

# POLITIQUE EN MATIÈRE DE COOKIES

## **COOKIE DISCLOSURE as regards the protection of personal data PURSUANT TO REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL OF 27 APRIL 2016**

### USE OF COOKIES

In compliance with that laid down by the GDPR 2016/679, the Data Controller is Gruppo Bardelli S.p.a, with registered office and main facility located at Via Giovanni Pascoli No. 4/6 - 20009 Vittuone, Milan (MI), VAT no. 09965410153 EAI number 1332411, and informs users of the Gruppo Bardelli S.p.a. group websites (the "Sites"), namely:

[www.gruppobardelli.com](http://www.gruppobardelli.com)  
[www.ceramicabardelli.com](http://www.ceramicabardelli.com)  
[www.appiani.it](http://www.appiani.it)  
[www.gabbianelli.com](http://www.gabbianelli.com)  
[www.ceramicavogue.it](http://www.ceramicavogue.it)

uses cookies or other tracking elements.

These can be installed on your terminal based on the options and choices that you have made or can make at any time in accordance with this policy.

Gruppo Bardelli S.p.a. has established this policy to provide information and ensure transparency, by informing you about:

- the origin and purpose of the information processed when browsing the sites;
- your rights in relation to cookies and other tracking elements used by Gruppo Bardelli S.p.a. of the type of cookies used by the same and the purposes pursued with the information acquired, also providing indications for selecting and deselecting individual cookies

## WHAT ARE COOKIES, AND FOR WHAT PURPOSES CAN THEY BE USED?

A "cookie" is a small text file created by certain web sites on the user's computer on accessing a particular web site, for the purpose of storing and transporting information. Cookies are sent from a web server (which is the computer on which the visited web site is running) to the user's browser (Internet Explorer, Mozilla Firefox, Google Chrome, etc.) and stored on the user's computer; they are then re-transmitted to the web site on subsequent visits.

Some operations could not be carried out without the use of cookies, which in some cases are therefore technically necessary. In other cases, the web site uses cookies to facilitate and ease browsing by users or to allow them to use the services specifically requested.

Cookies can remain in the system for long periods of time and may also contain a unique identifier. This allows websites that use them to keep track of the user's browsing within the website itself for statistical or advertising purposes, such as to create a personalised user profile based on the pages visited and display and/or send targeted advertising ( Behavioural Advertising).

## WHICH COOKIES ARE USED AND FOR WHICH PURPOSES

This web site uses different types of technical but not profiling, cookies.

The Data Controller, following the indications provided by the Authority in the general provision of 8 May 2014, sets out below the specific categories of cookies used, their purpose and the consequence deriving from their deselection:

### TECHNICAL COOKIE

Technical cookies are necessary and help to make a website usable by enabling basic functions such as page navigation and access to protected areas of the site. The website can not function properly without these cookies.

Name	Cookies	Description
Cookie settings	ckss, ckpr, cktr	The cookie allows the website to remember the

Name	Cookies	Description
		preferences about allowed cookies set by the user and provide only the accepted cookies
Session cookies	ASP.NET_SessionId	These are general purpose identifier used to maintain user session variables. They can be used for recognizing the user and maintaining a logged status when visiting new pages.
Chat	tawkUUID, _tawkuuid, ss, TawkConnectionTime, Tawk_XXXXXXX	Established by third parties tawk.to ( <a href="#">more info</a> )

## STATISTICAL COOKIES

Statistical cookies help website owners to understand how visitors interact with sites by collecting and transmitting information in an anonymous form.

Name	Cookies	Description
Google Analytics	__utma, __utmt, __utmb, __utmc, __utmz, __utmv	As a user navigates between web pages, you can use the analytics.js tagging library to record information about the page the user has seen (for example, the page's URL) in Google Analytics. The analytics.js tagging library uses HTTP Cookies to "remember" the user's previous interactions with the web pages.
Shinystat	SN_, SSC_, SSBW_, flsuuv_, SSID_, SV_, brand_, data_creazione_, issessionusr_, CAP_, trgg_, trggds_, trggpu_, trggvv_	As a user navigates between web pages, you can use the Shinystat scripts to record information about the page the user has seen (for example, the page's URL) in Shinystat. The Shinystat library uses HTTP Cookies to "remember" the user's previous interactions with the web pages.

## MARKETING AND TRACKINGS

Cookies for marketing are used to monitor visitors on websites. The intent is to display relevant and engaging ads for the individual user and therefore the most valuable ones for publishers and third party advertisers.

Name	Cookies	Description
Facebook Pixel	IDE, c_user, xs, sb, datr, pl, fr	Allows site managers to track conversions that occur as a result of the ads published on Facebook..

## THIRD PARTY COOKIES

Third party cookies are also operational on this web site, i. e. cookies created by a web site other than the one the user is currently visiting.

