

COOKIE POLICY

Data controller

The data controller of the personal data processed and collected on this site is the company Performance Technology Solutions S.r.l., P.I.: 03417530965, with registered office in Via Leopardi 8, 20123 Milan – e-mail: info@ptsonweb.com

What are cookies?

When you visit a website, it may store or retrieve information on your browser, mostly in the form of cookies.

Cookies are small text strings stored on your computer when you visit certain web pages. The computer systems and software procedures used to operate this site acquire, in the normal course of operations, some navigation data which, by their nature, cannot be immediately associated with identified interested parties, but through processing or association with data held by third parties, they may make it possible to identify the Users/visitors of the site (such as, for example, IP addresses, type of browser and operating system used by the User, time of request to access the web pages).

Type and purpose of cookies

Cookies can be:

- first-party cookies: these are cookies generated and managed directly by the operator of the website on which the user is browsing
- third-party cookies: these are cookies generated and managed by parties other than the operator of the website on which the user is browsing.
- Technical cookies
Technical cookies are used to collect navigation data, which are data whose transmission to the site is implicit in the operation of the computer systems responsible for managing the site and in the use of the communication protocols of the Internet. Browsing data include, for example, IP addresses or domain names of the computers used by Users who connect to the site and other parameters relating to the type and operating system used by Users.



These cookies are necessary for the operation of the site, in particular for normal navigation and use of the site. You can set your browser to block these cookies, but as a result some or all parts of the site will not work.

- **Analytical cookies**

These cookies are used for statistical purposes, to monitor and analyse traffic data and to track User behaviour, i.e. to collect information, in aggregate but anonymous form, on the number of Users and how they visit the site, i.e. the routes most frequently used by Users and which pages of the site they stop at most frequently.

If you do not agree to the use of these cookies, we will not be able to assess the collective browsing and behaviour of users of the site and improve its performance accordingly.

- **Functionality cookies**

These cookies allow the site to provide enhanced functionality and personalisation, allowing you to navigate according to a set of selected criteria (e.g. language, products selected for purchase) in order to improve the service provided. They may be set up by us or by third parties whose services have been added to the pages of this site.

If you do not consent to the use of these cookies, some or all of these services may not function properly.

- **Profiling cookies**

Profiling cookies have the task of profiling the user and are used in order to send advertising messages in line with the preferences expressed by the same during navigation.

Profiling cookies can be used, with the free and optional consent of the user, by this site but also by third companies, to build a profile of users' interests and to show or send them relevant ads on this and other sites.

If you do not consent to the use of these cookies, we will not show or send you these ads, nor will we create profiles of your interests. Refusal or withdrawal of consent to the use of one or more profiling cookies will not interfere with your ability to access or navigate the Site.



Duration of cookies

Cookies have a lifetime dictated by the expiration date (or a specific action such as closing the browser) set at the time of installation.

Depending on their lifetime, cookies can be:

- temporary or session cookies: these are used to store temporary information, link to actions performed during a specific session and are removed from your computer when you close your browser;
- permanent: they are used to store information, such as your login name and password, so that you do not have to re-enter them each time you visit a specific site. They remain stored on your computer even after you close your browser.

Cookies and tracking tools used by this site

Tag management

Google Tag Manager Personal data: Usage data

Heat mapping and session recording

Hotjar Heat Maps & Recordings Personal Data: Usage Data; Tracking Tool; various types of Data as specified by the service's privacy policy

SPAM protection

hCaptcha Personal Data: Usage Data

Advertising

Similar audiences of Facebook and Google Ad Manager Personal Data: Usage Data;



Registration and authentication

WordPress.com Single Sign On Personal Data: Tracking Tool; various types of Data as specified by the privacy policy of the service

Remarketing and behavioral targeting

LinkedIn Website Retargeting, Facebook Remarketing and Google Ad Manager Audience Extension Personal Data: Usage Data; Tracking Tool

Facebook Custom Audience Personal Data: Email; Tracking Tool

Platform and Hosting Services

WordPress.com Personal Data: email; name; phone number

Statistics

Google Analytics, Wordpress Stat, Hotjar Form Analysis & Conversion Funnels, Facebook Ads conversion tracking (Facebook pixel) and Google Analytics with anonymised IP

Personal data: Usage data; Tracking tool

Advertising report generation functionality in Google Analytics

Personal Data: unique identifiers of advertising devices (Google Advertiser ID or IDFA identifier, for example); Tracking Tool; various types of Data as specified by the service's privacy policy

LinkedIn Conversion Tracking (LinkedIn Insight Tag)

Personal Data: Usage Data; Device Information; Tracking Tool

Google Analytics demographics and interest reports

Personal Data: Unique device identifiers for advertising (Google Advertiser ID or IDFA identifier, for example); Tracking Tool



YouTube Analytics and Reporting API

Personal Data: Data disclosed during use of the service

Performance testing of content and functionality (A/B testing)

Google Optimize Personal data: Usage data; Tracking tool

Display of content from external platforms

Google Fonts Personal Data: Usage Data; various types of Data as specified by the privacy policy of the service

Font Awesome Personal Data: Usage Data

How to manage cookies

The User may deny his/her consent and/or change his/her options regarding the use of cookies by this website at any time by accessing the cookie policy via the link on each page of the website.

In addition, the User may disable the operation of cookies by modifying the configuration of the settings of his Internet browser so as to receive a warning when a new cookie is about to be installed; the User may, from time to time, decide whether to accept or delete a single cookie or delete all the cookies used by this website.

You can also use your browser preferences to delete any cookies you have installed in the past, including the cookie in which you may have stored your consent to this Site's installation of cookies.

The User is informed that deactivating cookies may result in the disabling of certain features of the Site and may therefore affect the operation of the Site.

How to disable/delete cookies by configuring the browser

The User can find information and exercise his right to oppose the tracking of cookies in his browser at the following addresses:

Internet Explorer: <http://windows.microsoft.com/internet-explorer/delete-manage-cookies>;

Google Chrome: <https://support.google.com/chrome/answer/95647>;

Mozilla Firefox: <https://support.mozilla.org/kb/enable-and-disable-cookies-website-preferences>;

Opera: <https://www.opera.com/help/tutorials/security/privacy/>;

Apple Safari: <https://support.apple.com/kb/ph21411>.

You can change your **Flash** cookie settings by clicking on the following link
https://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html.