COOKIES POLICY

FOREWORD

The Privacy Guarantor requires site administrators to show visitors a banner informing them what the cookie policy of the site they are viewing is and making acceptance conditional on continued browsing. In this section, which we ask you to read in its entirety even if it is a bit long, we provide you with all the useful information about how this site uses cookies, where they come from, and why they are used.

While this is technical information, we have endeavored to use simple language because we care that you can understand exactly what it is about.

So we ask you to make a small, useful effort to know what happens to your computer system when it connects to our site.

DEFINITION AND FUNCTION OF COOKIES

What are cookies?

A Cookie is a small text file that is downloaded to your pc, tablet, smartphone or other terminal (hereafter the Device) when you access our web page or application for the purpose of recording certain information about your visit as well as creating a system to recognize you at later times.

Pixel tags (also called GIFs, web beacons, or simply pixels) are small blocks of code by which the Web page or application on which they are placed can perform activities such as reading and placing cookies and transmitting information to us or our partners. The related connection may include information such as a device's IP address, the time the pixel was displayed, an identifier associated with the browser or device, and the type of browser used. Local storage is an industry-standard technology that allows a Web site or application to store and retrieve data on a user's computer, cell phone, or other device. In practice, a cookie can be said to be a kind of "memory" through which a Web site is able to recognize a specific user and associate information of various kinds, such as browsing habits, with him or her, and for different purposes.

The information we obtain relates to the number of pages you visit, language, location from which you access, frequency and repetition of visits, length of visit, browser or Device through which you connect or access the application.

In the course of browsing a site, you may also receive cookies on your device that are sent from different sites or web servers (so-called "third-party" cookies). This happens because on the site you are visiting there may be elements such as images, maps, sounds, specific links to web pages from other domains that reside on different servers than the one you are currently visiting.

There are cookies that are used to perform computer authentication, session tracking, and storage of specific information about Users accessing that particular Web page.

For example, cookies support or enable security features. With access approval if someone accesses Your account from a browser You have not previously used, we may block that person and ask them for additional information. They also allow us to implement access notifications, that is, to alert you

when we record suspicious accesses to Your account so that you can disable all active sessions or guide you in typing your *usered and password,* noticing if you mistakenly type any characters other than the ones you entered in the last login.

For all these reasons, cookies serve us, they are useful for good and proper functioning of websites and, most importantly for you to navigate with ease and safety.

THE NORMATIVE.

The regulations on the use of so-called "cookies" and other similar tools (web beacons, web bugs-clear GIFs - etc.) in devices (personal computers, smartphones, notebooks, tablets, etc.) used by users have been amended following the implementation of Directive 2009/136, which amended the "e-Privacy" Directive (2002/5/EC).

The above amendment introduced the principle of "opt-in" in all cases where information (thus including cookies) is accessed or recorded on the user's or subscriber's device. Therefore, the moment the website is accessed (no matter whether from the Home page or from an internal page) in the foreground on the user's device, a banner, i.e. a notice, must immediately appear warning about the fact that the site uses cookies and it is necessary, in order for cookies to be stored on his terminal in the course of Internet browsing, that the user himself **expresses a valid consent**, **prior to the processing** (new Article 5(3) of Directive 2002/58/EC).

In 2021, the Privacy Guarantor also intervened in the matter by approving the New Guidelines on Cookies and Tracking Tools (Published in the Official Gazette No. 163 of July 9, 2021), which updated the previous ones from 2014. The update was necessary as a result of the innovations introduced by the EU Privacy Reg. and with the aim of strengthening users' decision-making power regarding the use of their personal data while browsing online.

According to the aforementioned Guidelines, it has been confirmed that the user's consent is NOT required if the website uses only "technical cookies," i.e., if they are used for the sole purpose of carrying out the transmission of an electronic communication, or to the extent strictly necessary for the provider of an information society service explicitly requested by the subscriber or user to provide such service. They are normally installed directly by the owner or operator of the website and are not used for any further purposes.