In accordance with the Provision of the Privacy Authority of 8 May 2014, the Data Controller is required to provide the updated link to the policies and consent forms of third parties with which specific agreements have been entered into for the installation of cookies via its web site.

In particular, users are informed that the web site uses the following services that issue cookies:

- The Google Analytics web analysis service provided by Google, Inc. Google Analytics is a web analysis service that uses "cookies" that are stored on the user's computer to allow the web site visited to analyse how users use it. The information generated by the cookie concerning use of the web site visited by the user (including the IP address) will be transmitted to Google and stored on Google's servers in the United States. Google will use this information for the purpose of evaluating use of the web site by the user, compiling reports on the web site's activities for the web site's operators and providing other services relating to the web site's activities and internet usage. To view Google's privacy policy regarding the Google Analytics service, as well as to express consent for the use of these cookies, please refer to the website <https://marketingplatform.google.com/about/>, and click on the following link: Privacy Policy. To disable these cookies, click on the following link: Opt Out.

## SOCIAL BUTTONS

There are special "buttons" (called "social buttons/widgets") depicting the icons of social networks (e.g. LinkedIn) on the Sites. These buttons allow users who are browsing the web sites to interact directly with the social networks depicted with a "click". In this case, the social network acquires the data related to the user's visit, while the Data Controller will not share any user browsing information or data acquired through its website with the social networks accessible through the Social buttons/widgets.

Social network applications on the Sites in some cases may allow the respective social networks to identify

you, even if you have not clicked on the application buttons. This type of button can allow the corresponding social network to follow your browsing on the site simply if your account on the social network in question is activated (open session) while browsing the Site.

We advise that you review the policies of these social networks to understand the purposes of using browsing information that they can collect, including for advertising purposes. These policies must allow you to exercise your choices regarding social networks, in particular by setting up your user account for each.

## COOKIES THAT REQUIRE CONSENT

The installation of certain cookies is subject to your consent. Moreover, when you visit the Sites for the first time, you are asked if you accept the installation of this type of cookie by means of a disclosure banner on the home page of the Sites. Cookies will be activated only after you have accepted and continue to browse the Sites.

You can modify your choice at any time by using the various tools described in the section "How are cookies managed?".

### HOW ARE COOKIES MANAGED?

There are several ways to manage cookies and other tracking elements. You can configure your browser to:

- accept all cookies,
- systematically reject them, or
- choose those that you wish to accept, based on the issuer.

### **GESTISCI COOKIE**

You can also set your browser to accept or reject cookies before they are installed. You can also regularly delete cookies from your device via your browser, and activate the Do Not Track option in most browsers.

Do not forget to configure all of the browsers of your different terminals (tablet, smartphone, computer, etc.).

For the management of cookies and your choices, configuration varies depending on the browser. The configuration is described in the Help menu of your browser, which will inform you about how to modify your cookie preferences.

For additional information on cookies, including how to view cookies that have been set on your device as well as cookie management and deletion, please visit:

[www.allaboutcookies.org](http://www.allaboutcookies.org)

## **COOKIES Flash © DI "Adobe Flash Player"™**

Adobe Flash Player™ is a computer application that allows the quick development of dynamic content by means of Flash. Flash (and applications of the same type) stores settings, preferences and use of such content by means of a technology similar to that of cookies. However, Adobe Flash Player™ handles this information as well as your choices through a different interface than that provided by your browser.

If your device is able to display contents developed with the Flash language, we invite you to access your Flash cookie management tools directly from <http://www.adobe.com/en/>

The registration of a cookie on your terminal is substantially subject to your choice, which you can express and freely modify at any time in your browser settings.

If your browser is set to accept cookies on your device, cookies embedded in the pages and the content that you have viewed can be temporarily stored in a specific area of your device. These cookies can only be read by those who sent them.

You can set your browser to refuse cookies. In this regard, we draw your attention to the fact that by setting your browser to refuse cookies, some features, pages and areas of the Sites will not be accessible (such as attempting to access content or services that require your identification, or if we or our service providers are unable to recognise the type of browser used on your terminal, its language and display settings or the country in which the terminal is located for technical compatibility purposes). We decline any responsibility for any consequences of the reduced operation of our services due to the inability to register or consult the cookies necessary for their operation, which have been rejected by you or deleted.

To read the Gruppo Bardelli S.p.a. Data Protection Policy [click here](#)

- For Internet Explorer: <http://windows.microsoft.com/fr-FR/windows-vista/Block-or-allow-cookies>
- For Safari: <http://docs.info.apple.com/article.html?path=Safari/3.0/en/9277.html>,
- For Chrome: <http://support.google.com/chrome/bin/answer.py?hl=en&hlrm=en&answer=95647>
- For Firefox: <http://support.mozilla.org/fr/kb/Activer%20and%20d%C3%A9sactiver%20les%20cookies>
- For Opera: <http://help.opera.com/Windows/10.20/fr/cookies.html>