

# Cookie Policy

**This website collects some Personal Data from its Users. This document can be printed using the print command present in the settings of any browser.**

## What are cookies?

The user's navigation on the site <https://www.daobattj1963.it> is recorded by cookies. Cookies are small "data files", in the form of a unique anonymous code, which are downloaded from the user's browser, allow the analysis of their browsing habits and are treated with the intent to improve the services offered online. After the first visit to the site from your computer or other device, the registration of cookies allows you to recognize that the user has already visited the contents of the site and allows third-party suppliers, including Google, to publish Remarketing and Display ads on sites of the Google Network or of third parties that link to the site <https://www.daobattj1963.it>.

## Types of cookies used on this site:

### 1. Technical

cookies These cookies are used to facilitate user navigation, allowing the site to "remember" some choices made. For example, they are used to remember the username and password used to access the personal area. They are not used for other purposes, and are managed directly from the web.

They are divided into:

a) **Navigation and / or session cookies:** they are designed to ensure normal navigation and use of the site. These cookies allow, for example, to store the username and password entered for the personal area and keep them active while browsing from one page to another.

b) **Analytics: these** cookies are cookies that collect information on the number of users and how they visit the site, for example information on which pages or sections of pages are most viewed, and from which pages reports of malfunctions are received. The information is collected in an aggregate and anonymous form;

c) **Functionality** cookies: these are cookies that allow the user to browse according to a series of selected criteria (such as text characters, browser type) in order to improve the service rendered.

## 2. Profiling

cookies We use these cookies to create an anonymous browsing profile that allows us to send targeted communications, to show content and commercial initiatives based on the sections of our sites that are most relevant to the user and his interests. . These cookies, like those above, are managed directly by our company.

## 3. Cookie management via browser

It is also possible to disable cookies by changing the settings of your browser, although this website works optimally with all types of cookies enabled. The settings regarding cookies can be controlled and modified from the browser's "Preferences"; the following are the instructions for accessing the cookie management of each browser:

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Opera](#)
- [Safari](#)

Even with all cookies disabled, your browser will continue to store a small amount of information. This information is necessary for the basic functionality of the site.

## Other activities that involve the use of Tracking Tools

### Measurement

This Application uses Tracking Tools to measure traffic and analyze User behavior with the aim of improving the Service.

### Anonymized statistics

services The services in this section allow the Data Controller to process and manage statistics anonymously thanks to the use of first-party Tracking Tools.

### Google Analytics with anonymized IP (Google Ireland Limited)

Google Analytics is a web analysis service provided by Google Ireland Limited ("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 contextualize and personalize the advertisements of its own advertising network.

This Google Analytics integration makes your IP address anonymous. Anonymization works by shortening the IP address of the Users within the borders of the member states of the

European Union or in other countries adhering to the agreement on the European Economic Area. Only in exceptional cases, the IP address will be sent to Google's servers and shortened within the United States.

Personal Data processed: Usage Data and Tracking Tool.

Place of processing: Ireland - [Privacy Policy](#) - [Opt Out](#).

## **Statistics**

The services contained in this section allow the Data Controller to monitor and analyze traffic data and are used to keep track of User behavior.

### **Wordpress Stat (Automattic Inc.)**

Wordpress Stats is a statistical service provided by Automattic Inc.

Personal Data processed: Usage Data and Tracking Tool.

Place of processing: United States - [Privacy Policy](#).

Storage duration: up to 12 months.

### **Content and functionality performance tests (A / B testing)**

The services contained in this section allow the Data Controller to track and analyze the response from the User, in terms of traffic or behavior, in relation to changes in the structure, text or any other component of this Application.

#### **Google Optimize (Google Ireland Limited)**

Google Optimize is an A / B testing service provided by Google Ireland Limited ("Google").

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

Personal Data processed: Usage Data and Tracking Tool.

Place of processing: Ireland - [Privacy Policy](#).

Storage duration: up to 12 months

#### **Google Optimize 360 (Google Ireland Limited)**

Google Optimize 360 is an A / B testing service provided by Google Ireland Limited ("Google").

