

Cookie Policy

Description

This information is intended to disclose the procedures followed for the collection through cookies of the information provided by users while browsing the website.

What is a cookie and what is it for?

A cookie is a text file that is stored by your device when you view a website. Cookies allow the site to function efficiently and improve its performance, and also provide information to the site owner for statistical or advertising purposes, mainly to personalize the user's browsing experience by remembering his preferences (for example, remembering the language and currency that has set in order to recognize it on the next visit).

What cookies do we use and for what purposes?

Our site uses different types of cookies and related technologies, each of which has a specific function. The cookies used are listed below, highlighting their function.

Navigation cookies

From the first access, these cookies allow the site to function correctly and to view the contents on the device by recognizing the language of the country from which the user is connecting. If there are registration areas on the site and the user is registered, they will allow the user to be recognized by accessing the restricted areas. Navigation cookies are technical cookies and are therefore necessary for the site to function.

Functional cookies

These cookies allow, based on the express request of the user, to be recognized on subsequent accesses so as not to have to re-enter their data at each visit. In the case of e-commerce sites, if the user has added items to the cart and closed the session without completing the purchase and without deleting them from the cart, these cookies will allow to continue the purchase the next time the user accesses the site (within a limited time). Functional cookies are not essential to the functioning of the site, but they improve the quality and the browsing experience.

Analytical cookies

These cookies are used for example by Google Analytics in order to process statistical analyzes on how users navigate the site through the computer or mobile applications, on the number of pages visited or the number of clicks made on a page while browsing a site. Our site treats the results of these analyzes anonymously and exclusively for statistical purposes only if the provider uses the services in connection with the browser installed on the user's computer or on other devices used to navigate our site.

Third party cookies for marketing / retargeting

These cookies are used by trusted third-party companies that allow the user to display banner ads on other affiliated sites, showing them the latest products that the user has viewed on the site. While the

user browses our site, these cookies are also used to show him products that may be of interest to him or similar to those he has looked at previously, based on his browsing history. The use of these cookies does not normally imply the processing of personal data, but it can allow connection to the user's computer or other devices and trace the saved data: these cookies connect to the browser installed on the user's computer or on others devices used while browsing our site.

Social network cookies

These cookies are necessary to allow the user's social account to interact with our site. For example, they are used to let the user express their appreciation and to share it with their social media friends. Social network cookies are not necessary for navigation.

How can you disable cookies and manage preferences?

Most browsers are configured to accept, control or possibly disable cookies through the settings. However, we remind you that disabling navigation or functional cookies can cause the site to function and / or limit the service we offer. Below is the path to follow to manage cookies from the following browsers:

- IE: <http://windows.microsoft.com/it-it/windows7/block-enable-or-allow-cookies>
- Safari: https://support.apple.com/kb/PH19255?locale=it_IT
- Chrome: <https://support.google.com/chrome/answer/95647?hl=it-IT&hlrm=fr&hlrm=en>
- Firefox: <http://support.mozilla.org/it-IT/kb/enable-and-disable-cookies-website-preferences>

For more information on cookies and to manage preferences on third-party profiling cookies, please visit <http://www.youronlinechoices.com>. To disable analytical cookies and prevent Google Analytics from collecting data on your navigation, you can download the browser add-on for deactivating Google Analytics: <https://tools.google.com/dlpage/gaoptout>.

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Author

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