

## OUR SITE'S COOKIES

This website implicitly acquires, using Internet communication protocols, for and in the course of its normal operation, certain personal data of users accessing the website itself, such as IP address, domain names of computers from which the user accesses, MAC addresses, assigned by manufacturers of network cards, wireless etc.

This information is not collected to identify users, but may be collected through association and processing, including cross-referencing with third-party data; statistical information on the use of the site and its operation and further information is obtained from this data in the event of the establishment of liability in relation to computer crimes.

In addition, provision is made for the installation of cookies, as detailed in the following section.

### What are cookies?

Cookies are small strings of text that sites visited by the user install on the user's terminal; these strings are later retransmitted to the site that installed them on the user's next visit. Where the user also receives, while browsing the site, cookies sent by different sites or web servers, this is referred to as third-party cookies.

Cookies are installed for a variety of purposes, which may include the ability to perform computer authentications, monitor browsing sessions, and choose language.

### First-party and third-party cookies

Cookies that are installed directly by the site owner are called "First Party Cookies," while cookies that are installed and acquired by a site other than the one on which the user is browsing are called "Third Party Cookies."

Third-party cookies include social buttons (or social plugins), which allow the site to interact with popular social media, such as Facebook, Instagram, LinkedIn, Twitter etc. or Google Analytics cookies, those needed to implement Youtube iframes etc. As for third-party cookies, it is the responsibility of the third parties to which the cookie relates to provide disclosures and information about the management of the data collected.

### Types of cookies

#### Technical cookies

They are normally installed directly by the site operator and are cookies that enable communication between site and user. They can also be called "browsing" or "session" or even "essential cookies" or "necessary cookies" and are designed to ensure normal navigation and enjoyment of the site and usually last as long as the user is browsing the site.

Since these cookies are necessary for the operation of the site, their installation on the user's terminal does not require the user's prior consent.

## Cookies other than technical cookies

This category includes all types of cookies that have a purpose other than what is strictly necessary to ensure the navigation of the page.

The installation of this type of cookie is permitted where the user has given specific consent, even possibly limited to some of the listed purposes.

For a detailed description of the types of non-technical cookies used by the site and their functionality, please refer to the information banner and/or the page on changing expressed preferences.

## **Other tracking tools**

Tracking tools are technologies that allow users to be tracked.

Tracking tools (of which cookies are also a part) can have different purposes: some tracking tools simply allow the user to use the service, others serve to improve the browsing experience, and still others have a marketing or remarketing function, analyzing the user's consumption habits to propose personalized ads.

Tracking tools can be scripts embedded in the web page (the Pixels), which are installed on your device and collect information about the user's browsing, or they can be in the form of Fingerprints: by cross-referencing information about the user's browsing, their configuration, and their device, they create a unique and well-delineated profile.

Some of the main tracking tools include.

- Tracking Pixels (tracking pixels), which allow us to collect information about user activity by monitoring, following the installation of the pixel, the user's behavior. Some of the most popular include Facebook's Pixel, LinkedIn's Insight Tag, Twitter's Conversion Tracking, etc.
- The cookies themselves, which we discussed above and refer you to for a more in-depth discussion

Through the tracking tools, some information can be obtained, including:

- The operating system, mail client and browser used by the user
- The device used by the user (mobile or fixed)
- The user's IP address and address placement
- Information about the user's screen resolution
- Date and time of access to the e-mail or site
- Activities carried out during the session etc.

Our site does not use tracking tools other than cookies.

## **The banner at first login**

Current regulatory and policy provisions require, in the case of the use of cookies other than technical cookies or other tracking tools, the preparation of a banner at the user's first access to the site (so-called brief information) that indicates in an essential way what their management methods are, refers to the extended privacy and cookie policy, and provides for expressing consent to their installation, including through granular selection of them.

Arkadia Srl has set up the aforementioned banner. In addition, a specific cookie has been provided that stores the user's choice regarding the installation of cookies; this means that the user, once he/she has made his/her choice, will no longer display the banner unless certain specific conditions occur (e.g. deletion of cookies from the browser, reaching the expiry date provided by the technical cookie, browsing in hidden or incognito mode, substantial changes to the page and/or cookies by virtue of which a new expression of choice by the user is required). To change your choices you can do so from the link related to cookie management, as well as by deleting your browsing data from your browser.