

COOKIE POLICY

The company *Lava & Asciuga di Zanoli Elda*, in carrying out its activity, pays the utmost attention to the security and confidentiality of the personal data of users (hereinafter, the "**Users**" or "**User**", in the singular) of its e-commerce website www.bucato profumato.com (hereinafter, simply the "**Site**") also on the basis of the indications provided by the Guarantor for the protection of personal data. For the purposes of this statement, the term "cookies" will also refer to the other tracking tools used by the Site, as better described below.

The following information ("**Cookie Policy**") is provided for the Site and not for other websites of third parties that may be consulted by the user through links.

This Cookie Policy regulates the processing of users' personal data using cookies and other tracking tools ("**Users**") and should be read in addition to the Privacy Policy available at the following link <https://www.bucato profumato.com/docs/bucato profumato-informativa-privacy-en.pdf>, to which reference should be made for any other information on the processing of personal data.

1. Navigation data, cookies and other tracking tools

1.1. Navigation data

The computer systems and software procedures used to operate the Site acquire, during their normal operation, some personal data whose transmission is implicit in the use of Internet communication protocols.

This information is not collected to be associated with identified persons, but by their very nature could, through processing and association with data held by third parties, allow Users to be identified.

This category of data includes IP addresses or domain names of the computers used by Users connecting to the Site, the addresses in URI (*Uniform Resource Identifier*) notation of the requested resources, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the response status given by the server (successful, error etc.) and other parameters relating to the operating system and the user's computer environment.

These data are used for the sole purpose of obtaining anonymous statistical information on the use of the Site and to check its correct functioning and are deleted immediately after processing.

The data could be used to ascertain responsibility in case of hypothetical computer crimes against the Site: except for this possibility, the data are kept for the times defined by the reference legal legislation or, in general, for the time strictly necessary to provide the user with the service requested to guarantee the transmission of the communication.

1.2. Cookies and other tracking tools

Cookies are usually text strings that websites (so-called publisher or "first party") visited by the user or different sites or web servers (cd. "Third parties") place and store – directly, in the case of publishers and indirectly, i.e. through the latter, in the case of "third parties" – within a terminal

device in the availability of the user himself. The terminals referred to are, for example, a personal computer, a tablet, a smartphone, or any other device capable of storing information.

The software for browsing the internet and the operation of these devices, such as browsers, can store cookies and then transmit them again to the sites that generated them on the occasion of a subsequent visit by the same user, thus keeping memory of his previous interaction with one or more websites.

The information encoded in cookies may include personal data, such as an IP address, username, unique identifier, or email address, but may also contain non-personal data, such as language settings or information about the type of device a person is using to navigate the site.

Cookies can therefore perform important and different functions including, monitoring sessions, storing information on specific configurations regarding Users accessing the server, facilitating the use of online content etc. For example, they can be used to keep track of items in an online shopping cart or the information used to fill out a computer form. If on the one hand it is through cookies that it is possible to allow, among other things, web pages to load faster, as well as route information on a network - therefore in line with obligations strictly related to the operation of websites -, always through cookies it is also possible to convey behavioral advertising (so-called "behavioral advertising") and then measure the effectiveness of the advertising message, or conform the type and modalities of the services rendered to the behavior of the user object of previous observation.

The same can also be achieved through the use of other tools (the totality of which can be distinguished between the so-called "active identifiers", such as cookies, and "passive", the latter assuming mere observation), which allow processing similar to those indicated above.

