

## Cookies Policy | Information 12 October 2023

### Use of cookies

This cookie policy describes the use of cookies on this site.

The owner of the processing of personal data is CheBuoni s.r.l., subject to which the site refers, with headquarters in Vicolo Gumer 9, Bolzano 39100.

### What is a cookie?

Cookies are pieces of information that the website places on your navigation device when you visit a page. They may involve the transmission of information between the website and your device, and between the latter and other sites that operate on our behalf or privately, in accordance with the provisions of the respective Privacy Policy. We may use cookies to gather the information we collect about you. You can decide to receive a warning every time a cookie is sent or to disable all cookies by changing your browser settings. By disabling cookies, however, some of our services may not work properly and you will not be able to access many features designed to optimize your browsing experience on the site. For more information on managing or disabling browser cookies, see the last section of this Cookie Policy.

We use various types of cookies with different functions.

We reserve the right to publish a periodically updated table to indicate the types of cookies used and useful references to know the specific purposes of use. Below is a brief description of the main types of technically usable cookies. To provide you with any useful information about cookies and their use, even if only potential, and to know how to change the setting of your browser in relation to the use of cookies, we invite you to read this detailed description.

### Session and permanent cookies

Preliminarily we specify that the duration of the installed cookies can be limited to the browsing session or extend for a longer time even after the user has left the visited site. We prefer the use of so-called session cookies (which are not stored permanently on the user's computer and disappear when the browser is closed), which allows the transmission of session identifiers (consisting of random numbers generated by the server) necessary to allow safe browsing and efficient site. The so-called Session cookies used on this site avoid the use of other IT techniques that are potentially detrimental to the confidentiality of users' browsing and do not allow the acquisition of the user's personal identification data.

#### 1. Technical cookies

These cookies are essential to be able to browse the website and use some features. Without strictly necessary cookies, the online services that are normally offered by the site may not be accessible if their provision is based exclusively on cookies of this nature. In fact, cookies of this type allow the user to navigate efficiently between the pages of a website and to use the various options and services offered. They allow, for example, to identify a session, access restricted areas, remember the elements that make up a previously formulated request, complete a purchase order or save a quote.

It is not necessary to provide consent for technical cookies, as they are essential to ensure the required services. It is possible to block or remove technical cookies by changing the configuration of your browser options. However, by carrying out these operations, it is possible that you will not be able to access certain areas of the website or to use some of the services offered.

For more information, please refer to the site's privacy policy.

## **2. Performance analysis cookies**

It is possible that we or service providers acting on our behalf may place performance cookies on your navigation device. The information collected through performance cookies is used exclusively by us or in our interest.

Performance cookies collect anonymous information about how users use the website and its various features. For example, our performance cookies collect information about the pages of the site you visit most often and our advertisements that appear on other websites you interact with, as well as checking if you open and read the communications we send you and if you receive error messages. The information collected can be used to personalize your online experience by showing specific content. Performance cookies are also used to limit the number of views of the same advertisement. Our performance cookies do not collect information of a personal nature.

A link to our Cookie Policy is available via a link on the site. By continuing to use this website and its features, you authorize us (and the external advertisers of this website) to place performance cookies on your navigation device.

To delete or manage performance cookies, consult the last section of this Cookie Policy.

In particular, the site can use Google Analytics which is a Google analysis tool that helps website and app owners to understand how visitors interact with the content they own. A set of cookies can be used to collect information and generate website usage statistics without personal identification of individual visitors by Google. In addition to generating reports on website usage statistics, the Google Analytics pixel tag can be used, together with some of the advertising cookies described above, to allow us to show more relevant results in Google properties (such as Google Search) and across the web.

For further information you can consult [this site](#).

### 3. Profiling cookies

We reserve the right to use profiling cookies on our part (or the service providers operating on our behalf) to memorize the choices made (language preference, country or other online settings) and to provide customized or optimized features that we assume they may be preferred by the user or to memorize his habits and preferences expressed during navigation. Profiling cookies can be used to offer you online services, to send you advertising that takes into account your interests or to prevent you from being offered services that you have refused in the past.

