Detailed information on the use of cookies and consent to their use

Definitions

Cookies are short pieces of text (letters and/or numbers) that enable the web server to store information on the client (the browser) to be reused during the visit to the website (session cookies) or subsequently, even after many days (persistent cookies). Cookies are stored, according to user preferences from a single browser on the specific device being used (computer, tablet, smart phone). Similar technologies can be used to gather information on user behaviour and on service use.

Subsequently, this document will refer to the cookies and all similar technologies by simply using the term "cookie".

Type of cookies

We can identify several categories of cookies based on their features and use:

•	Absolutely necessary cookies. These cookies are essential for the proper operation of our website and are used to manage the login and access to features unique to the website, in general to accelerate, improve and customize the level of service to users. The duration of the cookies is strictly limited to either the working session (they are deleted when the browser is closed), or of a longer duration, designed to recognize the visitor's computer. Their deactivation may compromise the use of services accessible by logging in, while the public part of the website is normally used.

•	Analysis and performance cookies. These cookies are used to collect and analyse traffic and to use the website anonymously. Even without identifying the user, these cookies can, by way of example, detect if the same user returns to the website at different times. Moreover, they are used to monitor the system and improve performance and usability. The cookies can be deactivated without any loss of functionality.

•	Profiling cookies. These are persistent cookies used to identify (anonymously or otherwise) user preferences and improve the browsing experience or to send advertising messages in accordance with the preferences shown by the user during web browsing.

Third-party cookies

Cookies from the site visited ("owner") or by websites maintained by other organisations ("third party") may be received when visiting a website. An example of this is the presence of "social plugins" (i.e. Facebook, Twitter, Google+) that are aimed at sharing contents on the social networks. The presence of these plugins involves the transmission of cookies to and from all websites operated by third parties. The management of the information collected by "third parties" shall be governed by the relevant information to which we ask the user to refer.

Management of cookies

By using the settings in the browser, the user can decide whether or not to accept the cookies.

Warning: Disabling all or part of the technical cookies may compromise the use of the features of the website reserved for registered users. On the contrary, the usability of public content is also possible by completely disabling the cookies.

The disabling of "third party" cookies does not compromise browsing in any way. The settings can be specifically defined for different websites and web applications. Moreover, the better browsers enable to define different settings for "owner" and "third party" cookies.

By way of example, when using the Tools-> Options -> Privacy menu in Firefox, a control panel is accessed where the user can specify whether or not to accept the different types of cookies and remove them.

Chrome: https://support.google.com/chrome/answer/95647?hl=it

Firefox: https://support.mozilla.org/it/kb/Gestione%20dei%20cookie

Internet Explorer: https://support.microsoft.com/it-it/help/17442/windows-internet-explorer-delete-manage-cookies

Safari: http://support.apple.com/kb/HT1677?viewlocale=it_IT

This site uses

Google Analytics

The website uses Google Analytics. Google Analytics is a web analysis service provided by Google Inc. ("Google") that uses cookies that are stored on the user's computer to allow statistical analysis in aggregate form to use the website visited.

The website manager has activated the IP address anonymization function and has signed the amendment on the data processing according to European regulations dictated by European Directive 95/46.

Google and Facebook Advertising Cookies (remarketing, segmentation and targeting)

The purpose of these cookies is to provide the user with advertising spaces that can be installed by third parties. Some are used to recognise individual advertisements and to know what ads were viewed and when allowing banners and/or advertising related to specific products based on the user's browsing history on other affiliate websites. Users are assigned a technical identifier, but personal identification data such as the name or address of the user are never collected.

Other advertising cookies are used to hypothesise a user's surfing "profile" to propose online advertising messages in line with online behaviour and interests. This "profile" is anonymous, and the information collected through these cookies cannot retrieve the identity of the user.

In particular, it should be noted that "Google Analytics" and "Facebook Ads", including the so-called "advertising function" are used.

This is a web analytics service provided by Google and Facebook that uses analytic cookies installed on the user's computer to collect aggregate data based on the use of the site visited and to profile website visitors (who are identified using "detection cookies") based on the information contained in their "advertising cookies", which cover three categories: age, sex, marketing segments.

You can find more information regarding the Google service at the: https://www.google.com/analytics/learn/privacy.html?hl=it

You can find more information regarding the Facebook service at the: https://it-it.facebook.com/privacy/explanation

Instead, the Google Privacy Policy, http://www.google.com/intl/it/policies/privacy/, governs the processing of personal data of users using Google products and services.

To consult the privacy statement of Google Inc., a sole proprietor of Google Analytics data management, see the following link: http://www.google.com/intl/en/analytics/privacyoverview.html

Finally, the list of cookies used by Google Analytics can be found at the following address: https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage).

Google has made the browser add-in for deactivating Google Analytics available at the following link : https://tools.google.com/dlpage/gaoptout?hl=it

To ensure greater transparency and convenience, for each of these websites, we give the user the web address of the information note, the methods to manage these cookies or to delete them as well as to deny consent to the installation of the cookies:

Google Analytics – web services (statistics and profiling): CLICK HERE

Facebook.com – social (profiling): CLICCA QUI

Moreover, if it particularly difficult to identify all third parties, especially for the profiling of your preferences, we report the following links:

http://www.allaboutcookies.org
http://ww.networkadvertising.org/choices/
http://www.youronlinechoices.com/it/
https://tools.google.com/dipage/gaoptout
http://www.aboutads.info/choices