1.3. Types of cookies

Cookies and other tracking tools may have different characteristics in terms of time and therefore be considered according to their duration (session or permanent), or from a subjective point of view (depending on whether the publisher acts independently or on behalf of the "third party"). However, the classification that mainly responds to the needs of user protection is the one that is based on two macro categories:

- **technical** cookies, used for the sole purpose of "carrying out the transmission of a communication over an electronic communications network, or to the extent strictly necessary for the provider of an information society service explicitly requested by the contractor or user to provide this service" (see Article 122, paragraph 1 of the Privacy Code); these cookies can be installed on the user's terminal without the consent of the latter, based, as the case may be, on the need to process your request or on the legitimate interest of the Company;
- **profiling cookies**, used to trace back to specific, identified or identifiable subjects, specific actions or recurring behavioral patterns in the use of the features offered (pattern) in order to group the different profiles within homogeneous clusters of different sizes, so that it is possible for the owner, among other things, also to modulate the provision of the service in an increasingly personalized way beyond what is strictly necessary the provision of the service, as well as sending targeted advertising messages, i.e. in line with the preferences

expressed by the user in the context of surfing the net; This type of cookie can be downloaded to the user's terminal only with the consent of the latter.

Cookies can also be used, among other things, to evaluate the effectiveness of an information society service provided by a publisher, for the design of a website or to help measure its "traffic", i.e. the number of visitors possibly broken down by geographical area, connection time slot or other characteristics. These identifiers, called **analytics cookies**, can be included in the category of technical ones, and as such be used in the absence of the prior acquisition of the consent of the interested party, provided that the following conditions are met:

- are used only to produce aggregate statistics and in relation to a single site or a single mobile application;
- for those of third parties, at least the fourth component of the IP address is masked;
- Third parties refrain from combining these analytics cookies with other processing (customer files or statistics of visits to other sites, for example) or from transmitting them to third parties.

If these conditions are not met, analytics cookies also require the user's consent in order to be downloaded.

Finally, cookies can also be used to allow interactions and easy sharing of content on social networks and / or to allow the sending of targeted advertising messages based on user preferences (**social cookies**); these cookies also require the user's consent.

Similarly to cookies, other tracking tools can also be categorized according to a series of different criteria, of which the main one remains, however, the purpose with which they are used: technical or commercial.

2. List of cookies used by the Site

This Site uses cookies for technical purposes, for analysis and statistical purposes, to improve the user's interactivity with the Site through social media and to customize the sending of information and advertising communications according to the user's interests (profiling).

2.1. Technical cookies

Below, for each technical cookie used by the Site, we report: the name, the purpose of use and the duration.

Cookie name	Purpose	Duration
ROUTE	Cookie used as a session cookie related to purposes related to the platform	Session
_iub_cs-31009301	The cookie is used by lubenda to determine the consent provided by the User for each macro-category of cookies	Session

euconsent-v2	IUBENDA- Third-party cookies	The cookie is used by Iubenda to determine the consents provided by the user for each category of cookies	Session
_iub_cs-31009301-granular	IUBENDA- Third-party cookies	The cookie is used by Iubenda to determine the consents provided by the user for each subcategory of cookies	Session

For the installation of technical cookies, the prior consent of Users is not required. However, all browsers allow you to change your cookie settings. You can usually find these settings in the "options" or "preferences" menu of the user's browser. To understand these settings, the following links may be helpful. Or you can use the "Help" option in your browser for more information.

- [Impostazioni dei cookie in Explorer/Edge](#)
- [https://support.mozilla.org/it/kb/Eliminare i cookie](https://support.mozilla.org/it/kb/Eliminare_i_cookie) [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- <https://support.apple.com/it-it/guide/safari/sfri11471/mac> [Cookie settings in Safari and iOS](#)

In case of blocking the use of cookies, the service offered to the user through the Site will be limited, thus influencing the experience of using the Site.

2.2. Non-technical cookies

Below, for each cookie used by the Site that does not fall into the category of technical cookies, we report: the name, the relative third party if the cookie is not first-party, the purpose of use and duration.

For all information relating to cookies provided by third parties and for how to opt-out individual cookies, it will be possible to access the respective information as well as the tool provided by the third party to opt-out of the individual cookie.

We inform you that also through the following link it is possible to exercise the opt-out in relation to third-party cookies (i.e. the companies belonging to the WebChoices tool of the Digital Advertising Alliance, including Facebook) installed on the user's browser: <https://optout.aboutads.info/?c=2&lang=EN>

Also through the following tool provided by Your Online Choices you can control your preferences by exercising the opt-out with respect to third-party cookies: <https://www.youronlinechoices.com/it/>

Cookies in profilazione

Profiling cookies are non-technical cookies that allow the Company to provide personalized services. The Company uses the profiling cookies indicated below.

