

Cookie Policy

Notice on the full implementation of the GDPR in online tracking processes

Policy to be inserted on your letterhead.

Cookie Policy

When a user accesses our Website, services or app, our authorized service providers may use cookies, web beacons and other similar technologies for advertising purposes and to store information, in order to offer you a better, faster and safer experience.

Through this notice we intend to provide you with some guidance on the technologies adopted and on how they are used on our sites and in our services, apps and tools. Below, some important aspects to be aware of regarding the use of such technologies are summarized.

What cookies, web beacons and similar technologies are

We use small data files, which are saved on your computer, tablet, mobile phone or other mobile device (collectively referred to as "device") to record certain data each time you access or interact with our sites, services, apps, messaging systems and tools.

The specific names and types of cookies, web beacons and other similar technologies used may change over time. To help you better understand the rules and use of such technologies, some terms with their definitions are provided below:

Cookie: small text files (generally made up of letters and numbers) that are saved in the memory of the browser or device when you visit a site or view a message. Cookies allow a site to recognize a particular device or browser. There are different types of cookies:

- temporary (or session) cookies: used to store temporary information, they allow your actions to be linked during that specific session and are removed from the computer when the browser used is closed;
- permanent (or saved) cookies: used to store information, such as the login name and password, so as to prevent the user from having to type them in every time they visit a specific site; they remain stored on the computer even after closing Internet Explorer;
- first-party cookies: originate from the website displayed and may be permanent or temporary; they may be used to store information that will be reused on the next visit to the site;
- third-party cookies: originate from advertisements from other sites, such as pop-ups or banners, present on the website displayed; they may be used to record the use of the Website for marketing purposes.

Cookies can be disabled or removed using the tools available in most browsers. Cookie preferences must be set separately for each browser used, since each one offers specific functions and options. The User can find information on how to manage Cookies with some of the most popular browsers at the following addresses: [Google Chrome](#), [Mozilla Firefox](#), [Apple Safari](#) and [Microsoft Internet Explorer](#).

Web beacon: fragments of code that allow a website to transfer or collect information through the request of a graphic image; they may be used for various purposes, such as analyzing website usage, advertising monitoring and reporting activities, and the personalization of advertisements and content;

Similar technologies: technologies that store data in the browser or device using locally shared objects or local storage, such as flash cookies, HTML 5 cookies and other software methods for web applications. These technologies work in all browsers. In some cases, the use of local storage cannot be fully managed by browsers, but requires management through specific tools.

Cookies on our sites

Our cookies have various functions. They are useful for ensuring the operation of our services and allow us to improve performance. We use cookies and similar technologies that remain on your device only for the duration of the browser session (session cookies) or for a longer period (persistent cookies).

You can block, delete or disable them if your device allows it. You can manage cookies and cookie preferences in the settings of your device or browser.

Where possible, security measures are implemented to prevent unauthorized access to cookies and similar technologies. A unique code ensures that only we and/or our authorized service providers can access cookie data.

Service providers are companies that support us in various aspects of our business, dealing, for example, with operations, services, apps, advertising and website tools. We use our authorized service providers to present you with advertising in line with your interests on our services and on other Internet pages. Such service providers may place cookies on your device through our

services (third-party cookies). They may also acquire information that allows them to identify your device, such as your IP address or other unique or device codes.

Certain functions, services, apps and tools of the site are available only through the use of these technologies. You will always be able to block, delete or disable them if your browser, the app installed or the device used allows it.

Some of the services listed below collect statistics in aggregate and anonymous form and may not require the User's consent or may be managed directly by the Data Controller. For detailed information in this regard, it is recommended that you consult the privacy policies of the services listed.

- **Interaction with social networks and external platforms**

This type of service (for example: like buttons and social widgets) allows interaction with social networks, or with other external platforms, directly from the pages of this site. The information acquired is subject to the User's privacy settings relating to each social network.

[Facebook Privacy Policy.](#)

- **Remarketing and behavioral targeting**

This type of service allows this site and its partners to communicate, optimize and serve advertisements based on the User's past use of this Application, through the tracking of Usage Data and the use of Cookies, information that is transferred to the partners to which the remarketing and behavioral targeting activity is linked.

- **Facebook Remarketing (Facebook, Inc.)**

Facebook Remarketing is a Remarketing and Behavioral Targeting service provided by Facebook, Inc. which links the activity of this Application with the Facebook advertising network. This type of service allows this site and its partners to communicate, optimize and serve advertisements based on the User's past use of this Application, through the tracking of Usage Data and the use of Cookies, information that is transferred to the

partners to which the remarketing and behavioral targeting activity is linked.

[Privacy Policy](#) – [Opt Out](#).

- **Facebook Custom Audience (Facebook, Inc.)**

Facebook Custom Audience is a Remarketing and Behavioral Targeting service provided by Facebook, Inc. which links activity within this site with the Facebook advertising network.

[Privacy Policy](#) – [Opt Out](#).

- **Facebook Ads conversion tracking (Facebook, Inc.)**

is a service that produces statistics by linking data from the Facebook advertising network with actions carried out within this site.

Facebook [Privacy Policy](#).

- **Google Analytics (Google Inc.)**

Google Analytics is a cookie and personal data analysis service collected for the purpose of tracking and examining the use of this site, drawing up reports and personalizing advertisements from its own advertising network.

[Privacy Policy](#) – [Opt Out](#).

Statistical purposes

The services contained in this section allow the Data Controller to monitor and analyze traffic data and serve to track the User's behavior.

Consent to the use of cookies

On first accessing our Website, visitors find a [banner containing a brief notice](#) on the use of cookies and can:

- click on the "**OK**" button (located at the bottom right), which is equivalent to consent to the use of cookies, as indicated in the brief notice;
- Access the Cookie Policy, learn about the different types of cookies, the purposes of use, read the privacy policies of our providers and, if applicable, opt out;
- Continue browsing the site, implicitly accepting the use of all cookies.

For further information on third-party cookies relating to advertising and how to disable them, you can visit the following websites, by way of example and not limitation:

<http://www.allaboutcookies.org>

<http://www.youronlinechoices.com>

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

<http://www.aboutads.info/choices>

<http://www.networkadvertising.org/choices>

For any further information on the processing of data on the Hideea website, you can consult the complete Privacy Policy or write to: dpo@hideea.com