

Cookie Policy

This Cookie Policy is an integral part of the privacy policy available on our website www.maslambertoni.com.

Obligation to provide information

The user can express their consent to the use of cookies by accepting such in a free, specific, informed and unequivocal way, by clicking on one of the internal links of the site's pages, or by clicking on the "x" button or in any case closing the short policy banner visible at each first access to the site itself (as provided for by the provision of the Guarantor for the protection of personal data no. 229 dated 8 May 2014 and by the "Cookie guidelines and other tracking tools - 10 June 2021") or by performing a scrolling action, when the site uses only technical cookies or with similar functions, without prejudice to the obligation of information by the Data Controller.

Definition and type of cookies

Cookies are small amounts of code (computer files or partial data) sent by a server to the user's internet browser, where they are stored automatically on the user's computer and automatically sent back to the server at each occurrence or subsequent access to the Website. Usually, a cookie contains the name of the website the cookie comes from, the "life span" of the cookie (i.e. how long it will stay on your device), and a value, which is usually a unique number that is randomly generated. At each subsequent visit, cookies are sent back to the website that created them (first-party cookies) or to another site that recognises them (third-party cookies). Cookies are useful because they allow a website to recognize the user's device and have different purposes, such as allowing you to navigate efficiently between pages, remember favourite sites, and generally improve your navigation experience. They also help to ensure that the advertising content displayed online is more targeted to the user and his/her personal interests.

Sites use different types of cookies each of which has a specific function. The site uses cookies to make navigation easier and to better adapt both the pages loaded and its products to the interests and needs of users. Cookies can also be used to speed up future experiences and user activities on the site. In addition, cookies are used to compile anonymous aggregated statistics that allow you to understand how users use the site and to improve the structure and content of the sites themselves.

Below is an explanatory list.

Technical Cookies

"Technical" cookies are essential for proper site operation and allow users to browse the site and make full use of its features (for example, they allow you to store previous actions or save your session and/or perform other tasks strictly necessary for site functionality).

This category also includes analytical cookies that help us understand how users interact with the site by providing information about the last page visited, the number of sections and pages visited, the time spent on the site and each event that is recorded during navigation, such as an error message, and help understand any difficulties that the user encounters in using the site. This information may be associated with user details

such as IP address, domain or browser; however, they are analysed along with other users' information so they do not identify one particular user over another. These cookies collect information about how visitors use the site and monitor the site's performance.

Finally, "functionality" cookies allow the site to remember the user's choices (for example, the user name) to provide the user with a more personalised and optimised navigation. Functional cookies are not essential for the website's functioning, but improve the quality and experience of browsing. If you do not accept these cookies, site functionality and performance may be impaired and access to content will be limited.

Profiling cookies

"Targeting" or "profiling" cookies are used to present content that best suits the user and their interests. They can be used to display targeted advertisements, publish adverts tailored to the user's interests, or limit the number of times an advert is shown. They also help measure the effectiveness of advertising campaigns on the site. The site administrator may use these cookies to remember sites that the user has visited and share this information with third parties, including agencies and advertisers who may use their cookies to gather information about the user's activity on the site.

"Sharing" (or social networking) cookies are needed to allow the user to interact with the site through their social account and serve, for example, to express their appreciation and to share it with their social contacts.

This site uses or can use the following types of cookies, including in combination with each other: "session" cookies that are stored on the user's computer as a technical/functional requirement, for the transmission of session identifiers needed to allow secure and efficient browsing of the site; they are deleted at the end of the "session" (hence the name) with the closing of the browser. "Persistent" cookies remain stored on the computer's hard drive until they expire or are deleted by users. Through persistent cookies users who access the site (or other users who use the same computer) are automatically recognised at each visit. Third-party cookies

When a user browses the website, some cookies not controlled by the site's owner may be stored. This happens, for example, if the user visits a page that contains content from a third-party website. As a result, the user will receive cookies from these third-party services. On third-party cookies, the site operator does not control the information provided by the cookie and does not have access to such data. This information is entirely controlled by the third party as described in their respective privacy policy.

The table below lists the third-party cookies used on the site. The last group falls under the direct and exclusive responsibility of the third-party controller and is divided into the following main categories:

- **Analytics:** These are cookies for collecting and analysing statistical information about accesses/visits to the website. In some cases, along with other information like login credentials (your email address and password), they can be used to profile a user (storing personal habits, visited pages, downloaded content, type of interactions performed, etc.).
- **Widgets:** This category includes all those graphic components of a user interface of

a program, which aims to facilitate the user in interacting with the program itself (for example, Facebook, Google+, Twitter cookies are widgets).

– **Advertising:** This category includes cookies used to provide advertising services within a site.

