

COOKIE POLICY

Information on the processing of personal data (Article 13 of the GDPR 2016/679)

This information on the use of cookies on the website <http://zarotti.it/en/> is made to the user in implementation of the provision of the Guarantor for the protection of personal data of May 8, 2014 "Identification of the simplified procedures for the information and the acquisition of consent for the use of cookies "; please refer to the Policy Privacy <http://zarotti.it/en/privacy-policy/> of this site, also drawn up in compliance with art. 13 of the EU GDPR 2016/679 Regulation, for the definition of Data Controller, Data Protection Manager, methods and purposes of the processing, conferment of data and exercise of the rights of the subjects concerned.

WHAT ARE COOKIES?

Cookies are small text strings that a website can send, during navigation, to the affected device, be it a PC, a notebook, a smartphone, a tablet, etc .; as a rule, cookies are stored directly on the browser used for navigation. The same website that transmitted them, then can read and record cookies that are on the same device to obtain information of various kinds.

Cookies are used for different purposes: execution of computer authentication, monitoring of sessions, storage of information on specific configurations concerning users accessing the server, etc. Further information on cookies can be found at www.allaboutcookies.org.

WHY DO WE USE COOKIES?

This website may use cookies for various reasons. In some parts of our site cookies are essential and without them you might not be able, for example, to request our services.

We are always looking for ways to improve our website and to make it easier to know our services. Therefore it is important for us to understand how we use our site.

HOW MANY TYPES OF COOKIES EXIST?

There are two basic macro-categories, with different characteristics: **technical cookies** and **third-party cookies**. Technical cookies are generally necessary for the proper functioning of the website and to allow navigation; without them, you might not be able to view the pages correctly or use some services. For example, a technical cookie is essential to keep the user connected throughout the visit to a website, or to store the language, display, and so on.

Technical cookies can be further distinguished in:

- navigation or session cookies, which guarantee the normal navigation and use of the website;
- functionality cookies, which allow the user to navigate according to a series of selected criteria (for example, the language, the products selected for purchase) in order to improve the service provided;
- analytics cookies, similar to technical cookies and used directly by the site operator to collect information, in aggregate form, on the number of users and how they visit the site.

Technical cookies can also be provided by third parties (so-called "**third-party cookies**"), and may correspond to all the types listed above managed anonymously and aggregated, or in a form that allows identifying the surfers of websites, even if occasional.

Finally, there are also **profiling cookies** that have the task of profiling the user, and are used in order to send advertising messages in line with the preferences expressed by the same while browsing.

WHICH COOKIES USE THIS SITE?

This site uses technical cookies, direct or third parties, aimed at ensuring the proper functioning of the site, without which the same navigation would not be possible; cookie analytics are also used, in order to collect information on the number of users and how to navigate the same site.

The cookies described above are all collected and analyzed anonymously and in aggregate form.

Finally, the use of profiling cookies is excluded in any form.

THIRD PARTY COOKIES

This site uses third-party cookies "Google Analytics", a statistical analysis service provided and managed by Google that allows you to analyze, anonymously, how users visit the site. The information generated by the cookie about the use of the website by the user (including the IP address) is transmitted, and deposited at the Google servers.

Useful addresses to better understand the privacy policy of Google Analytics and find the consent collection forms:

- <http://www.google.com/analytics/terms/it.html>
- <http://www.google.com/privacypolicy.html>
- <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#gajs>
- <https://support.google.com/analytics/answer/6004245>

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

If you prefer that Google Analytics does not use the data collected in any way, the configuration of each browser may be changed differently. It is described in the help menu of your browser, which will allow you to know how to change your choices regarding cookies.

Google Analytics cookies can also be rejected by following the procedure indicated by Google <https://tools.google.com/dlpage/gaoptout?hl=it>.

These cookies collect information about your browsing habits, in order to propose advertisements that are important and targeted to your interests. Your personal data will not be tracked, but we suggest you visit <http://www.youronlinechoices.com/it/> for more information. By removing these cookies, no functionality will be lost.

