

COOKIE POLICY

Forno d'Asolo S.p.A., having its registered office at Via Nome di Maria 1, 31010 Maser (TV), Tax Code and VAT Code no. 00852810266 ("**Company**") hereby provides information regarding browsing data and the use of cookies and other tracking technologies on the website *fornodasolo.it* ("**Website**"), also based on the guidelines issued by the Italian Data Protection Authority. For the purposes of this Cookie Policy, the term "cookie" shall also refer to the other tracking technologies used by the Website, as better described below.

This Cookie Policy is provided for the Website only and not also for third-party websites that may be accessed through a link.

This Cookie Policy must be read together with the Privacy Policy available at the following link ____, to which reference must be made for any other information regarding the processing of personal data.

1. Browsing data, cookies and other tracking technologies

1.1. Cookies and other tracking technologies

Cookies are usually text strings that websites (the so-called publisher or "first party") visited by a user or any other websites or web servers (the so-called "third parties") send and store – directly, in the case of publishers, and indirectly, i.e. through the publishers, in the case of "third parties" – on the user's terminal device. Terminal devices include personal computers, tablets, smartphones, and any other devices that can store information.

Software used to browse the Internet and operate terminal devices, such as for example browsers, can store cookies and then send them back to the website that issued them at the next visit by the same user, thus keeping track of the user's previous interaction with one or more websites.

The information contained in cookies may include personal data, such as an IP address, username, unique identifier, or e-mail address, but it may also include non-personal data, such as language settings or information on the type of device used to browse the website.

Cookies can therefore perform different important functions, including monitoring sessions, storing information on specific setups regarding the users that access the server, facilitating the use of online contents, etc.. Cookies may for example be used to keep track of items added to an online shopping cart or information used to complete an electronic form. If, on the one hand, cookies can be used, among other things, to load web pages faster and route information over a network – which actions are strictly connected with the performance of websites – , on the other hand they can also be used to convey behavioural advertising and evaluate advertisement efficiency, or to adjust the type of services and the way in which they are provided to the user's previous behaviours.

The above can also be achieved by using other technologies (all of which can be divided into the so-called "active identifiers", such as cookies, and "passive identifiers" that imply mere observation), which can perform functions similar to those described above.

1.2. Types of cookies

Cookies and other tracking technologies can have different characteristics according to the time they remain stored (session or persistent cookies), or to who manages them (the publisher on its own account or on behalf of a third party). However, with respect to the protection of users, the most important classification is the one based on two macro-categories:

- **Technical cookies:** they are used for the sole purpose of "allowing the transmission of a communication over an electronic communication network or to the extent strictly necessary for an information society service provider to provide a service expressly requested by a subscriber or user"

(see section 122 (1) of the Data Protection Law); these cookies can be installed on the user's device without the user's consent, based, according to the circumstances, on the need to satisfy the user's request or on the Company's legitimate interest;

- **Profiling cookies:** they are used to trace back to specific users, either identified or who can be identified, specific recurrent actions or behaviours upon using the offered features (pattern) with a view to grouping the various profiles into homogeneous clusters of different sizes, in order to allow the controller, among other things, to increasingly tailor the service delivered beyond what is strictly required for the provision of the service itself, and to send targeted advertisements in line with the preferences expressed by the user during web browsing; this type of cookies requires the user's prior consent.

Cookies may also be used to evaluate the efficiency of an information society service provided by a publisher, to design a website or to measure traffic, i.e. the number of users accessing a website, which may be divided by geographical area, access time or other characteristics. These identifiers, named **analytics cookies**, can be considered as technical cookies and, as such, be used without obtaining the user's prior consent, upon fulfilment of the following conditions:

- Cookies are only used to perform aggregate statistical analysis with respect to a single website or a single mobile application;
- With respect to third party cookies, at least the fourth component of the IP address is hidden;
- Third parties do not combine such analytics cookies with other processed information (e.g. customers' files or statistics on number of visitors to other websites) and do not transmit them to third parties.

If the above requirements are not met, analytics cookies can only be installed upon obtaining the user's prior consent.

Cookies can also be used to allow interactions and facilitate the sharing of contents on social networks and/or to send targeted advertisements in line with the user's preferences (**social cookies**); these cookies also require the user's prior consent.

Like cookies, all the other tracking technologies can be classified according to various criteria, the most important being the purpose for which they are used: technical or commercial purpose.

2. List of the cookies used by the Website

This Website uses cookies for technical purposes, for analysis and statistics purposes, to enhance your interactivity with the Website through social networks, and to send targeted information and advertising based on your interests (profiling).