Furthermore, we inform you that it is technically possible to authorize advertisers or third parties to provide content and other online experiences through this website. In this case, the third party in question could insert their own profiling cookies on your device and use them, in a similar way to us, in order to provide you with customized features and optimize your user experience. By selecting customized options and settings or optimized features based on the preferences expressed by the user, you authorize us to use the profiling cookies necessary to offer you such experiences.

By deleting the profiling cookies, the selected preferences or settings will not be stored for future visits.

In detail, the cookies present on the Site are indicated in the following table

Below is a list of Cookies used.

Cookie name	Domain	Description	Duration
user	chebuoni.it	Contains the information entered by the user in the process of registration to our landing pages, is used for tracking user activities on our site and for any pre filling of fields required	365 days

cookiePolicy	chebuoni.it	Used to check whether or not you have accepted the cookie policy	1 year
already_registered	chebuoni.it	Used to check that you are already registered with our site	1 year
alias	chebuoni.it	It is used to trace the landing page of the user's origin	1 month
campaign	chebuoni.it	It is used to track a user's participation in a particular third party campaign.	1 year
PHPSESSID	chebuoni.it	It is used by PHP language to perform variable passage functions that do not identify the user for normal service operation.	1 year

#### 4. Third-party cookies

Within our site, cookies belonging to third parties, including Blasting SA, Next Media and Zeotap GmbH others, can be inserted for advertising and / or profiling and / or technical purposes.

Blasting SA. The system uses identifiers to build, detect or enrich your profile. By accepting the third-party cookies from the "Chebuoni.it" site, you consent to the carrying out of tracking, enrichment and profiling activities by Blasting SA for statistical and / or marketing and / or commercial purposes, including through cookies, tags and other monitoring on electronic communication networks, as well as through the comparison and integration with data collected by third parties. For more information, or to disable the services of Blasting SA or Blasting SA Partners, please click [here](#) or write to [dpo@blastingnews.com](mailto:dpo@blastingnews.com)

Next Media. By accepting the third-party cookies of the "Chebuoni.it" site, you consent to

the carrying out of tracking, enrichment and profiling activities by Next Media for statistical and / or marketing and / or commercial purposes. For more information, you can consult the Next14 Privacy Policy by clicking [here](#). You can contact Next14 at any time by sending a registered letter with return receipt to the registered office (Via Tortona, 37, 20144 Milan), by sending an e-mail message to the e-mail address [privacy@next14.com](mailto:privacy@next14.com). You can also contact the Data Protection Officer (RPD or DPO) [dpo@next14.com](mailto:dpo@next14.com).

Zeotap GmbH. By accepting the third-party cookies from the "Chebuoni.it" site, you consent to the carrying out of tracking, enrichment and profiling activities by Zeotap for statistical and / or marketing and / or commercial purposes. For more information, you can consult the Zeotap Privacy Policy at <https://zeotap.com/product-privacy-policy/>. You can contact Zeotap at any time, by post to the registered office of Zeotap GmbH, Privacy Team, Warschauer Platz 11-13, 10245 Berlin, Germany, or by sending an e-mail message to the e-mail address [privacy@zeotap.com](mailto:privacy@zeotap.com). The site may use third-party remarketing tools. In this case, some pages of the site may include a code called "remarketing code". This code allows you to read and configure browser cookies in order to determine what type of ad you will see, based on the data relating to your visit to the site, such as the navigation circuit chosen, the pages actually visited or the actions performed at inside of the same.

The remarketing lists thus created are stored in a Google server database where all the cookie IDs associated with each list or category of interests are stored. The information obtained allows only the browser to be identified, since with this information the third party is unable to identify the user.

These tools allow you to publish personalized ads based on user visits to our site.

The authorization for the collection and storage of data can be revoked at any time. The user can disable the use of cookies by Google through the specific setting options of the different browsers.

In particular, these are the main remarketing tools that we could

use: **Google Adwords & Google Remarketing Cookies**

The website could use the Google Adwords program and Google Remarketing technology. Both are operated by Google Inc .. The AdWords conversion tracking function also uses cookies. To help us keep track of sales and other conversions, a cookie is added to a user's computer when that user clicks on an ad. This cookie lasts 30 days and does not collect or monitor information that can personally identify a user. Users can disable Google conversion tracking cookies in their Internet browser settings. In some cases, cookies can cause problems when logging in or while browsing within your AdWords account. When this occurs, the best way to correct the problem is to clear the cache and delete the cookies saved for your Internet browser. To find out more, click here <https://www.google.com/intl/it/policies/privacy/>. Finally, the user can disable Google

Analytics cookies by downloading a specific browser plug-in available at the following url <https://tools.google.com/dlpage/gaoptout>.

