



# COOKIE POLICY

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In order to make your visit to our website as convenient as possible, we use cookies to present our range of services.

These are small aggregates of text recorded locally in the temporary memory of your browser, and therefore in your computer, for variable periods of time depending on the need and generally between a few hours and a few years, with the exception of profiling cookies whose maximum duration is 12 months.

Through cookies it is possible to record in a semi-permanent way information about your preferences and other technical data that allow easier navigation and greater ease of use and effectiveness of the site. For example, cookies can be used to determine if a connection has already been made between your computer and our sites to highlight the news or keep the "login" information. To your guarantee, only the cookie stored on your computer is identified.

## Types of cookies

This site uses four different types of cookies.

### 1. **Essential technical cookies**

These cookies are necessary for the proper functioning of the site. They allow the browsing of the pages, the sharing of our contents, the memorization of your access credentials to make faster the entry into the site and to keep active your preferences and credentials while browsing. Without these cookies we could not provide the services for which users access the site.

### 2. **Statistical and performance cookies**

These cookies allow us to know how visitors use the site, to be able to evaluate and improve its functioning and to favor the production of content that best meets the information needs of our users. For example, let you know which pages are the most and least popular. They take into account, among other things, the number of visitors, the time spent on the site by the average user and how they arrive. In this way, we can know what works well and what to improve, as well as ensuring that the pages load quickly and are displayed correctly.

### 3. **Cookies for user profiling and advertising targeting**

These cookies allow you to offer announcements related to the user and their respective interests. They are also used to limit the number of views of the same ad and to evaluate the effectiveness of advertising campaigns.

They are inserted by Blendee S.r.l. by means of technical platforms that are partners in our advertising circuit and contribute to our investment in websites, allowing us to adequately finance the maintenance of services and their technological evolution. They can also be used to show the user relevant ads on other websites visited. The cookies actually set may change at any moment due to the technical strategies of advertisers and their technical representatives, therefore, we refer to the websites of these partners for further information on the subject of privacy and use of cookies.

#### **4. Functional and profiling cookies of third parties**

This category includes both cookies provided by partners of Blendee S.r.l. and known to it, and cookies supplied by third parties not directly controlled or controllable by Blendee S.r.l.

Cookies from our partners allow us to offer advanced features, as well as more information and personal features. This includes the ability to share content through social networks, to access videostreaming services and the CDN networks on which we host our content. These services are mainly provided by external operators hired or consciously integrated by Blendee Srl. If you have an account or if you use the services of such parties on other websites, they may be able to know that the user has visited our sites. The use of data collected by these external operators through cookies is subject to their privacy policies. These include cookies registered by the main social networks that allow you to share the articles of our sites and publicly express the appreciation for our work.

Cookies not coming from partners of Blendee S.r.l., are cookies conveyed without the control of Blendee S.r.l., by third parties who have the opportunity to intercept the user while browsing even outside the sites Blendee S.r.l.. These cookies, typically of data profiling, are not directly controllable by Blendee S.r.l. that can not therefore guarantee on the use that third party owners make of the information collected.

#### **5. Similar technologies**

In a very similar way our website uses services that use for example fingerprints, a technology similar to cookies that allows to save data in a different way.

## Cookies installed on this site

Below is a list of cookies on this site, classified by nature and type and with an indication of their duration.

### **Blendee S.r.l (Blendee S.r.l)**

Blendee is a Marketing Intelligence and Behavioral Targeting service provided by Blendee S.r.l. Blendee uses tracer technology to monitor User behavior. These data are therefore used to personalize the user's experience and to provide targeted messages and communications. Blendee may also connect the data accumulated with other networks, including advertising networks, and enable these third parties to track and direct the User. The Owner, unless otherwise provided in this document, has no direct relationship with the third parties that Blendee may include.

Personal Data collected: Cookie, Fingerprint e Usage Data.

Country of data processing: ITALY – Privacy Policy - Opt In - Opt Out

### **Criteo (Criteo SA)**

Criteo is an advertising service provided by Criteo SA. Personal Data collected: Cookies and Usage Data.

Country of data processing: Francia – Privacy Policy – Opt Out

### **Hotjar Ltd, Level 2**

Personal Data collected: Cookies and Usage Data. Country of data processing: Malta – Privacy Policy

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

Google Analytics is a web analytics service provided by Google Inc. ("Google"). Google uses the Personal Data collected for the purpose of tracking and examining the use of this Application, compiling reports and sharing them with other services developed by Google.

Google may use the Personal Data to contextualise and personalize the advertisements of its advertising network.

Personal Data collected: Cookies and Usage Data.

Country of data processing: USA – Privacy Policy – Opt Out

### **Tracking conversions of Facebook Ads (Facebook, Inc.)**

Tracking conversions of Facebook Ads is a statistics service provided by Facebook, Inc. that connects data from the Facebook ad network with the actions performed within this Application.

Personal Data collected: Cookies and Usage Data.

Country of data processing: USA – Privacy Policy

## Acceptance and waiver of cookies

By continuing to browse this site by closing the information folder or by clicking on any part of the page or scrolling to highlight further content, you accept the Blendee Sr.l. cookie policy and cookies will be set and collected. In case of non-acceptance of cookies by abandonment of the navigation, any cookies already registered locally in your browser will remain registered there but will no longer be read or used by Blendee S.r.l. up to a subsequent and possible acceptance of the Policy. You will always have the option to remove these cookies at any time through the procedures referred to in the sites mentioned in the paragraph "Management of cookies".

## Cookie management

In case you have doubts or concerns about the use of cookies you can always intervene to prevent the setting and reading, for example by changing the privacy settings in your browser in order to block certain types of cookies.

We provide the links to which you can make your own choices regarding the use of cookies also through the browser settings, following the procedures below for the most used browsers.

For more information, you can visit the dedicated browser page.

Google Chrome Browser <https://support.google.com/chrome/answer/95647>

For more information, you can visit the dedicated browser page.

Mozilla Firefox

<https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie>

For more information, you can visit the dedicated browser page.

Internet Explorer

<https://support.microsoft.com/it-it/help/17442/windows-internet-explorer-delete-manage-cookies> For more information, you can visit the dedicated browser page.

Safari [https://support.apple.com/kb/PH21416?locale=it\\_IT&viewlocale=it\\_IT](https://support.apple.com/kb/PH21416?locale=it_IT&viewlocale=it_IT)

For more information, you can visit the dedicated browser page.

Opera <http://help.opera.com/Windows/10.00/it/cookies.html>

Advertising companies also allow you to opt out of receiving targeted ads, if desired. This does not prevent the setting of cookies, but interrupts the use and collection of some data by these companies.

For more information and cancellation options, visit [www.youronlinechoices.eu/it/](http://www.youronlinechoices.eu/it/)

## Interactions with social networks

From the pages of the Website it is possible to interact with social networks, or with other external platforms. The interactions and information acquired are, in any case, subject to your privacy settings related to your social networks. In the case in which a service of interaction with social networks is installed, it is possible that, even if you do not use the service, it will anyway collect traffic data relating to the pages in which it is installed.

## Users' rights

To have a full and complete indication of your rights and how to exercise them, please consult the website's privacy policy. We will provide you with an answer as soon as possible.



[www.blendee.com](http://www.blendee.com)



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