

## Cookie Policy

Sources: It is possible to consult the full legal text on the website of the Italian [Data Protection Authority](#).

### What is a cookie?

Cookies are text files that are automatically saved on the user's computer while browsing. Their purpose is to make the browsing experience of the website more complete, as they act as tools for storing user preferences.

### Browser cookies:

Cookies are pieces of information that the website places on your device when you visit a page. They may involve the transmission of information between the website and your device, and between your device and other websites that operate on our behalf or privately, in accordance with the provisions of the respective Privacy Policy. We may use cookies to gather together the information that we collect about you. You may choose to receive an alert every time a cookie is sent or you can disable all cookies by changing your browser settings. However, by disabling cookies, some of our services may not work properly and you will not be able to access many features that are designed to optimise your browsing experience on the website. For more information on how to manage or disable browser cookies, please refer to the last section of this Cookie Policy.

We use various types of cookies with different functions. For more information on cookies and their general functions, please visit an informative website such as [allaboutcookies.org](http://allaboutcookies.org).

### Flash cookies:

Our promoters and external service providers may use locally shared objects, called Flash cookies, to collect and store information. Flash cookies differ from browser cookies in terms of volume, type and method of data storage. The cookie management tools available in your browser are not able to remove Flash cookies. For more information on how to disable Flash cookies, please consult the last section of this document relating to cookie procedures.

However, if you disable Flash cookies, some of our services may not work properly and you will not be able to access many features that are designed to optimise your browsing experience on the website.

What types of cookies may be used?

The cookies that may be used on our website fall into the four categories shown below. These descriptions can help you determine how you wish to interact with our websites and other online services.

### 1. Strictly necessary cookies

These cookies are essential to be able to browse the website and use certain features. Without strictly necessary cookies, online services such as the virtual shopping cart, or the issuing of invoices/orders upon validation of a purchase, could not be provided.

It is not necessary to provide consent for strictly necessary cookies, as they are essential to provide you with the requested services.

## 2. Performance cookies

We (or the service providers operating on our behalf) may place performance cookies on your device. The information collected through performance cookies is used exclusively by us or in our interest.

Performance cookies collect anonymous information relating to how visitors use the website and its various features. For example, our performance cookies collect information about the pages of the website you visit most often and about our advertisements that appear on other websites with which you interact, as well as checking whether you open and read the communications we send you and whether you receive error messages. The information collected may be used to personalise your online experience by showing specific content. Performance cookies are also used to limit the number of views of the same advertisement. Our performance cookies do not collect personal information.

A link to our Cookie Policy is available at the bottom of each page of this website. By continuing to use this website and its features, you authorise us (and external advertisers for this website) to place performance cookies on your device.

To delete or manage performance cookies, please see the last section of this Cookie Policy.

## 3. Functionality cookies

We (or the service providers operating on our behalf) may place functionality cookies on your device. We do not share the information collected through functionality cookies with our advertisers or with third parties.

These cookies are used to store the choices you make (language preference, country or other online settings) and to provide you with the customised or optimised features you have selected. Functionality cookies may be used to offer you online services or to prevent you from being offered services that you have refused in the past.

In some cases, we may authorise advertisers or third parties to provide you with content and other online experiences through this website. In this case, the third party in question may place their own functionality cookies on your device and use them, in a similar way to us, in order to provide you with personalised features and optimise your user experience. By selecting customised options and settings or optimised features, you authorise us (and third parties) to use the functionality cookies necessary to offer you such experiences.

By deleting functionality cookies, your preferences or selected settings will not be stored for future visits.

## 4. Promotional or targeting cookies

Targeted advertising managed by third parties

Targeted advertising cookies managed by third parties may be stored on the user's device by third-party advertisers, advertising networks, data exchange service providers, marketing analysis providers and other service providers.

Cookies for targeted advertising managed by third parties collect information on how the user browses the various websites and online services in order to display advertisements that are relevant to our and third-party websites and online services. Advertising networks may share this information with advertisers using their network. The information collected using these cookies for targeted advertising, managed by third parties, does not personally identify the user.

#### Our targeted advertising

Our targeted advertising cookies are placed on your device by us (or by service providers acting on our behalf).

We may use these cookies on our websites and in relation to our content and advertisements displayed on third-party websites and online services, in order to confirm your interaction with our content or promotions and to show you advertisements for products that we believe might interest you. Targeted advertising cookies collect anonymous information.

The organisation that manages cookies (us or third parties) is required to request and obtain your consent. When you see this icon on our ads or on third-party ads, you can click on the image and view other data on the targeted advertising, including information on how to manage the control options via the browser settings. For more information, please visit [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

## Registered visitors

We reserve the right to analyse the online activities of visitors registered with our websites and online services by using cookies and other traceability technology. If you have chosen to receive communications from us, we may use cookies and other traceability technology to customise future communications depending on your interests.

Furthermore, we reserve the right to use cookies or other traceability technology within the communications you receive from us (for example, to find out if these have been read or opened or to detect which content you have interacted with and what links you have opened) , in order to make future communications more in line with your interests.

If you no longer wish to receive targeted communications, you can click on the unsubscribe link, available in each of our communications. If you no longer wish to receive personalised advertisements based on your online activity on this website and other websites, please follow the instructions above (for targeted advertisements).

## Google Analytics

This website may use third-party cookies belonging to Google Inc. to collect users' browsing data. The data collected in this way are only used for the purpose of generating statistical reports within the Google Analytics analysis tool. Demographic profiling of users may also be carried out, extracting statistically relevant data including age group, gender, categories of interest.

More information on the processing of data by Google Inc. can be found at the following address <http://www.google.com/analytics/learn/privacy.html>

To disable Google Analytics for display advertising or to customise the types of ads displayed, you can go to <https://www.google.it/settings/ads>

To completely disable the collection of statistical data by Google Analytics, you can install the browser add-on, which can be downloaded for free from <https://tools.google.com/dlpage/gaoptout/>

Please be reminded that all data collected via cookies on this website will never be provided to third parties other than Google Inc. or its certified partners.

## **Enabling/disabling cookies through your browser**

There are several ways to manage cookies and other traceability technology. By changing your browser settings, you can accept or decline cookies or decide to receive a warning message before accepting a cookie from the websites you visit. Please be reminded that, by completely disabling cookies in your browser, you may not be able to use all of our interactive features.

If you use several computers in different locations, make sure that each browser is set up to suit your preferences.

You can delete all the cookies installed in the cookie folder of your browser. Each browser has different procedures for managing settings. Click on one of the links below for specific instructions.

[Microsoft Windows Explorer](#)

[Google Chrome](#)

[Mozilla Firefox](#)

[Apple Safari](#)

If you do not use any of the browsers listed above, select "cookies" in the relevant section of the guide to find out where your cookie folder is located.

## **Elimination of Flash cookies**

Click on the link below to change your Flash cookie settings.

[Disabling Flash cookies](#)