If you do not wish to receive third-party cookies on your device you will be able, through the links listed below, to access all the third-party services notices and consensus forms to such third parties and exclude the reception.

If third-party cookies are used, these cookies are not controlled directly by the site. Therefore, to withdraw consent you must refer to the websites of third parties or refer to the site <http://www.youonlinechoices.com/it/>.

To obtain information on how to delete or manage cookies according to the browser used and to manage preferences on third-party profiling cookies, by way of example, see the following table:

Cookies	Primary use	Profiling	Place of processing / Privacy policy
Google Analytics	Analytics	Yes	Location of the data processing : USA – Privacy Policy – Opt-out
Facebook	Widgets	Yes	Location of the data processing : USA – Privacy Policy
Twitter	Widgets	Yes	Location of the data processing : USA – Privacy Policy
Google+	Widgets	Yes	Location of the data processing : USA – Privacy Policy
Google Adsense	Advertising	Yes	Location of the data processing : USA – Privacy Policy – Opt-out
DoubleClick	Advertising	Yes	Location of the data processing : USA – Privacy Policy – Opt-out
Publy	Advertising	Yes	Location of the data processing : Ireland – Privacy Policy
Oxamedia	Advertising	Yes	Location of the data processing : USA – Privacy Policy – Opt-out
Payclick	Advertising	Yes	Location of the data processing : Italy – Privacy Policy – Opt-in/ Opt-out
Criteo	Advertising	Yes	Location of the data processing : France – Privacy Policy – Opt-in/ Opt-out
ReachAdv	Advertising	Yes	Location of the data processing : Italy – Privacy Policy

For further detailed information related to this site, see what is described in the policy specification accessible from the section *displays cookies*, operating in the banner on the home page.

If you decide to disable cookies, this may affect and/or limit your browsing experience within the Website. For example, you may not be able to visit certain sections or may not receive personalised information when you visit them. Technical cookies cannot be disabled.

Manifestation of consent for the acceptance of cookies

Consent can be obtained:

- 1) by selecting an appropriate box on the website
- 2) through the choice of technical settings for information company services
- 3) through any statement or conduct that clearly indicates that you accept the proposed processing

Manifestation of consent through the appropriate box on the site

The consent can be validly acquired by selecting appropriate flags on the website's banner, which appear at the time of opening the web page, for purposes of online tracking of information concerning the user, also deriving from the use of cookies and other tracking tools.

If the user chooses to keep the default settings, they can limit themselves to closing the banner by selecting the appropriate command (an X positioned as a rule at the top right and inside the banner itself). Even this action, expressing the will not to consent to the use of cookies other than technical ones, will prevent the site from repeating the presentation of the banner on subsequent user accesses.

The banner shall also contain the warning that its closure through the X located at the top right involves the permanence of the default settings and therefore the absence of operation of cookies or other tracking tools other than technical ones.

The settings must be modifiable by the user at all times, through the use of specific functionality made operational on the first page of the site (such as, for example, the "*Review your choices*" button)

If the user maintains the default settings and therefore does not consent to the use of cookies or other tracking tools, as well as if they have consented only to the use of some cookies or some tracking tools, this choice must be duly recorded and the provision of consent no longer requested unless one of the following cases occurs: a) when one or more conditions of the treatment change significantly; b) when the manager can't be aware of the fact that a cookie has already been previously stored on the device to be transmitted again; c) when at least 6 months have elapsed since the previous presentation of the banner.

Manifestation of consent through the choice of technical settings for IT company services.

The mode of operation, as well as options for limiting or blocking cookies, can be adjusted by changing the settings of your internet browser. Most internet browsers are initially set up to accept cookies automatically, but you can change these settings to block cookies or to be alerted whenever cookies are sent to your device. There are several ways to manage cookies, so please refer to your browser's instruction page or help screen to see how to adjust its settings. The user may change the default configuration and disable cookies (i.e. block them permanently) by setting the highest protection level.

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

Chrome: <https://support.google.com/chrome/answer/95647?hl=en-US&hlrm=en&hlrm=en>

InternetExplorer: <http://windows.microsoft.com/en-US/windows7/block-enable-or-allow-cookies>

Safari: <http://support.apple.com/kb/PH11913>

Firefox: <http://support.mozilla.org/it-IT/kb/enable-and-disable-cookies-website-preferences>

Whether you use different devices to see and access the Website (for example, a computer, smartphone, tablet, etc.), you must ensure that each browser on each device is adjusted to reflect your cookie preferences. To remove cookies from the Internet browser of your smartphone/tablet you should refer to the device's user manual.

Further clarifications are available on the website of the Privacy Guarantor.

For further information or questions about the privacy policy of this site please contact us by email at info@maslambertoni.com.