Cookie name	First part o	Purpose	Duration
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	Third party (indicate supplier)		
_fbp	FACEBOOK - Third-party cookies	Cookie used by Facebook to provide a number of advertising products, such as real-time offers from third-party advertisers.	End of session

The communication of personal data is purely optional. In case of failure to communicate data, it will be impossible for the Company to provide you with personalized services through profiling. The legal basis of the processing is consent, expressed in accordance with current legislation.

Analytical cookies (non-technical)

In case of use of third-party statistical cookies, the Company has contractually bound the third party to use them exclusively for the provision of the service, to store them separately and not to "enrich" or "cross" them with other information they have.

Cookie name	First part o Third party (indicate supplier)	Purpose	Duration
_Go	Google Analytics – Third-party cookies	The _ga cookie is used to distinguish users, as it stores information about visitors, sessions and campaigns.	End of session
_gid	Google Analytics – Third-party cookies	The _gid cookie is a session identification cookie.	End of session
_gat_UA-506471-8	Google Analytics – Third-party cookies	Cookie used by Google Analytics to limit the amount of data recorded by Google on websites with high traffic volume.	End of session
_ga_MQRY0XZC3W	Google Analytics – Third-party cookies	Cookie used to register a unique ID that is used to generate statistical data on the use of the Website by the visitor.	End of session

Cookie social

Cookie name	First part o Third party (indicate supplier)	Purpose	Duration	Information and opt-out

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Other social features (e.g.plugin)

In addition to the cookies indicated above, the Site also incorporates plugins and / or buttons in order to allow easy sharing of content on the following social networks: Facebook, Instagram, Twitter, YouTube. When the user visits a page of the Site that contains a plugin, the browser of the Site connects to the server of the social network where the plugin is loaded, which server can track the visit to the Site and, if necessary, associate it with the account of the social, in particular if the user is logged in at the time of the visit or if he has recently browsed one of the websites containing social plugins. If the user does not want the social network to record data relating to the visit to the Site, he must log out of the social network account and delete the cookies that the social network has installed in the user's browser.

In relation to certain activities, the Company and social networks may also act as joint data controllers, pursuant to art. 26 of the GDPR, in particular when the Company, through a plugin, jointly determines with the social the purposes and means of the processing consisting in the collection and transmission of user data to the social. The Company, in such cases, adheres to the contractual conditions of the social network, which may include joint ownership agreements.

In particular, with regard to Facebook plug-ins, the Company and Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland act as joint controllers and the relevant joint controller agreement ("*Data Controller Addendum*") can be found at the following link: [https://it-it.facebook.com/legal/terms/page_controller_addendum]. Facebook Ireland is responsible for the rights of data subjects under Articles 15-20 GDPR in relation to personal data held by Facebook Ireland after joint processing. The following supervisory authority is responsible for Facebook: Data Protection Commission, 21 Fitzwilliam Square South, Dublin 2, D02 RD28, Ireland (<https://www.dataprotection.ie/>).

With regard to the LinkedIn Page Insights service, the joint controller agreement between LinkedIn and called "*Page Insights Joint Controller Addendum (the Addendum)*" is available at the following link: <https://legal.linkedin.com/pages-joint-controller-addendum>

Finally, it should be noted that any joint controllership, in any case, does not extend to treatments carried out by social networks in relation to which the Company does not determine the purposes and means of processing (e.g. the operations carried out by the social network after the communication of the User's data by the Site).

With reference to the collection and use of information by social networks, please refer to the respective privacy policies.

- [Facebook](#) ([link informative cookie](#));
- [Instagram](#) ([link informative cookie](#));
- [Twitter](#) ([link informative cookie](#));
- [YouTube](#) ([link informative cookie](#)).

