this document.

Given the objective complexity linked to the identification of technologies based on Cookies and their very close integration with the operation of the web, Users are encouraged to contact the Owner should they wish to receive any further information on the use of Cookies themselves and any possible use of them - for example, by a third party - carried out through this site.

## **Definitions and legal references**

### **Personal Data (or Data)**

Any information regarding a natural person, a legal person, an institution or an association, which is, or can be, identified, even indirectly, by reference to any other information, including a personal identification number.

### **Usage Data**

Information collected automatically from this Application (or third party services employed in this Application), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Application, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by



the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

## **User**

The individual using this Application, which must coincide with or be authorized by the Data Subject, to whom the Personal Data refers.

## **Data Subject**

The legal or natural person to whom the Personal Data refers.

## **Data Processor (or Data Supervisor)**

The natural person, legal person, public administration or any other body, association or organization authorized by the Data Controller to process the Personal Data in compliance with this privacy policy.

## **Data Controller (or Owner)**

The natural person, legal person, public administration or any other body, association or organization with the right, also jointly with another Data Controller, to make decisions regarding the purposes, and the methods of processing of Personal Data and the means used, including the security measures concerning the operation and use of this Application. The Data Controller, unless otherwise specified, is the Owner of this Application.

## **This Application**

The hardware or software tool by which the Personal Data of the User is collected.

## **Cookies**

Small piece of data stored in the User's device.

## **Legal information**



Notice to European Users: this privacy statement has been prepared in fulfilment of the obligations under Art. 10 of EC Directive n. 95/46/EC, and under the provisions of Directive 2002/58/EC, as revised by Directive 2009/136/EC, on the subject of Cookies. This privacy policy relates solely to this Application.