

COOKIE POLICY

Cookies are small text files stored on the user's computer while browsing the Internet, with the purpose of provide better user experience. They can allow the use of additional features and services in line with the user's interests.

The user can block, delete or disable cookies if his device allows it. The user can manage cookie settings and preferences in the device or browser settings.

They allow to remember the preferences expressed through the use of the service, optimizing the user experience during subsequent occasions of use.

You can decline or consent the use of profiling cookies at any time by clicking on the cookie settings icon.

TYPES OF COOKIES

Like most websites, we use small text files that are stored on your computer, tablet, smartphone or other mobile device (collectively referred to as a "device") to gather certain data each time the user logs in or interact with websites, services and tools.

Cookies, in fact, are small text files (generally made up of letters and numbers) that are saved in the browser or device memory when you visit a site or view a message. Cookies allow the website to recognize a particular device or browser.

There are different types of cookies:

Session cookies expire at the end of the browser session and allow us to collect user actions during that specific session.

Permanent cookies, instead, remain stored in the user's device even after the end of the browser session and allow you to remember user preferences or actions on multiple sites.

First-party cookies are directly stored by the website (or domain) you visit.

Third-party cookies are set by a third-party site other than the site the user is visiting.

THIS SITE USE THE FOLLOWING TYPES OF COOKIES

A. Technical/Statistical Cookies

- **A.1 Necessary or technical cookies**

They are essential for the navigation of all the group's sites and the use of all features such as the access to the Reserved Area. Without these cookies, it would not be possible to provide the requested services. These cookies are not used for commercial purposes.

- **A.2 Performance Cookies**

They collect and analyze information on how visitors use the site (pages visited, number of accesses, time spent on the site, etc.) to provide the best browsing experience. This type of cookie does not collect any type of information that can identify individuals in any way. All information collected is anonymous and will be used solely to improve the website experience. These cookies are not used for commercial purposes.

- **A.3 Preference Cookies**

They enable the site to "remember" the choices you have made and customize the contents of the site in order to improve the service provided to you. All information collected can be anonymous. These cookies are not used for commercial purposes.

- **A.4 Statistic Cookies**

These cookies allow the site to carry out analyzes on behavior or other aspects of the user, but in an anonymized / pseudonymized and / or aggregated form. Even if from a third party, tools are adopted to reduce the identifying power of the cookie and the third party does not match the information collected with other data it already has. These cookies are not used for commercial purposes.

With reference to technical / analytical cookies, the legal basis of the processing is the execution of requests from the interested party to navigate and use the website (Article 6.1.b GDPR); otherwise, it would not be possible to use the website.

B. Marketing Cookies

These cookies are used to personalize commercial information with the aim of sending advertising messages in line with the preferences shown through the navigation. These cookies store what you have visited on a given website and the related information can be shared with other subjects. To use these cookies, you must provide specific consent.

With reference to marketing cookies, the legal basis of the processing is the express consent (Article 6.1.a GDPR); in the absence of such consent, will not be able to process your data for the mentioned purposes. You can always withdraw your consent in the manner indicated below.

C. Third-Party Cookies

These cookies are set by sites other than the one you are visiting (so-called "third parties"). They can be cookies of different nature: strictly necessary or technical, performance, functionality, profiling or analytical (not anonymous). Specific consent is required for the use of profiling or analytical cookies (not anonymous).

With reference to third-party cookies, the legal basis for processing is therefore the express consent (Article 6.1.a GDPR); in the absence of such consent, third parties will not be able to process your personal data for their own purposes. You can always withdraw your consent in the manner indicated below.

In particular, this site uses:

TECHNICAL COOKIES

The user's consent is not required for these cookies, since they are necessary for the navigation of the site and the provision of services.

Learn more about the technical cookies we use on our website by clicking on the cookie settings icon.

MARKETING THIRD-PARTY COOKIES

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers.

Provider	Name	Purpose	Expiry	TypePixel
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Google	pagead/landing	Collects data on visitor behavior from multiple websites, in order to present more relevant advertisements - This also allows the website to limit the number of times that they are shown the same advertisement.	Session	Pixel
Google	ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.	Session	Pixel
Google	NID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	6 months	HTTP
Google Tag Manager	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months	HTTP
Meta Platform	_fbp	Used by Facebook to deliver a series of advertisement products such as real-time bidding from third-party advertisers.	3 months	HTTP
Meta Platform	Tr	Used by Facebook to deliver a series of advertisement products such as real-time bidding from third-party advertisers.	Session	Pixel
YouTube	VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days	HTTP
YouTube	YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTTP

COOKIES SETTINGS

You are able to manage your cookies preferences through the banner that appears when you visit the website for the first time. You are required to choose whether to agree to the use of optional Profiling and Third-Party cookies. Instead, technical / Analytical cookies will be installed automatically as they are necessary for the functioning of the website.

We remind you that if you disable cookies, you may disable some features of the website. Even if you disable all cookies, your browser will continue to store a small amount of technical information, which is necessary for the basic functionality of the website.

However, you can decide not to accept the use of all or some cookies on your device (computer or smartphone) as indicated below.

HOW TO DISABLE COOKIES FROM BROWSER SETTINGS

This website works optimally if cookies are enabled. However, you can decide to refuse the setting of cookies on your computer.

To learn more about cookie settings on your browser, please select the one you are using:

- Google Chrome: [Clear, enable and manage cookies in Chrome](#)
- Microsoft Internet Explorer: [delete and manage cookies](#)
- Apple Safari: [clear and manage cookies on Safari](#)
- Mozilla Firefox: [clear and manage cookies](#)

Users can also manage some Tracking Tools for mobile apps by deactivating them through the appropriate device settings, such as advertising settings for mobile devices or track settings in general (Users can consult the device settings to identify the relevant one).

HOW TO DISABLE INTEREST-BASED ADVERTISING

Notwithstanding the foregoing, Users have the possibility of using information available on YourOnlineChoices (EU), Network Advertising Initiative (USA), and Digital Advertising Alliance (USA), DAAC (Canada), DDAI (Japan), or other similar services. With these services, they can manage the tracking preferences of most advertising tools. The Owner, therefore, advises Users to use these resources in addition to the information provided in this document.

The Digital Advertising Alliance also offers an application called AppChoices that helps Users control behavioral advertising on mobile apps.

DATA CONTROLLER

The Data Controller is InvestoPro SIM S.p.A. registered office: Milan, Porta Romana Street N. 61, VAT number / C.F. 1125952096,0 R.E.A. n. MI - 2590497.

As data controller and in compliance with the privacy policy, InvestoPro SIM S.p.A. will not share the information collected with third parties but will only use it to adapt the functioning of the Site in accordance with the user's expectations.

For further information please visit [Privacy Policy](#).

Since the use of third-party Tracking Tools on this Website cannot be fully controlled by the Owner, any specific reference to third-party Tracking Tools will 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 advised to contact the Owner if they wish to receive further information about the use of these tools on this Website.