Therefore, it is NOT necessary to acquire the user's prior and informed consent and, therefore, the website operator can safely handle them, to:

- "Browsing or session" cookies, i.e., those cookies that are necessary for the normal use of the website and its services by allowing, for example, authentication to restricted areas or making a purchase are deleted when you leave the web page or close the application.
- "Functional" cookies i.e., those cookies that while not essential improve the functionality of the site because they allow the user to express persistent preferences about certain aspects of navigation, e.g., selecting the navigation language, storing certain favorite products within the shopping cart in online purchases, etc.).

- "Analytics or statistical" cookies these are considered technical cookies where they are used directly by the site operator to collect information, in aggregate form, about the number of users who visit the site, how they visit the site.

On the other hand, specific user consent is required for profiling cookies, the purpose of which is to lead back to identified or identifiable subjects specific actions or recurring behavioral patterns in the use of the offered functionalities, in order to group them into homogeneous groups according to the different profiles obtained, and allow the Owner to customize the provision of the service beyond what is strictly necessary for the provision of the service and send targeted advertising and in line with the choices and preferences highlighted by the user during his or her web browsing.

So far we have understood what cookies are and what they are used for and why we asked you to read this communication.

What cookies are installed on our site?

By default, when You first access our website, no cookies, or tools, other than technical cookies will be placed within Your device. Nor will any other active (e.g., third-party cookies) or passive (e.g., fingerprinting) tracking technique be used without obtaining Your prior consent, in accordance with applicable law.

In the event that You freely agree to be profiled, below is how we will request Your consent.

COOKIE POLICY OF THIS SITE

MODE OF REQUESTING CONSENT:

At the first access to the site, clearly visible with respect to the web page, a banner will appear with the default settings-that is, in the absence of cookies other than technical ones.

If you want to continue Your browsing without being tracked in any way, all you have to do is simply close the banner by clicking on the "X" located in the upper right corner.

In case You want to agree to be tracked, so that Your consent can be free, specific, informed and unequivocal, You can freely exercise Your choice on cookies in a granular way, by clicking on "manage Your preferences". In this through a command you will be free to give Your consent by accepting all types of cookies or only some of them, except for technical cookies that will already be active.

Your choices not to receive cookies as well as Your preferences to the use of some cookies will be recorded and will not be further reiterated to You the next time You access the site except under these circumstances:

- When the processing conditions of Our Site or the "Third Parties" have changed significantly therefore for the specific information purpose You will be presented with a new banner again;
- When it is impossible for the Site to know whether a cookie has already been stored on Your device.
- When 6 months have passed since the previous submission of the banner.

Ns site does not make use of scrolling techniques (i.e., the simple scrolling down of the cursor by the User on the web page) or cookie walls (i.e., when the User is forced without alternative to accept cookies or else the User cannot browse the site).

At any time you can change Your choices, then revoke a previously given consent or express a previously denied consent as easily as before, through the link found in the dedicated "Review Your Cookie Choices" area located in the footer of the home page.
Here you can analytically choose the features, third parties, and cookies you want installed.

WHAT DO WE NEED COOKIES FOR?
The use of so-called session cookies (which are not stored persistently on the user's computer and disappear when the browser is closed) is strictly limited to the transmission of session identifiers (consisting of random numbers generated by the server) necessary to enable the safe and efficient exploration of the site.
Use is also made of so-called persistent or semi-persistent cookies, which-unlike session cookies-remain within the device continuing to operate even after the browser is closed and until a specified period of time has elapsed.
These cookies are used to optimize the browsing experience (to handle inquiries) and are used for advertising purposes.
The cookies used on this site avoid the use of other computer techniques potentially detrimental to the privacy of users' browsing.
We have also implemented an application that allows us to automatically extract data entered in contact forms to create a database to be used for commercial communications (e.g. Mailchimp or others).
It is simply a utility to handle multiple daily contact requests.
Please note that in any case, the maintenance and updating of contact databases is delegated to individuals who, on the instructions of the Owner and with the responsibility of the Owner, verify that each data included in the lists corresponds to a data subject/user who has given his or her explicit authorization for the purpose for which the database is constituted.
We make use of a web analytics tool (Matomo), making use of Hotjar's features as also integrated with Google's retargeting functions.
If, to get more information about our products or to purchase them, you register, create a profile with us and access restricted sections we will use cookies to manage the registration, ecommerce and general administration process.
We use cookies when you enter login credentials to remember this event. This way you don't have to enter login credentials every time you visit a new page. These cookies are typically removed or deleted when you log out to ensure you only have access to restricted features and areas when you are logged in, but they can be used to better understand your needs based on how you navigate and access our services.

