

COOKIE STATEMENT

Why this document is important

The website <https://www.marafatto.com/> (→(site) uses cookies and other tracking technologies that collect information on the use of services, behavior and choices of the user.

This document is of interest to you because it informs you of how and why the Tracking Tools on the site work and how this affects how we process your personal data.

Attention

You are always free to give consent, not to give it, or to change your mind. But thanks to cookies, this site/app/portal offers you a more complete and personalized user experience!

This is not the complete privacy policy for those who browse our website: if you want to know how we process your data, read our Privacy Policy
This document may be updated over time, so please check back periodically!

Data controller

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What are your rights?

Where provided by law, you have the right to access your data, request its rectification, and erasure. You also have the right to object to the processing of your data or request that its processing be restricted. You also have the right to data portability. Furthermore, you have the right to withdraw your consent to the Data Controller at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

In any case, if you have any questions or requests, please contact us; we'd be happy to hear from you!

As the Data Subject, you can exercise your rights and withdraw your consent by notifying us at the contact details indicated.

You can also file a complaint with the AEPD – Spanish Data Protection Agency (Agencia Española de Protección de Datos) for the protection of personal data or contact the judicial authority if you believe that the processing of your data is unlawful.

What are cookies (and other tracking tools)?

Like almost all websites, this site uses cookies and similar technologies.

Cookies are short strings of programming code that are installed on the device (computer, smartphone, tablet) of the user who visits the site to improve the browsing experience (during the visit to the site and subsequent ones) by automating certain procedures and to analyze how the site is used.

There are other technologies that collect information on the use of services, user behaviour and choices (e.g. tracking pixels): for simplicity, in this document we refer to cookies and these other technologies generically as →Tracking Tools.

For all the specific information on this site's Tracking Tools (what they are and how long they are stored) and to manage them, you can refer to the Cookie Policy.

These are technical and complex issues: if you have any questions or requests, please contact us; we'll be happy to hear from you!

Technical Tracking Tools

They are essential: they are necessary for the correct functioning of the site.

They are used to perform navigation or provide a service requested by the user. They are not used for other purposes and are normally installed directly by the website owner.

Without the use of these cookies, some operations could not be performed or would be more complex and/or less secure, such as home banking activities (viewing account statements, making bank transfers, paying bills, etc.), for which cookies, which allow user identification to be established and maintained throughout the session, are essential.

Their installation does not require the user's consent.

Analytics Tracking Tools

They are used to measure traffic to a site/app/portal and analyze user behavior, with the aim of improving performance.

They must be used only to produce aggregate statistics and only in relation to a single site or mobile application, so as not to allow the tracking of the navigation of the person using different applications or browsing different websites.

Third parties providing these measurement services to the website owner must not combine the data, even minimized, with other processing (e.g., customer files or statistics on visits to other websites) or transmit it to other third parties (except where the production of statistics with minimized data affects multiple domains, websites, or apps attributable to the same owner or business group). In any case, the analysis of the measurements performed must never result in an activity that, going beyond the confines of a mere statistical count, actually takes on the characteristics of processing aimed at making commercial decisions.

They are assimilated to technical Tracking Tools (→the same rules regarding information and consent apply) only: when processed directly by the site owner →if used to optimize the site by collecting statistical information in aggregate form on the number of users and how they visit the site; or when processed by third parties →if user data is previously minimized and cannot be combined with other processing or transmitted to other third parties

In all other cases, the user's consent is required.

Profiling Tracking Tools

These are Tracking Tools used to track the user's browsing online and create profiles on tastes, habits, choices, etc. to send advertising messages in line with the preferences already expressed online by the same user.

These Tracking Tools are not used unless the user gives their consent. You can change or withdraw your consent for each type of Tracking Tool at any time using the dedicated tool available on each page of the site.

Third-party Tracking Tools

In addition to the Tracking Tools managed directly by the Data Controller (so-called "first-party"), this site also contains Tracking Tools that enable services provided by third parties (so-called "third-party"). Unless otherwise indicated in this document, third-party Tracking Tools are managed independently by their respective third-party providers, and the Data Controller has no access to the data collected with these tools.

Third-party Tracking Tools cannot be fully controlled by the Owner, therefore, to find out how the data collected and processed by third-party Tracking Tools present on the site are managed, please refer to the information provided by the respective third-party providers (see Cookie Policy).