This service allows the Owner to target groups of Users based on their past use of this Application. Users who [disable](#) tracking by Google Analytics will not be included in the experiments created within Google Optimize 360.

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

Personal Data processed: Usage Data and Tracking Tool.

Place of processing: Ireland - [Privacy Policy](#).

Storage duration: up to 12 months.

### **Targeting and Advertising**

This Application uses Tracking Tools to provide customized commercial content based on User behavior and to manage, disseminate and track advertisements.

Some of the services used by the Data Controller adhere to [IAB's Transparency and Consent Framework](#), an initiative that promotes responsible data processing practices in the digital advertising sector and ensures Users greater transparency and control over the use of their data for advertising tracking purposes. . Users can express their preferences regarding advertising services at any time by accessing the advertising tracking settings panel directly from the cookie policy or through the appropriate link on this Application.

This Application adheres to the IAB Transparency and Consent Framework and complies with the related Specifications and Policies. This Application uses iubenda (identification number 123) as software for the management of consent ("Consent Management Platform").

### **Owner of the Data Processing**

- **Owner:** Da ö Battj, via Partigiano Berto Solimano, 56 Santa Margherita Ligure (GE), 16038
- **VAT number:** 02427340993
- **Owner contact email:** [info@daobattj1963.it](mailto:info@daobattj1963.it)

Since the use of third-party Tracking Tools on this Application cannot be completely controlled by the Owner, any specific reference to third-party Tracking Tools is to be considered indicative. To obtain complete information, Users are kindly invited to consult the privacy policy of the respective third party services listed in this document.

Given the objective complexity of identifying tracking technologies, Users are invited to contact the Owner should they wish to receive further information regarding the use of these technologies on this Application.

### **Definitions and legal references**

## **Personal Data (or Data)**

Any information that, directly or indirectly, also in connection with any other information, including a personal identification number, makes a natural person identified or identifiable.

## **Usage Data**

This is the information collected automatically through this Application (including from third-party applications integrated into this Application), including: the IP addresses or domain names of the computers used by the User who connects with this Application, the addresses in URI (Uniform Resource Identifier) notation, the time of the request, the method used to forward the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response from the server (successful, error, etc. ) the country of origin, the characteristics of the browser and the operating system used by the visitor, the various temporal connotations of the visit (for example the time spent on each page) and the details of the itinerary followed within the Application, with particular reference to the sequence of the pages consulted, to the parameters relating to the operating system and the IT environment of the User .

## **User**

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

## **Interested**

The natural person to whom the Personal Data refers.

## **Processor (or Manager)**

DataThe natural person, legal person, public administration and any other body that processes personal data on behalf of the Data Controller, as set out in this privacy policy.

## **Data Controller (or Data Controller)**

The natural or legal person, public authority, service or other body which, individually or together with others, determines the purposes and means of the processing of personal data and the tools adopted, including the measures security related to the operation and use of this Application. The Data Controller, unless otherwise specified, is the owner of this Application.

## **This Application**

The hardware or software tool through which the Personal Data of Users are collected and processed.

## **Service**

The Service provided by this Application as defined in the relative terms (if available) on this site / application.

### **European Union (or EU)**

Unless otherwise specified, any reference to the European Union contained in this document is intended to be extended to all current member states of the European Union and the European Economic Area.

### **Cookies**

Cookies are Tracking Tools which consist of small pieces of data stored in the User's browser.

### **Tracking Tool Tracking**

Tool means any technology - eg. Cookies, unique identifiers, web beacons, integrated scripts, e-tags and fingerprinting - which allow users to be tracked, for example by collecting or saving information on the User's device.

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### **Legal references**

This privacy statement is drawn up on the basis of multiple legislative systems, including articles. 13 and 14 of Regulation (EU) 2016/679.

Unless otherwise specified, this privacy statement only concerns this Application.

### **Changes to this document**

Given that the legislation on the protection of personal data and the use of cookies is constantly evolving, it is possible that this document may be subject to changes by the Owner. It is therefore advisable to view it periodically to take note of the changes made.

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