**Bing Ads** For more information on Microsoft's Remarketing, you can visit the page <http://choice.microsoft.com/it-IT> For more information on Microsoft's Rules and Principles for Privacy, you can visit the page [http:// www. microsoft.com/privacystatement/it-it/bingandmsn/default.aspx](http://www.microsoft.com/privacystatement/it-it/bingandmsn/default.aspx)

**Facebook Ads** For more information on Facebook Remarketing, you can visit the page <https://www.facebook.com/help/1505060059715840>

**Registered Visitors** We reserve the right to analyze the online activities of registered visitors on our websites and online services through the use of cookies and other tracking technologies. If you have chosen to receive communications from us, we can use cookies and other traceability technologies to personalize future communications according to your interests.

Furthermore, we reserve the right to use cookies or other traceability technologies within the communications you receive from us (for example, to find out if these have been read or opened or to detect what content you have interacted with and which links you have opened) , in order to make future communications more responsive to your interests. If you no longer wish to receive targeted communications, you can click on the unsubscribe link, available in our communications, or log in to your account to withdraw your consent to the sending of communications for marketing purposes.

If you no longer wish to receive personalized advertising communications based on your online activity on this and other websites, please follow the instructions above (for targeted advertisements).

**Deselection and activation of cookies:** by accessing the site and passing the initial banner containing the brief information, the user has given his express consent to the use of technical and profiling cookies expressly indicated in this document and to the installation of cookies. third parties indicated above. Through the cookie banner it is possible to accept all the cookies listed or select / deselect the category of cookies for which you do not intend to give your consent. Please note that the so-called technical cookies are necessary for navigation purposes. The selection / deselection of individual cookies can be done freely through the cookie banner and initial and, subsequently, through your browser (by selecting the settings menu, clicking on the internet options, opening the privacy tab and choosing the desired level of cookie blocking) . For more information, you can consult the following section of this cookie policy or consult the following links: Google Chrome, Mozilla Firefox, Apple Safari and Microsoft Windows Explorer Furthermore, the Do Not Track option can be activated in most of the latest browsers. generation. Third-party cookies can be disabled by inquiring through the third party's privacy policy, via the link indicated above, or by contacting the third party directly. Disabling "third party" cookies does not affect navigability in any way.

## **Enabling / disabling of cookies through the browser**

There are several ways to manage cookies and other traceability technologies. By changing your browser settings, you can accept or reject cookies or decide to receive a warning message before accepting a cookie from the websites you visit. We remind you that by completely disabling cookies in your browser you may not be able to use all our interactive features.

If you use multiple computers in different locations, make sure each browser is set up to suit your preferences.

You can delete all cookies installed in your browser's cookie folder. Each browser has different procedures for managing settings. Click on one of the links below for specific instructions.

### **Microsoft Internet Explorer**

### **Google Chrome**

### **Mozilla Firefox**

### **Apple Safari**

If you do not use any of the browsers listed above, select "cookies" in the relevant section of the guide to find out where your cookie folder is.

## **Activation and deactivation of cookies through third party services**

In addition to being able to use the tools provided by the browser to activate or deactivate individual cookies, we inform you that the website [www.youronlinechoices.com](http://www.youronlinechoices.com) reports the list of the main providers who work with website managers to collect and use information useful for the use of the behavioral advertising.

Taking into account that it is possible that third-party profiling cookies may be installed over time, you can easily check them and choose whether to accept them or not by accessing the website [www.youronlinechoices.com/it](http://www.youronlinechoices.com/it)

You can deactivate or activate all companies or alternatively adjust your preferences individually for each company. In particular, to easily perform this operation, you can use the tool found on the page [www.youronlinechoices.com/it/le-tue-scelte](http://www.youronlinechoices.com/it/le-tue-scelte) and easily check your preferences on behavioral advertising.

Further useful information on cookies is available at these addresses:

[www.allaboutcookies.org](http://www.allaboutcookies.org); [www.youronlinechoices.com](http://www.youronlinechoices.com)