In any case, if you have any questions or requests, please contact us; we'd be happy to hear from you!

Social button

The Data Controller's website may also use plugins and sharing buttons, which determine the presence of third-party Tracking Tools (so-called social network cookies) on the site.

Social media cookies are used to verify interest and/or share content from the Data Controller's website on social media (e.g., Facebook). The information collected by these cookies may be transmitted to third parties providing the service (e.g., Facebook).



The plugins and/or sharing buttons (so-called social buttons/widgets) appear as icons for social networks (e.g., Facebook) and other websites. By clicking on them, users browsing the Data Controller's website can interact directly with the social networks and other websites: in this case, the social network and other websites acquire data relating to the user's visit.

To learn how data collected by cookies for social networks present on the website is managed, please refer to the relevant policies (the links may be updated by the third party: check their website!):

[Facebook](#)

[Twitter](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

[LinkedIn](#)

Duration of storage and place of processing

The duration and expiration of cookies and other similar Tracking Tools may vary depending on the settings set by the Owner or each third-party provider: some expire at the end of the user's browsing session, others remain for a longer time.

For all the specific information on this site's Tracking Tools (what they are and how long they are stored), you can refer to the Cookie Policy.

Why we use cookies (purpose)

Make your website / app / portal work

The Data Controller processes the data to ensure the correct functioning of the website/app/portal and thus guarantee the provision of the service requested by the user.

They are essential for the correct functioning of the site / app / portal, therefore their installation does not require the user's consent.

Profiling

The Data Controller processes personal and browsing data to track the user's online browsing in order to create profiles on tastes, habits, choices, etc., and then send advertising messages in line with the preferences already expressed online by the same user.

Legal basis: consent

Consent is required for this purpose. You may withdraw your consent to data processing at any time by notifying us (opt-out). Failure to provide consent or subsequent withdrawal will prevent us from providing any related activities and services.

Tracking

The Data Controller processes personal and browsing data to generate statistics on the use of the website/app/portal in order to track and monitor user behavior. The processing is also aimed at improving the service.

Examples of statistics generated by the Tracking process

most visited pages

use of services

number of visitors per day

number of visitors per time slot

geographical area of origin of visitors

Legal basis: consent

It is the activity carried out through analytics cookies and in some cases the law provides that the user's consent is not required

What data do we process with cookies?

Browsing data



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

This data is necessary to use the site's services and is used anonymously and/or in aggregate form to obtain statistical information on site usage and to monitor its proper functioning. Once processed, it is automatically deleted (except where required by judicial authorities to investigate criminal offenses).

Examples of browsing data

IP addresses or domain names of computers and terminals used by users

URI/URL addresses of the requested resources

time of the request, method used to submit the request to the server and size of the file obtained in response

numeric code indicating the status of the response given by the server (successful, error, etc.)

parameters relating to the user's operating system and computing environment

How to manage cookies

Cookie banner

The cookie banner is the main tool for managing cookies: it allows you to accept or reject all cookies (except those necessary for the proper functioning of the site, which will always be active) + to choose which cookie categories to consent to and which not to + to modify the choices made previously.

In fact, at any time while browsing you can recall the cookie banner and change the related settings.

Device

Furthermore, it is possible to manage Tracking Tools also through the settings of individual devices, which allow you to govern the related preferences.

Browser

ANDIt is also possible to completely disable cookies in your browser, but doing so may compromise some of the site's features.

Below are links to the instructions for some browsers:

[Google Chrome](#)

[Mozilla Firefox](#)

[Apple Safari](#)

[Microsoft Edge](#)

[Brave](#)

[Opera](#)

Third part

Users can manage their preferences and consent for third-party Tracking Tools directly from the opt-out link in the Cookie Policy (if available), or by following the instructions in the third party's privacy policy. Alternatively, they can contact the third party directly.

Essential Glossary

Personal data: any information relating to an identified or identifiable natural person)

Diffusion: providing data to unspecified parties, in any form, including by making it available or consulting it. For example, posting a photo online or on a social network.

DPOData Protection Officer, whose duties also include that of intermediary between the Data Controller and the Data Subject)

Interested: natural person to whom the personal data refers)

Data controller: who determines the purposes and means of the processing)

Treatments: any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means.