HOW CAN I DISABLE COOKIES

Most browsers accept cookies automatically, but you can also choose not to accept them.

If you do not want your computer to receive and store cookies you can change your browser settings (Internet Explorer, Google Chrome, MozillaFirefox, Safari, , etc.). By changing your browser settings you can accept or reject cookies or decide to receive a warning message before accepting a cookie from the websites you visit. You can delete all cookies installed in your browser's cookie folder. Each browser has different procedures for managing settings.

Only as your aid and without these directions being exhaustive in nature, the following are links to the major browsers currently on the market for changing session settings:

- *Internet Explorer*

Click the "tools" icon in the upper right corner and select "Internet Options." In the pop-up window, select "Privacy."

Here you can adjust your cookie settings or via the link http://windows.microsoft.com/en-us/windows-vista/block-or-allow-cookies

- *Google Chrome*

Click the wrench in the upper right corner and select " settings." Then select "Show advanced settings" (Under the hood) and change the settings to "Privacy". Here you can adjust your cookie settings or via the link https://support.google.com/chrome/bin/answer.py?hl-en&answer-95647&p-cpc_cookies

- *MozillaFirefox*

From the drop-down menu in the upper left corner select "Options". In the pop-up window select "Privacy".Here you can adjust your cookie settings or via the link

http://support.mozilla.org/enUS/kb/Enabling%20and%20disabling%20cookies

- *Apple Safari*

From the drop-down settings menu in the upper right corner, select "Preferences." Select "Security." Here you can adjust your cookie settings or via the link

http://docs.info.apple.com/article.htmt?path-Safari/5.0/en/g277.html

- *Flash Cookies*

Click the link below to change your Flash cookie settings

http://www.macromedia.com/support/documentation/ec/flashplayer/help/settings_manager02.html#118539

- *Google Analytics cookies*

To uninstall analytic cookies and to stop Google Analytics from collecting browsing data, download the Google Analytics Opt-Out Browser Add-on:

http://tools.ggogle.com/dlpage/gaoptout

Also, remember that you always have the option to manually remove cookies already installed on your fixed or mobile device.

VAIA
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However, in case you do not wish to receive any kind of cookies on your processor, either from this site or from others, in addition to following the above mentioned methods inherent to the provision of consent, you can elevate the privacy protection level of your browser by means of the appropriate function as better explained in the following paragraph.

Our site is accessible even if you have set a high level of protection on YOUR browser.

We warn you, however, that we are not seldom able to rule out the possibility that such an operation may affect the full enjoyment of the website.

USE OF COOKIES BY THIRD PARTY SITES
SOCIAL BUTTONS.

This Site makes use of social plug.in such as Facebook LinkedIn, Instagram, You Tube. On the site there are special "buttons" (called social buttons/widgets) that depict the icons of these social networks; these buttons allow users who are browsing the site, with a simple click that to interact directly with the indicated social networks.

Facebook - LinkedIn - Instagram - Youtube

Once the user visits the page(s) containing these plug-ins the browser will automatically connect to the provider of the chosen plug.in. This will acquire accordingly, information about the pages of the website visited by the user and the IP address. If in the course of visiting the site the user is in the meantime connected to social services such as Facebook - LinkedIn - Instagram - Youtube, the visit can be linked to their individual account. So if, for example, the User will use plug.in by clicking on the respective buttons, the above information will be automatically sent to or stored by the Social Media Service Provider. Even in the event that the User does not have any accounts to Instagram, LinkedIn or other possibly active social media, or has taken care of prior disconnection from the services themselves, there is, however, the possibility that even the IP address alone may be stored by the aforementioned Providers. The purposes and purposes of such processing by means of plug-ins are determined solely by the providers of the plug-ins themselves.