The third parties are independent owners and refer to their information, below the list of third parties:

GOOGLE ANALYTICS, ADWORDS, ADMOB, DOUBLECLICK for more information

see <http://www.google.com/policies/privacy/>

AUDIENCE STREAM for more information see <https://tealium.com/privacy/>

CHANNEL ADVISOR for more information see <https://www.channeladvisor.com/privacy-policy/>

SESSION CAM for more information see <https://sessioncam.com/privacy-policy-cookies/>

DOUBLECLICK for more information see <http://www.google.com/policies/privacy/>

CJ AFFILIATE BY CONVERSANT for more information see <https://www.conversantmedia.com/legal/privacy>

REASONATE ANALYTICS for more information see <https://www.resonate.com/privacy-policy/>

QUANTCAST for more information see <https://www.quantcast.com/how-we-do-it/consumer-choice/privacy-policy/>

DATA XU for more information see <https://www.dataxu.com/about-us/privacy/>

PEBBLE POST for more information see <https://pebblepost.com/documents/privacy-policy>

TURN e AMOBEE for more information see <https://www.amobee.com/trust/privacy-guidelines>

MNIX for more information see https://subscription.timeinc.com/storefront/privacy/tio/generic_privacy_new.html?dnp-source=E

LINKEDIN for more information see <https://www.linkedin.com/legal/privacy-policy>

FACEBOOK for more information see <https://www.facebook.com/policy.php>

SHOPSOCIALLY for more information see <https://shopsocially.com/platform/privacy-policy>

PINTEREST for more information see <https://policy.pinterest.com/en/privacy-policy>

SOCIOMANTIC for more information see <https://www.sociomantic.com/privacy/it/>

EBAY for more information see <https://www.ebay.com/help/policies/member-behaviour-policies/user-privacy-notice-privacy-policy?id=4260>

SHAREASALE for more information see <http://shareasale.com/PrivacyPolicy.pdf>

LINQIA for more information see <http://www.linqia.com/privacy-policy/>

CONVERSANT for more information see <http://www.conversantmedia.com/legal/privacy>

BING for more information see <https://privacy.microsoft.com/en-us/privacystatement>

PAYCLICK for more information see <https://payclick.it/it/privacy>

TWITTER for more information see <https://twitter.com/it/privacy>

AMAZON for more information see <https://www.amazon.com/gp/help/customer/display.html?nodeId=468496>

DATAWAD for more information see <http://www.datawad.com/privacy/>

MEDIAMIND for more information see <http://origin.www.mediamind.com/privacy-policy>

YAHOO for more information see <https://policies.yahoo.com/xa/en/yahoo/privacy/index.htm>

SMART AD SERVER for more information see <http://smartadserver.it/privacy-policy>

TABOOLA for more information see <https://www.taboola.com/privacy-policy>

ADFORM for more information see <https://site.adform.com/privacy-policy-opt-out/>

RESPONSYS, BLUEKAI for more information see <https://www.oracle.com/legal/privacy/privacy-policy.html>

The site will still remain fully usable even if you have decided to disable the monitoring function. For a permanent opt-out, the browser must accept permanent cookies. If your browser does not accept permanent cookies, then it is not technically possible to register the opt-out. Please use the features of your browser to disable monitoring (see www.allaboutcookies.org).

To delete cookies from the Internet browser of your smartphone / tablet, it is necessary to refer to the user manual of the device.

HOW TO DISABLE COOKIES

Most browsers allow you to refuse / accept cookies. Below we present some practical information to disable cookies on the main browsers.

Chrome

1. Click on the icon at the top right "Customize and control Google Chrome"
2. Click "History"
3. Click "Clear browsing data ..."
4. Select the "Cookies and other site and plug-in data" option
5. Click "Clear browsing data"

Mozilla Firefox

1. Click "History"
2. Click "Delete recent history ..."
3. Select the "Cookies" option
4. Click "Cancel Now"

Internet Explorer

1. Click "Tools"
2. Click "Internet Options"
3. In the "General" tab click "Delete ..."
4. Select the "Cookie" option
5. Click "Delete"

Safari

1. Click "Preferences"
2. Click "Privacy"
3. Click "Remove all website data ..." and confirm

HOW TO NAVIGATE ANONYMOUS WITHOUT COOKIE

Google Chrome

1. Click on the icon at the top right "Customize and control Google Chrome"
2. Click "New Incognito Window"

Mozilla Firefox

1. Click on the icon at the top right "Open menu"
2. Click "Anonymous Window"

Internet Explorer

1. Click "Security"
2. Click "InPrivate Browsing"

Safari

1. Click "File"
2. Click "New Private Window"