3. Tracking tools

Below are the tracking tools used on the Site:

- Google Analytics
- Facebook
- Google Maps
- GeoTargetly.

4. Retention period of personal data

The Company will keep personal data processed with technical cookies in order to allow a correct use of the Site for a period not exceeding 12 (twelve) months starting from the date of the single collection, in accordance with what is indicated in point 2.2. of the Cookie Policy;

The Company will keep the personal data processed to provide personalized services through non-technical cookies and profiling cookies for a period not exceeding 12 (twelve) months from the date of the single collection, in accordance with what is indicated in point 2.2 of the Cookie Policy;

The Company will keep the personal data provided voluntarily and processed to respond to requests for a period of time strictly necessary to achieve this purpose and, in any case, not exceeding 12 (twelve) months from the date of the single collection.

The Company reserves the right, in any case, to request to renew consent to the processing and / or to verify the consents already expressed.

5. Data protection rights

Each user has the right to obtain from the Company, subject to the existence of the legal basis for the request:

- access to personal data concerning him;
- the deletion of personal data, as well as their rectification;
- the correction of personal data held by the Company;
- the withdrawal of consent in cases where the processing is based on consent;
- the limitation of the processing of personal data;
- a copy of the personal data provided by Users to the Company, in a structured, commonly used and machine-readable format (portability) and the transmission of such personal data to another data controller;
- human intervention in the automated decision-making process, expressing one's opinion, obtaining an explanation of the decision reached by the Company and contesting it, in case of consent to the processing with profiling cookies to use personalized services.

Right to object: in addition to the rights listed above, the user always has the right to object at any time, for reasons related to his particular situation, to the processing of his personal data carried out by the Company for the pursuit of his legitimate interest and to the processing of his personal data for marketing purposes. The user may object to the processing of personal data for direct marketing purposes even in part, for example by opposing only the sending of promotional communications through automated and / or digital tools, or the sending of paper communications and / or the receipt of telephone communications.

In addition, the user, as a contractor, always has the right to object at any time, free of charge, to the receipt of commercial communications from the Company.

The user may exercise the rights indicated by addressing the requests directly to the Company at the email address: privacy@bucatoprofumato.com, or send the request by registered letter with return receipt to the following address: in Piazza Papa Giovanni XXIII, 2, 24050, Ghisalba (BG), Italy or p.e.c.: lavaesciugaghisalba@pec.it.

In the event that the user exercises any of the aforementioned rights, it will be the responsibility of the Company to verify that the same is entitled to exercise it and will be acknowledged, as a rule, within one month.

In the event that the user considers that the processing of his personal data is in violation of the provisions of the applicable legislation on the protection of personal data, he has the right to lodge a complaint with the Guarantor for the protection of personal data, using the references available on the <https://www.garanteprivacy.it/> website, or to take the appropriate judicial offices.

6. Changes

The Company may modify the Cookie Policy, also to adapt to national and / or European Union legislation or technological innovations. Any new versions of the Cookie Policy will be reported on the Site. Users are invited to periodically check the Cookie Policy. Any changes will still be communicated through a pop-up on the Site or different methods and / or IT tools. If the Company substantially modifies the Cookie Policy, providing for new processing purposes and / or categories of personal data processed or changing the third parties, the Company will inform the Users, requesting the necessary consents, through a special banner. If it is impossible for the Company to verify the storage of cookies on the device, on the occasion of a subsequent visit to the Site, for example in case of cancellation of the cookies installed, the Company itself will inform the Users, requesting the necessary consents, through a special banner. If at least 6 (six) months have elapsed since the previous presentation of the banner on the Site, the Company will inform the Users, requesting the necessary consents, through a special banner.

7. Contacts

The contact details of the Company, for questions and for the exercise of the rights inherent in the processing of personal data are as follows: email: privacy@bucatoprofumato.com, or send the request by registered letter with return receipt to the following address: in Piazza Papa Giovanni XXIII, 2, 24050, Ghisalba (BG), Italy or p.e.c.: lavaesciugaghisalba@pec.it.

Last updated: 25 May 2022