

# Cookie policy

This notice describes the cookies procedures used to collect the information provided by users when browsing on the website.

## What is a cookie and what is it used for?

A cookie is a text file that is stored on your device when you visit a website. Cookies allow operating the website more efficiently, improving its performance and providing the website owners with information for statistical purposes or advertising. In particular, cookies help customising the browsing experience by storing users' preferences (such as language and currency, set to be recognised for the next visit).

## What type of cookies do we use and for what purpose?

Our website uses different sets of cookies and similar tools with specific functions. The employed cookies and their function are listed below.

### Navigation cookies

These cookies allow the site to operate correctly and to display the contents from the very first access, recognising the language of the country from where the user is connecting. If the site has registration pages and the user is registered, cookies will allow recognising the user and accessing the private areas. Navigation cookies are technical cookies and are therefore necessary to operate the site.

### Functional cookies

With user's expressed consent, these cookies allow the user to be recognised on returning visits, avoiding re-entering details each time. For e-commerce sites, if the user has added items to the basket and closed the session without completing the purchase or emptying the cart, these cookies will allow to finalise this purchase on their next visit (within a limited time). Functional cookies are not essential to the operation of the site, but they improve the quality and navigation experience.

### Analysis cookies

These cookies are used, for example, by Google Analytics to process statistical analyses about the navigational habits of site users on either their computer or mobile phone, the number of pages visited and the number of clicks made on a page during site navigation. Our site manages the results of these analyses anonymously and exclusively for statistical purposes only if the supplier uses the services connected to the browser installed on the pc or other devices used to navigate our site.

### Third-party cookies for marketing / retargeting

These cookies are used by trusted, third parties companies. They allow the user to find the latest products viewed on the website on banner ads of affiliated sites. While the user browses on our website, these cookies are also used to show products that may be of interest or similar to those he considered earlier, based on his browsing history. Normally, the use of these cookies does not entail processing of personal data, but can allow

connecting to user's computer or other devices and tracking the data saved. These cookies connect to the browser installed on the computer or on other devices used while navigating our site.

### **Social Network cookies**

These cookies are necessary to connect the user's social network account to our site. They are used, for example, to allow the user to express appreciation and share it with friends on social networks. Social networks cookies are not necessary for navigation.

### **How to disable cookies and manage preferences**

In their settings most browsers are configured to accept, check and eventually disable cookies. However, we remind you that disabling navigation or functional cookies can limit the operation of the site and/or the service that we offer.

Below you will find instructions on how to disable cookies on different browsers and on other third-party services:

### **How can I disable cookies and manage my preferences?**

The majority of browsers are configured to accept, control or potentially disable cookies through the settings. We nevertheless remind you that disabling navigation or functional cookies may affect the functioning of the website and/or limit the service we offer.

Below is the procedure to follow to manage cookies from the following browsers:

**IE:** <http://windows.microsoft.com/it-it/windows7/block-enable-or-allow-cookies>

**Safari:** <http://support.apple.com/kb/PH19255>

**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 your preferences for third party profiling cookies, please go to <http://www.youronlinechoices.com>.

To disable analytical cookies and prevent **Google Analytics** from collecting data on your navigation, you can download the add-on from your browser to deactivate **Google**

**Analytics:**

<https://tools.google.com/dlpage/gaoptout>.