

# COOKIE POLICY

Our Cookie Policy intends to describe the types of cookies used by the website [www.piazzaduomoalba.it](http://www.piazzaduomoalba.it) (hereinafter 'Website'), the purposes of the cookies installed and the ways in which the user can select or deselect the cookies present on the Website and that use the services offered. We use cookies to make our Website easier and more intuitive. The data collected through cookies is used to make your browsing experience more enjoyable and more efficient in the future.

## 1. WHAT ARE COOKIES?

A cookie is a small text file in which brief information about a user's activity on a website is collected and stored on the device that accessed the website. Cookies do not harm your device and allow us to ensure a better and faster browsing of our website. Please read the information below to better understand what cookies we use and how you can manage your preferences regarding their use.

## 2. COOKIES INSTALLED

The cookies on this website are the following:

### ✓ **Technical and Aggregate Statistics Cookies**

These are cookies whose purposes are essential for the proper functioning of the website and to increase the functionality and performance of the website itself. Without them, certain operations would be very complex or impossible to perform. Such a cookie is also used to store a user's decision to use cookies on the website.

Technical cookies are not used for any other purpose and may be managed directly by Arco S.R.L. or by third parties.

Performance or analytics cookies also belong to this category. These are cookies that collect information, in aggregate and anonymous form, about the number of users and the use that they make of a website (e.g. information on which pages or sections of pages are most viewed and from which pages malfunction reports are received).

Functionality cookies that allow the user to browse according to a series of selected criteria (e.g. language, text characters, browser type) in order to improve the service provided also belong to this category.

Technical cookies may be used without the prior explicit consent of the user. All of these cookies are automatically enabled. If, however, you wish to disable them, see the paragraph 'Cookies activation and deactivation'.

#### • **Google Analytics with anonymised IP (Google Inc.)**

Google Analytics is a web analytics service provided by Google Inc. ('Google'). This Google Analytics integration anonymises your IP address.

Data collected: information saved in cookies and Internet browsing data.

Processing location: USA – [Privacy Policy](#) – [Opt Out](#)

### ✓ **Profiling Cookies**

These are cookies used to monitor users' web browsing and create a profile of their habits. These cookies can be used to transmit advertising messages to the user's terminal in line with the preferences already expressed by the latter when browsing online.

Given their particular invasiveness in the private sphere of users, European and Italian legislations require that the user must be adequately informed about their use.

In particular, this website uses the following profiling cookies:

- **Google Adwords Remarketing**

Google Adwords Remarketing installs cookies to study and improve advertising, with remarketing actions, in order to send users messages in line with their interests. Remarketing helps reach users who have visited the Website.

For further information, also in relation to the ways in which it is possible to deactivate these cookies, please refer to the page: <https://support.google.com/adwords/answer/2407785?hl=it>

To select/deselect the cookie click here: <http://www.google.com/settings/ads>

- **Google Ads Conversion Tracking (Google Inc.)**

Google Ads conversion tracking is a statistics service provided by Google Ireland Limited that links data from the Google Ads network with actions taken in this Application.

Personal data processed: Usage Data and Tracking Tool.

Processing location: USA – [Privacy Policy](#)

- **Remarketing with Google Analytics for display advertising (Google Inc.)**

Google Analytics for display advertising is a Remarketing and Behavioral Targeting service provided by Google Inc. that links the tracking activity performed by Google Analytics and its Cookies with the Adwords advertising network and the Doubleclick Cookie. Personal data collected: Cookies and Usage Data. Processing location: USA [Privacy Policy](#) – [Opt Out](#)

#### 4. DURATION OF COOKIES

Cookies have a duration dictated by the expiry date or a specific action such as closing the browser set at the time of installation. Cookies can be:

- ✓ **temporary or session:** these are used to store temporary information, allow linking of actions performed during a specific session and are removed from the computer when closing the browser;
- ✓ **persistent:** these are used to store information, such as the login name and password, so that users do not need to type them in again each time that visit a specific website. They remain stored on the computer even after closing the browser. Please note that, in accordance with the provisions of the Privacy Authority on the storage of personal data for profiling purposes, profiling cookies are stored on the user's device for a period not exceeding 12 months. At the end of this period, the user will be shown the banner through which it will be necessary to once again provide consent to the use of cookies. This is without prejudice to the possibility of the user to change the choices made at any time.

#### 5. PROVISION OF CONSENT

For cookies that require consent, the first time users visit the Website they will automatically see a banner, containing both the link to this extended policy and the request to provide consent to the use of cookies. Consent may be provided by users by scrolling down the page and/or accessing other sections of the Website by clicking on links present on the web page below the banner (consequent action), or by closing said banner.

## 6. HOW TO DISABLE COOKIES

You can also decide whether or not to allow the installation of cookies by using your browser settings. However, not all the functionalities of this website may remain operational if one or more cookies are disabled (remember that browsing cookies are essential for the basic functionality of the website). The settings for this choice can be checked and changed in the browser's preferences window. Please select your browser below to receive information on how to change your cookie settings. Users can find information and exercise their right to object to cookie tracking in their browser at the following addresses:

Internet Explorer: <http://windows.microsoft.com/it-IT/internet-explorer/delete-manage-cookies>;

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>;

Mozilla Firefox: <https://support.mozilla.org/it/kb/protezione-antitracciamento-avanzata-firefox-desktop?redirectslug=Attivare+e+disattivare+i+cookie&redirectlocale=it>

Opera: <http://help.opera.com/Windows/10.00/it/cookies.html>;

Apple Safari: [https://support.apple.com/kb/PH19214?locale=it\\_IT](https://support.apple.com/kb/PH19214?locale=it_IT).

The Website uses third party cookies, also in disaggregated form, for statistical and analytical purposes. Below is the link to verify the information:

<http://www.google.com/intl/it/policies/privacy/>

## 7. USER RIGHTS

At any time, pursuant to art. 7 of Legislative Decree 196/2003 and articles 15 to 22 of Regulation (EU) 2016/679, users may contact the Data Controller, ARCO S.r.l., at [info@piazzauomo.it](mailto:info@piazzauomo.it), in order to obtain confirmation of the existence of the processing of the data in question and the purposes thereof, indication of the origin of the data, indication of the rationale applied to processing, indication of all the elements listed above, as well as the updating, rectification or, when interested, integration of data; erasure, transformation into anonymous form or blocking of data processed in violation of the law.