

## Cookie Policy

Where the installation of Cookies is based on consent, such consent can be freely withdrawn at any time following the instructions provided in this cookie policy. Some of the purposes for which Cookies are installed may also require the User's consent.

### **Technical Cookies and Cookies serving aggregated statistical purposes**

#### Activity strictly necessary for the functioning of the service

This Application uses Cookies to save the User's session and to carry out other activities that are strictly necessary for the operation of this Application, e.g. in relation to the distribution of traffic.

#### Activity regarding the saving of preferences, optimization, and statistics

This Application uses Cookies to save browsing preferences and to optimize the User's browsing experience. Among these Cookies are, for example, those used for language settings and currency preferences or for the management of first party statistics employed directly by the Owner of the site.

### **Other types of Cookies or third parties that install Cookies**

Some of the services listed below collect statistics in an anonymized and aggregated form, and may not require the consent of the User or may be managed directly by the Owner depending on how they are described without the assistance of third parties.

If any third-party operated services are listed among the tools below, these may be used to track Users' browsing habits in addition to the information specified herein and without the Owner's knowledge. Please refer to the privacy policy of the listed service(s) for more detailed information.

#### Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to track User behavior.

##### *Google Analytics (Google Inc.)*

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google utilizes the Data collected to track and examine the use of this Application, prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

Personal Data collected: Cookies and Usage Data.

Place of processing: US – Privacy Policy – Opt Out.

##### *Google Analytics with anonymized IP (Google Inc.)*

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

This integration of Google Analytics anonymizes your IP address. It works by shortening Users' IP addresses within the EU. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

Personal Data collected: Cookies and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out. Privacy Shield participant.

### Displaying content from external platforms

This type of service allows the User to view and interact with content hosted on external platforms directly from the pages of this Application.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

#### *Vimeo video (Vimeo, LLC)*

Vimeo, LLC provides a video content visualization service that allows this Application to incorporate content of the kind mentioned in the paragraph above on its pages.

Personal Data collected: Cookies and Usage Data.

Place of processing: United States – Privacy Policy.

### Interaction with external social networks and platforms

This type of service allows interaction with social networks or other external platforms directly from the pages of this Application.

The interaction and information obtained through this Application is subject to the User's privacy settings on each applicable social network.

This type of service may collect traffic data for the pages where the service is installed, even when Users do not use it.

It is recommended to log out from the respective services to ensure that the processed data on this Application is not linked to the User's profile.

#### *PayPal button and widgets (PayPal Inc.)*

The PayPal button and widgets are services facilitating interaction between the User and the PayPal platform provided by PayPal Inc.

Personal Data collected: Cookies and Usage Data.

Place of processing: See the PayPal privacy policy – Privacy Policy.

## **How to provide or withdraw consent to the installation of Cookies**

In addition to what is specified in this cookie policy, the User can manage preferences for Cookies directly from within their own browser and prevent third parties from installing Cookies.

Additionally, through browser preferences, it is possible to delete previously installed Cookies, including Cookies associated with the User's initial consent to install Cookies from this Application.

Users can find information about how to manage Cookies in the most commonly used browsers at the following addresses: Google Chrome, Mozilla Firefox, Apple Safari and Microsoft Internet Explorer.

With regards to Cookies installed by third parties, Users can manage their preferences and withdraw their consent by clicking the related opt-out link (if provided) by using the means provided in the third party's privacy policy, or by contacting the third party.

In addition, Users may follow the instructions provided on the subsequently linked initiatives by the EDAA (EU), the Network Advertising Initiative (US) and the Digital Advertising Alliance (US), DAAC (Canada), DDAI (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. It is recommended that Users utilize these resources, in addition to the information provided in this document.

## Owner and Data Controller

Gemide s.r.l. - Via Seprio, 2 - 20149 Milano (Italia)

**Owner contact email:** gemide@pec.it

Since the installation of third-party Cookies and other tracking systems through the services used within this Application cannot be technically controlled by the Owner, any specific references to Cookies and tracking systems installed by third parties should be considered indicative and not exhaustive. To obtain complete information, the User should consult the privacy policy for the respective third-party services listed in this document.

Given the objective complexity surrounding the identification of technologies based on Cookies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of Cookies by this Application.

## Definitions and Legal References

### *Personal Data (or Data)*

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

### *Usage Data*

Information collected automatically through this Application (or third-party services employed in this Application), which can include: the IP addresses or domain names of the computers utilized by the Users, the Uniform Resource Identifier addresses, the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within this Application) and the details about the path followed within this Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

### *User*

The individual using this Application who, unless otherwise specified, coincides with the Data Subject.

### *Data Subject*

The natural person to whom the Personal Data refers.

### *Data Controller (or Owner)*

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Application.

The Data Controller, unless otherwise specified, is the Owner of this Application.

### *This Application*

The means by which the Personal Data of the User is collected and processed.

### *Service*

The service provided by this Application as described in the relative terms (if available) and on this site/application.

### *European Union (or EU)*

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the contracting states to the Agreement on the European Economic Area.

## *Cookies*

Consist of portions of code installed in the browser that assist the Owner in providing the Service according to the purposes described.

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## *Legal information*

This privacy statement has been prepared based on provisions of multiple legislations, including Art. 13/14 of Regulation (EU) 2016/679 (General Data Protection Regulation).

This privacy policy relates solely to this Application and the Service, if not stated otherwise within this document.