

COOKIE POLICY

What is a cookie?

Cookies are short text files that are downloaded to the User's device when visiting a Website. At each visit thereafter, cookies are sent back to the website that originated them (first-party cookies) or to another Application that recognises them (third-party cookies).

Cookies:

- customise navigation
- make it possible to show the most interesting advertising content for the individual users

The essential cookies cannot be disabled using the functions of this Application.

In general, cookies can be disabled through the settings on one's browser.

Based on the function and purposes of use, cookies are divided into:

Technical Cookies

Technical cookies are the ones that require User consent.

Of all the technical cookies, we highlight the essential cookies, also called "strictly necessary" cookies, which enable functions, without which it would not be possible to make full use of this Application. These cookies are used exclusively by this Application and are therefore first-party cookies. They are only saved on the user's device during the current session. Technical cookies are also those used to statistically analyse accesses or visits, which exclusively pursue statistical purposes and collect information in aggregate form (without the possibility of tracing the identification of the individual user).

Profiling Cookies

Profiling cookies pursue the purpose of analysing User behaviour for marketing purposes.

Enabling them requires the User's prior informed consent, which this Application can acquire exclusively through the specific banner that appears on the first visit. Consent can be withdrawn at any time by flagging the relative check box. Denying consent to the use of profiling cookies does not interfere with the possibility of using this Application, other than blocking access to the functions or contents that use these cookies.

Third-Party Cookies

Third-party cookies guarantee interaction with third-party Applications and can be both technical and profiling.

The characteristics of the management of the collected information are available in the individual Third-Party Application Policies. If the User decides not to grant authorisation for the use of third-party cookies, it will only be possible to use the functions of the Website that do not require these cookies.

Denying consent to use cookies

To deny consent to the use of one or more cookies, the User is invited to follow the disabling procedure provided by the main browsers:

[Microsoft Internet Explorer](#)

[Mozilla Firefox](#)

[Google Chrome](#)

[Apple Safari](#)

Which cookies are on this Application

APPLICATION	PURPOSE	DATA RETENTION	TYPE
GOOGLE ANALYTICS (INFO)	Browsing data analysis	26 months	Technical
GOOGLE ADS (INFO)	Browsing data analysis	26 months	Technical
FACEBOOK (INFO)	Browsing data analysis	3 months	Technical
HOTJAR (INFO)	Browsing data analysis	12 months	Technical
GOOGLE ANALYTICS (INFO)	Remarketing (ad customisation)	26 months	Profiling
GOOGLE ADS (INFO)	Remarketing (ad customisation)	26 months	Profiling
FACEBOOK (INFO)	Remarketing (ad customisation)	3 months	Profiling

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