



Cookie Policy

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

Cookie Policy

When you access our websites, services, apps, our authorised service providers may use cookies, web beacons and other similar technologies for advertising purposes and to store information in order to provide you with a better, faster and safer experience.

Through this policy we want to give you some information about the technologies we use and how they are used on our sites and in our services, apps and tools. The following is a summary of some important things to know about the use of these technologies.

What are cookies, web beacons and similar technologies

We use small data files, which are stored on your computer, tablet, mobile phone or other mobile device (collectively referred to as "device") to record certain data whenever 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 these technologies, below are some terms and their definitions:

Cookies: small text files (usually consisting of letters and numbers) that are stored in the memory of your browser or device when you visit a site or view a message. Cookies allow a site to recognise a particular device or browser. There are different types of cookies:

- temporary (or session): these are used to store temporary information, they allow you to link your actions during that specific session and are removed from your computer when you close your browser;

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Alosys Communications S.r.l.

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- permanent (or saved): these are used to store information, such as your login name and password, so that you do not have to type them in every time you visit a specific site; they remain stored on your computer even after you close Internet Explorer
- first party: derived from the website being viewed and may be permanent or temporary; may be used to store information that will be reused the next time you visit the site
- Third-party: derived from ads from other sites, such as pop-ups or banner ads, on the website being viewed; may be used to record use of the website for marketing purposes.

Cookies can be deactivated or removed using the tools available in most browsers. Cookie preferences must be set separately for each browser used, as each browser offers specific functionality 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 beacons: code snippets that allow a website to transfer or collect information by requesting a graphic image; they can be used for various purposes, such as analysing website usage, monitoring and reporting on advertisements, and personalising advertisements and content;

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

Cookies on our sites

Our cookies have several functions. They are useful to ensure 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 period of browser activity (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 your device or browser settings.

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

Service providers are companies that support us in various aspects of our business, dealing with, for example, operations, services, apps, advertising and site tools. We use our authorised service providers to present advertisements to you in line with your interests on our services and other Internet pages. These service providers may place cookies on your device through our services (third party cookies). They may also capture information that allows them to identify your device, such as your IP address or other unique or device codes.

Certain features, services, apps and tools on the Site are only available through the use of these technologies. You will always be able to block, delete or disable them if your browser, installed app or device 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 on this, please consult the privacy policies of the services listed.

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

These types of services (e.g. like buttons and social widgets) allow you to interact with social networks, or 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 e behavioral targeting**

This type of services allows this site and its partners to communicate, optimise and serve advertisements based on the User's past use of this Application, through the tracking of Usage

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Data and the use of Cookies, information that is transferred to the partners at cui l'attività di remarketing e behavioral targeting è collegato.

- **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, optimise and serve advertisements based on the User's past use of this Application, by tracking 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 the activity within this site with the Facebook advertising network. [Privacy Policy](#) – [Opt Out](#).

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

is a service that performs statistics by linking data from the Facebook ad network with actions performed within this site. Facebook [Privacy Policy](#).

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

- Google Analytics is an analysis service of cookies and personal data collected for the purpose of

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tracking and examining the use of this website, compiling reports and customising the ads of its advertising network.

[Privacy Policy](#) – [Opt Out](#).

Statistical ends

The services contained in this section allow the Data Controller to monitor and analyse traffic data and serve to keep track of the User's behaviour.

Consent to the use of cookies

When accessing our website for the first time, the surfer will find a banner containing the short information on the use of cookies and can:

- click on the 'OK' button (located in the bottom right-hand corner), which is equivalent to consent to the use of cookies, as indicated in the short notice;
- Access the Cookie Policy, learn about the different types of cookies, the purposes for which they are used, read the privacy policies of our suppliers and, if necessary, opt-out;
- Continue browsing the site, implicitly accepting the use of all cookies.

For more information on advertising-related third-party cookies and how to deactivate them, you can visit the following websites by way of example but not limited to:

<http://www.allaboutcookies.org>

<http://www.youronlinechoices.com>

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

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

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

For any further information on data processing on the Hideea website, please consult the full Privacy Policy or write to: dpo@hideea.com

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ISO 9001 : 2015
ISO 14001 : 2015
ISO 27001 : 2017