2.1. Technical cookies

The technical cookies used by the Website are listed below, with details of name, purpose, and expiry.

Cookie name	Purpose	Expiry
test_cookie	Used to check if the user's browser supports cookies	1 day
CONSENT [x2] (play.google.com youtube.com)	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR compliance of the website	2 years
CookieConsent	Stores the user's cookie consent state for the current domain	1 year

The installation of technical cookies does not require the prior consent of the user. However, all the browsers allow users to change cookie settings. It is usually possible to find such settings under “Options” or in the “Preferences” menu of your browser. To understand cookie settings you can use the following links or you can visit the “Help” menu on your browser for more information.

- [Cookie settings on Explorer/Edge](#)
- [Cookie settings on Firefox](#)
- [Cookie settings on Chrome](#)
- [Cookie settings on Safari and iOS](#)

If you choose to reject cookies, the services offered through the Website will be restricted, thus interfering with your experience on the Website.

2.2. Other types of cookies (profiling, analytics, social)

The cookies used by the Website other than technical cookies are listed below, with details of name, third party if it is not a first party cookie, purpose, and expiry.

For all information regarding third party cookies and how to opt out of an individual cookie, you can refer to their respective policies and to the tool provided by the third party to opt out of the individual cookie.

You can also opt out of cookies of third parties (i.e. the companies listed on the WebChoices tool of Digital Advertising Alliance, including Facebook) installed on your browser by visiting <https://optout.aboutads.info/?c=2&lang=EN>

To set your preferences and opt out of third party cookies you can also use the tool provided by Your Online Choices at the following address <https://www.youronlinechoices.com/it/>

Profiling cookies

Cookie name	Provider	Purpose	Expiry
<u>_ga</u>	Google Analytics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	2 years
<u>_gid</u>	Google Analytics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	1 day
<u>_gat</u>	Google Analytics	Used by Google Analytics to throttle request rate	1 day

Analytics cookies (non-technical)

Cookie name	Provider	Purpose	Expiry
<u>__zlcmid</u>	Zendesk	Preserves the user’s states across page requests	1 year
<u>zte#</u>	Zendesk	Saves a Zopim Live Chat ID that recognises a device between visits during a chat session	Session

Social cookies

Cookie name	Provider	Purpose	Expiry
_fbp	Meta Platforms, Inc.	Used by Facebook to provide a variety of advertising products as real-time offers from third-party advertisers	3 months
pagead/landing [x2]	Google	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement. This also allows the website to limit the number of times that a visitor is shown the same advertisement	Session
_gcl_au	Google	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	3 months
fr	Meta Platforms, Inc.	Used by Facebook to provide a variety of advertising products as real-time offers from third-party advertisers	3 months
tr	Meta Platforms, Inc.	Used by Facebook to provide a variety of advertising products as real-time offers from third-party advertisers	Session
optiMonkClientId	OptiMonk	Collects information on what products the visitor has viewed and the content of the shopping-cart. This is used to increase the website's conversion rate through targeted advertisement and product promotions through emails	1 year
VISITOR_INFO1_LIVE	YouTube	Tries to estimate the users' bandwidth on pages with integrated YouTube videos	179 days
YSC	YouTube	Registers a unique ID to keep statistics of what videos from YouTube the user has seen	Session
ytidb::LAST_RESULT_ENTRY_KEY	YouTube	Stores the user's video player preferences using embedded YouTube video	Persistent

3. Tracking technologies

The Website uses the following tracking technologies:

- Google Analytics;
- Meta Business;
- Google Tag Manager;
- Google YouTube

4. Data protection rights

You have the right to obtain from the Company, providing that your request has a legitimate legal basis:

- Access to and rectification of your personal data;
- Erasure of your personal data;
- Rectification of your personal data held by the Company;
- Withdrawal of consent, if your data is processed through consent;
- Restriction of processing of your personal data;
- A copy of the personal data provided by you to the Company, in a format that is structured, commonly used and machine readable (portability), and transmission of such personal data to another controller.

Right to object to processing: in addition to the above rights, you have the right to object at any time, for reasons based upon your particular situation, to the processing of your personal data by the Company if the processing is for the purposes of the Company's legitimate interests or for marketing purposes.

Should you exercise any of the above rights, the Company will verify that you are actually entitled to exercise those rights and will generally respond within a month.

Should you feel that your personal data is being processed in breach of the applicable data protection regulation, you can either lodge a complaint with the Italian Data Protection Authority, using the contact details available on the website <https://www.garanteprivacy.it/>, or take appropriate legal action.

5. Contacts

To exercise your rights, you can contact the Company at the following e-mail address privacy@fornodasolo.it.

Last update: May 2022