

## COOKIE POLICY

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### What are cookies? Cookie terminology

Cookies are pieces of information stored on your browser when you visit a website or use a social network, on your PC, smartphone or tablet. Each cookie contains various pieces of data such as the name of the originating server, a numerical identifier and so on. Cookies can remain on your system for the duration of a session (in other words until the browser is closed) or for long periods of time. They may contain a unique identifier. Some cookies are used for online authentication, session monitoring and for the storage of specific information about users accessing a web page. These are known as technical cookies and are often useful, as they make it easier and quicker to browse the web. For example, they may help to facilitate certain procedures when making online purchases, when logging into reserved areas, or when a website automatically recognises the user's customary language. Another type of cookie, known as analytical cookies, can be used by website owners to gather aggregated information about the number of users and how they use the website, thus to elaborate general statistical data on the service and its use. Some cookies can be used to monitor and profile users while browsing, study their movements and browsing or purchasing habits (what they buy, what they read etc.). This may be for the purposes of sending targeted, customized adverts (Behavioural Advertising). This type of cookie is a profiling cookie. In some cases a web page may contain cookies from other sites, and content hosted on the page itself, such as advertising banners, images, videos, etc. In this case we refer to third party cookies. Cookies that you download on your PC, phone or tablet can also be read by other people, apart from the operators of the web pages you visit. Opt-out refers to your choice to opt out of cookies. For our purposes it refers to the method used to deactivate cookies, or to deactivate certain types of cookies. Almost all browsers are set up to accept cookies automatically. If you want to deactivate cookies, this information is important.

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## Information about the cookies used on this website

Note:

- Unless specified otherwise below, no data will be transferred to non-EU countries.
- The third parties who own the third-party cookies, listed below together with the links to their privacy policies, are typically the independent data controllers of the data processed through the cookies they use. You should refer to their data processing policies and consent procedures (as specified in the Simplified Arrangements to Provide Information and Obtain Consent Regarding Cookies, 8 May 2014):

### - Technical first-party cookies

- **Type of data processed:** the IP addresses, the type of browser used, and other settings relating to the user's operating system and computer environment. Other categories of data supplied by the visitor through the site, for example when registering on the site and/or by accessing a reserved area and/or service. Likewise, shopping cart-related data are subject to temporary processing.
- **Purposes:** to display the site on various devices correctly, access restricted areas of this site, and save data for the good functionality of the e-shop shopping cart and other functions.

### - Third-party analytical cookies: Google analytics, for statistical purposes.

- **Type of data processed:** IP addresses. To maximise protection for users and visitors to the site, we use "IP masking" which requires the system to block out the last 8 digits of the user's IP address before any data is processed, which anonymises the data.
- **Purpose:** to collect aggregated information on the number of users and the way they interact with the website, to elaborate statistics.
- **Third-country transfer:** to collect aggregated information on the number of users and the way they interact with the website, to elaborate statistics.

Third party's privacy policy: <https://policies.google.com/privacy?hl=it>

### Opt-out:

Even when consent has already been given via one of the methods described in the simplified policy presented on first access to this site, you can decide to modify or revoke all or part of the consent given, using the methods outlined below. Users or visitors can deactivate Google Analytics cookies by using the deactivation add-on provided by Google at <https://tools.google.com/dlpage/gaoptout>. To activate the add-on, simply install it and restart your browser. To deactivate cookies, you can use one of the following guides, depending on which browser you are using:

[Click here to see how to deactivate cookies for Chrome](#)

[Click here to see how to deactivate cookies for Firefox](#)

[Click here to see how to deactivate cookies for Safari](#)

[Click here to see how to deactivate cookies for Microsoft Edge](#)

There are various ways of managing cookies. The user can always refer to the instruction manual or Help screen on their browser, to find out how to configure or modify their Cookies settings. When using multiple devices (PC, phone, tablet etc.), the user/visitor should check that each browser on each device is configured in order to reflect their cookies preferences.

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Use this link to check the cookies installed on your browser and find out about selective deactivation: <https://www.youronlinechoices.com/uk/your-ad-choices>

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