

"Extended Policy" on the use of cookies

Introduction

This "extended policy" has been drawn up and customized specifically for this site on the basis of the Measure of 8 May 2014 issued by the Data Protection Authority for the protection of personal data. It integrates and updates other policies already present on the site and/or issued beforehand by the company, in combination with which all elements requested by art. 13 of European Regulation 2016/679, as well as by other Measures of the Data Protection Authority for the protection of personal data.

Important information

Third parties should note that the use of this policy, or also of only parts of it, on other websites, reference to which would certainly be not applicable and/or erroneous and/or out of place, could imply the infliction of heavy sanctions on the part of the Data Protection Authority for the protection of personal data.

Subject matter of the policy

Our company uses so-called "cookies" in these technological web pages and this policy is aimed at illustrating to the user their means of use. This document annuls and fully replaces any previous indications provided by the company on the theme of cookies, which are therefore to be considered as completely superseded.

What are cookies?

Cookies are series of text (files of small dimensions), which the sites visited by a user send to their terminal (pc, tablet, smart phone, etc.), where they are stored and then retransmitted to the same sites that sent them during the user's subsequent visit.

Types of cookies and relative purposes

The cookies used in this website are of the following types:

1. **Technical cookies:** permit the user to enjoy optimal and rapid browsing on the website and the efficient use of services and/or the various options that the site offers, making it possible, for example, to make a purchase or to log in for access to reserved areas. These cookies are necessary in order to improve exploitation of the website but can, however, be disabled.
2. **Analysis cookies:** anonymous and aggregate web analysis tools, which make it possible to obtain information on how users exploit the website, how they arrived, the number and duration of the visits, etc. These cookies allow for the introduction of improvements into the website, facilitating access on the part of users and for making statistical analyses. These cookies are not necessary for optimal exploitation of the website and therefore can be disabled.
3. **Cookies di profilazione:** sono strumenti che consentono di creare un "profilo" dettagliato del singolo consumatore, avente poi la finalità di inviare pubblicità mirata. In particolare, ogni volta che l'utente entra nel sito web vengono raccolte informazioni, tramite lo studio del comportamento all'interno delle singole pagine visitate, sulle sue abitudini, gusti, prodotti preferiti, ecc. Ciò permette poi alla nostra azienda di "catalogare" l'utente e mostrargli/inviargli pubblicità personalizzate. Questi cookies non sono necessari per la navigazione del sito web e pertanto possono essere disattivati.
4. **Third party cookies:** cookies installed on the user's terminal by the operators of third party sites through this site. Third party cookies, generally used for analysis purposes, mainly derive from the operations of Google Analytics. It's possible to have more information on Google Analytics by clicking on the following link: <http://www.google.it/intl/it/analytics>.
To disable the cookies and to prevent Google Analytics from collecting browsing data, it's possible to download the additional component of the browser to disable Google Analytics by clicking on the following link: <https://tools.google.com/dlpage/gaoptout>.

Browser set up

We would like to inform you, moreover, that the user can configure their privacy parameters in relation to the installation and use of cookies, freely and at any time, directly through their browser program by following the relative instructions.

Specifically, the user can set up the so-called "private navigation", thanks to which their browser program interrupts the historic saving of sites visited, any passwords inserted, cookies and other information on the pages visited.

Please note that in the event that the user decides to disable all the cookies (also those of a technical nature), the quality and the rapidity of the services offered by this website could deteriorate drastically with the possible loss of access to a number of sections of the site.

Practical indications for the user for the correct browser set up

To block or limit use of the cookies, both on the part of this site and on the part of other websites, directly through the browser, it is possible to follow the simple instructions set out below with reference to the most commonly used browsers.

Google Chrome: click on the icon in the top right-hand corner named "Customize and control Google Chrome", then select the menu heading named "Settings". In the mask that opens up, select the menu heading named "Show advanced settings" and then on the menu heading named "Privacy", click on the "Contents settings" button where it's possible to set the blocking of all or part of the cookies.

Microsoft Internet Explorer: click on the icon named "Tools" in the top right-hand corner, then select the menu heading named "Internet options". In the mask that opens up, select the menu heading named "Privacy" where it's possible to set the blocking of all or part of the cookies.

Mozilla Firefox: from the drop-down menu positioned on the top left-hand corner, select the menu heading named "Options". In the mask that opens up, select the menu heading named "Privacy" where it's possible to set the blocking of all or part of the cookies.

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