

# Privacy Policy Cookies

We use cookies to make our site User-friendly and more intuitive. Cookie data is collected to make the navigation experience more enjoyable and more efficient in the future. Cookies are small text files sent from the site to the party's terminal (usually to the browser), where they are stored and will be retransmitted to the site at the next visit of the same user. A cookie cannot retrieve any other data from the user's hard disk, transmit computer viruses or acquire email addresses. Each cookie is unique to the user's web browser. Some of the cookie functions can rely on other technologies.

Cookies are used to improve the user's overall browsing. In particular:

1. They allow you to navigate efficiently from one page to another on the Web site.
2. They store the username and preferences you entered.
3. They avoid entering the same information (such as username and password) multiple times during the visit.
4. They measure the use of the services by the Users, to optimize the navigation experience and the services themselves.
5. They provide targeted advertising information based on the interests and behaviour of the User during navigation.

S Two macro-categories are identified: technical "cookies" and "profiling" cookies.

1. "Technical" cookies can be divided into session cookies (which ensure the normal browsing and use of the website) and in permanent cookies (cookie analytics, used to gather information in aggregate form, for example how many users are and how they visit the site; feature cookies, which allow the user to navigate according to a set of criteria selected, such as the language, etc.). No prior consent of users is required to install such cookies.
2. "Profiling" cookies are designed to create user-related profiles and are used to send advertisements in line with their preferences in network browsing. For the installation of such cookies, the user has to give a valid consent.

This site uses both technical and profiling cookies for remarketing and retargeting activities, in order to submit personalized ads, based on users' preferences.

## PERMANENT COOKIES

### GOOGLE

- **\_\_utma** This cookie keeps track of the following information: account numeric hash, random number, access time, number of occurrences. The period of validity is two years. This information is used by Google Analytics.
- **\_\_utmb** These cookies are used to verify approximately how and when people leave the site since they start a visit. This information is used by Google Analytics.
- **\_\_utmc**
- **\_\_utmz** This cookie tracks the following information: account numeric hash, access time, access specific information, number of occurrences, keyword, source and country. The validity period is six months. This information is used by Google Analytics.
- **\_\_utmv** This cookie is used to personalize user navigation. This information is used by Google Analytics.
- **\_ga** This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each site and used to calculate the number of visitors and useful data in order to produce analytical reports. By default, it is set to expire after two years. This information is used by Google Analytics.

## PROFILATION COOKIES

### GOOGLE

(doubleclick.net - Id Cookie, google-analytics.com - Id, googleadservices.com - Id, PREF, SID, NID, \_drt\_, FLC, exchange\_uid, \_\_gads, recently\_watched\_video\_id\_list) These cookies are used to improve advertising and make it more engaging for users (to select what ads pertain to a user, to improve campaign performance reports, and to prevent the user from displaying ads already shown). Such cookies do not contain personal information, so only anonymous data is collected. Such cookies persist, in any case, for a limited period of time.

## LINK TO THE WEB PRIVACY POLICY OF THIRD PARTY

### GOOGLE

- <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>
- <http://www.google.com/policies/technologies/ads/>

# HOW TO DISABLE COOKIES FROM BROWSER

The options for limiting or blocking cookies can be found in the settings of your Internet browser. You can also visit the [www.aboutcookies.org](http://www.aboutcookies.org) site for information on how to handle / delete cookies based on what type of browser you are using. To delete cookies from your smartphone / tablet Internet browser, refer to the device's user manual.

- **Google Chrome**

<https://support.google.com/accounts/answer/32050?hl=it>

- **Internet Explorer**

<http://windows.microsoft.com/it-it/internet-explorer/delete-manage-cookies#ie=ie-11>

- **Firefox**

<https://support.mozilla.org/it/kb/Eliminare%20i%20cookie>

- **iPhone / iPad**

<https://support.apple.com/it-it/HT201265>

- **Safari**

[https://support.apple.com/kb/PH17191?locale=it\\_IT&viewlocale=it\\_IT](https://support.apple.com/kb/PH17191?locale=it_IT&viewlocale=it_IT)