Facebook

The Facebook social plug in is operated by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA) an analytical illustration of the individual plug ins provided can be found at the following link: http://developers.facebook.com/plugins

To block the collection and transmission of User data via Facebook plugins, we recommend using the appropriate programs, such as the add-on found at: http://webgraph.com/resources/facebookblocker/.

Instagram

The Instagram plug in can be found at the following link: https://www.instagram.com/developer/embedding/

Please note that Instagram is one of Facebook's products, operated by Facebook Inc.

LinkedIn
The LinkedIn social plug-in is operated by LinkedIn Corporation (2029 Stierlin Court, Mountain View, CA 94043, USA).
An analytical illustration of the individual plug-ins provided can be found at the following link. https://developer.linkedin.com/plugins

You Tube
Youtube
The YouTube social plug in is operated by YouTube LLC (901 Cherry Avenue, San Bruno, CA 94066, United States).
The cookies it manages on the site are as follows and operate when sharing videos:
"VISITOR_INFO1_LIVE", validity of about 8 months, associated with the estimated bandwidth of each video played and IP address.
"use_hitbox", session validity, increases the number of views when the video has been watched.
"PREF", validity 10 years, stores user preferences when a video has been shared.

The following are direct links to the individual social service providers' policy policies

Facebook's Privacy Policy can be found at the following address:
http://www.facebook.com/policy.php
Instagram's Privacy Policy can be found at:
https://help.instagram.com/519522125107875
LinkedIn's Privacy Policy can be found at:
http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv
YouTube's Privacy Policy can be found at the following address:
http://www.youtube.com/t/privacy

Finally, please note that browsing the Site may also involve the release of third-party cookies.
These cookies, in particular, are sent to the user's terminal by third-party companies.
In such cases, however, the Data Controller is exempt from any form of liability in this regard since the operation of such cookies falls under the full and exclusive responsibility of these third-party companies.
In any case, given the interpretation of the Privacy Guarantor on the point, we would like to inform you that the Site makes use of third-party cookies. These include:

Matomo
To measure site performance (most/least viewed pages, most/least clicked items, number of newsletter subscriptions, new registered users, most searched words, etc.) Matomo is used

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This is a web-based service provided free of charge by Matomoche uses cookies in order to analyze Internet users' use of the Portal. These markers are used to store visitor information, such as the time point at which the site was visited, the previous visit, and through which domain the visitors came to the Portal.

We make use of data minimization measures in order to reduce the identifying power in the case of their use by third parties.

In order to prevent Analytics cookies from being used as direct identifiers of a specific device, the Site provides for the possibility of the same cookie being referable to not just one but multiple devices.

Please note, however, that the use of analytics cookies is limited to the production of aggregate statistics with reference to the individual site or mobile application. This is in order to prevent tracking of the subject's browsing when accessing from different devices or browsing different websites.

User data is stored on the user's server and is not shared with third parties. In addition, Matomo offers advanced features for managing processed data, including anonymization of IP addresses.

For more information: https://matomo.org/matomo-cloud-privacy-policy/

Google Retargeting

The site also includes retargeting cookies and remarketing pixels provided by Google.

This allows us to collect information about whether you visited our Site and were interested in certain sections or content.

Google allows you to opt out of Google Marketing Platform's use of cookies by visiting the Google Marketing Platform opt-out page or the Network Advertising Initiative opt-out page.

The Owner also uses beacons, tags, click tracking codes, and scripts to analyze trends and movements of users on the Site, to collect information about users as a whole and to improve the service and the Site, to provide activity- and interest-based advertising, and to measure the effectiveness of advertising.

As a result, the Owner may show the site among the first options when you return to browse or provide you with other communications more relevant to your interests.

Hotjar applications

This site uses Hotjar applications.

These cookies that allow aggregating behavioral data about browsing in order to optimize web pages (e.g. heat maps to detect user interactions with the site, tracking user experience in filling out forms etc). Such data are purchased anonymously. For more information on HotJar's policies visit the link: https://www.hotjar.com/privacy.

The Owner retains the data extracted from cookies for a time corresponding to their expiration and in any case, with regard to cookies with marketing functions, no longer than two years from their acquisition

Below are the cookies used by our site

COOKIE	TYPOLOGY	DESCRIPTION	DEADLINE
cookieConsent	Needed	This cookie, installed by Vaia, allows it to store the status of the user's cookie consent for the current domain	1 year
test_cookie	Needed	This cookie, installed by doubleclicknet, allows you to check whether your browser supports cookies	1 day
cookielawinfo-checkbox-necessary	Needed	This cookie, installed by Vaia, allows tracking the granting of consent by ticking in the relevant check box	1 year
cookielawinfo-checkbox-analytics	Needed	This cookie, installed by Vaia, allows tracking the granting of consent by ticking in the relevant check box	1 year
cookielawinfo-checkbox-others	Needed	This cookie, installed by Vaia, allows tracking the granting of consent by ticking in the relevant check box	1 year
cookielawinfo-checkbox-advertising-and-marketing	Needed	This cookie, installed by Vaia, allows tracking the granting of consent by ticking in the relevant check box	1 year
hjSession#	Statistician	This cookie collects statistics on website access, such as average time spent, number of hits, and sections visited	30 minutes
hjSessionUser#	Statistician	This cookie collects statistics on website access, such as average time spent, number of hits, and sections visited	1 year

_hjFirstSeen	Statistician	This cookie, installed by Hotjar, is used to determine whether the user has visited the site before or if this is the first time the user has accessed the site	30 minutes
_hjIncludedInPageviewSample	Statistician	This cookie, installed by Hotjar, allows it to detect whether a user is included in the data sampling defined by the site's page view limit.	2 minutes
_hjAbsoluteSessionInProgress	Statistician	This cookie installed by Hotjar is used to detect a user's first page view session	30 minutes
fr	Marketing	This cookie is used by Facebook to provide advertising services, such as real-time bidding from third-party advertisers	Session
_fbp	Marketing	This cookie is used by Facebook to provide advertising services, such as real-time bidding from third-party advertisers	3 months
UserMatchHistory	Functional	This cookie is used by Linkedin to synchronize the LinkedIn Ads ID.	1 month
lang	Functional	This cookie is used by Linkedin to remember the user's language settings	Session
bcookie	Functional	Linkedin sets this cookie from LinkedIn's share buttons and ad tags to recognize the browser ID	2 years
lidc	Functional	Linkedin sets this cookie to facilitate data center selection	1 day
lang	Functional	This cookie, set by Linkedin, allows you to store language settings	Session

bscookie	Functional	Linkedin sets this cookie to store actions performed on the website	2 years
AnalyticsSyncHistory	Functional	This cookie is used by Google Adsense to verify the smooth operation of the service during the connection session	1 month
gcl_au	Marketing	This cookie is used by Google Adsense to test advertising effectiveness on all sites using its services	3 months
ads/ga-audiences	Marketing	This cookie is used by Google Adsense to verify the smooth operation of the service during the connection session	Session
pagead/1p-user-list/#	Marketing	This cookie is installed by Google to track whether the user has shown interest in specific products or events on multiple websites and detect how the user navigates between sites. It is used to evaluate advertising activities and facilitates the payment of commissions for redirection between sites	Session
pagead/landing	Marketing	This cookie is installed by Google to collect 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 a visitor is shown the same ad.	Session
prism_89878454	More	No description	1 month
_pk_cvar*	Statistician	This cookie collects statistics on website access, such as average time spent, number of hits, and sections visited	30 minutes
_pk_id*	Statistician	This cookie collects statistics on website access, such as average time	2 years

		spent, number of hits, and sections visited	
_pk_ref*	Statistician	This cookie collects statistics on website access, such as average time spent, number of hits, and sections visited	7 month
_pk_ses*	Statistician	This cookie collects statistics on website access, such as average time spent, number of hits, and sections visited	30 minutes
_pk_testcookie*	Statistician	This cookie collects statistics on website access, such as average time spent, number of hits, and sections visited	Session