

# COOKIE POLICY

This Cookie Policy aims to inform users about the procedures and methods used to collect information through cookies and/or other tracking technologies when visiting and interacting with this Site.

This Cookie Policy is an integral and substantial part of the privacy policy of **PWO S.p.A.** regarding the processing of personal data of users of the Site.

## Introduction

During navigation on this Site, certain information about the user (i.e., information not actively provided by the user) may be collected through various technologies. The Company and third-party service providers passively collect and use different types of information in various ways, such as:

- **IP Address:** The IP address is a number automatically assigned to the computer used by the user's Internet Service Provider (ISP). An IP address is identified and automatically recorded in the Company's server log files with each user visit to the Site, along with the visit date and the page(s) visited. The collection of IP addresses is a standard practice on the Internet and is automatically performed by many websites. IP addresses are used for various purposes, such as calculating Site usage levels, providing useful data to diagnose server issues, and managing Site administration.
- **User Browser Information:** Most browsers collect certain information, including the MAC (Media Access Control) address, the type of computer (Windows or Macintosh), screen resolution, operating system version, and the type and version of the Internet browser.
- **Device Information:** If the Site is accessed from a mobile device, the Company may collect information such as the user's mobile device type and the unique identifier.

Lastly, information may be collected through the use of "Cookies," as outlined below.

## Definition of "cookie"

Cookies are small text strings that websites send to the user's device (usually to the browser they are using), where they are stored to be sent back to the same websites during subsequent visits by the same user.

Users visiting websites will have a minimum amount of information inserted into the devices they are using (whether computers or mobile devices) in small text files – called "cookies" – saved in the directories used by the user's web browser, for varying periods depending on the need, generally ranging from a few hours to several years, except for profiling cookies whose maximum duration is 365 calendar days.

The information stored on the user's device can be reused during the same visit to the site (session cookies) or later, even after days (persistent cookies). Cookies are stored, based on the user's preferences, by the individual browser on the specific device used (computer, tablet, smartphone).

Through cookies, it is possible to semi-permanently store information related to the user's preferences and other technical data, enabling smoother navigation and greater ease of use and effectiveness of the sites themselves. For example, cookies can be used to determine whether a connection has already been made between the visitor's computer and the visited site, to highlight new features, or to retain "login" information.

Similar technologies, such as trackers, web beacons, transparent GIFs, and all forms of local storage introduced with HTML5, can be used to gather information about the user's behavior and the use of services.

It is noted that a cookie cannot retrieve any other data from the user's hard drive, nor can it transmit computer viruses or acquire email addresses. Each cookie is unique to the user's web browser.

Some functions of cookies can be delegated to other technologies; therefore, hereafter, the term 'cookie' will refer to both cookies and all similar technologies.

It is hereby specified that the user can give their consent to the use of cookies on the site through the settings of their browser, following the instructions provided. The user can also enable "private browsing," which allows them to browse the internet without saving any information about the sites, pages visited, passwords entered, or other parameters that could be linked to their identity.

## Types of Cookies

Based on the characteristics and usage of cookies, various types can be distinguished, as described below.

### Technical Cookies

These are cookies that are essential for the proper functioning of a website and are used to manage different services related to websites (such as login or access to restricted functions on websites). The duration of these cookies is strictly limited to the working session, or they may have a longer retention period to remember the visitor's choices. The use of these cookies is based on the legitimate interest of the Data Controller.

#### **Analytical Cookies (Analytics)**

These cookies are used to collect information about the use of websites. The information is used for anonymous and/or pseudonymous statistical analysis to improve website usage and make the content more interesting and relevant to the user's preferences. This type of cookie collects data in an anonymous and/or pseudonymous form regarding the user's activity and how they arrived at the website. Analytical cookies are sent either by the website itself or by third-party domains. They also allow monitoring of the system and improvement of its performance and usability. Disabling these cookies can be done without any loss of functionality and will be addressed in detail later.

#### **Third-Party Service Analysis Cookies**

These cookies are used to collect information about users' use of websites in an anonymous or pseudonymous form, such as: pages visited, time spent, traffic sources, geographic origin, age, gender, and interests for marketing campaigns. These cookies are sent from third-party domains external to the websites. The use of these cookies is based on the consent of the data subject.

#### **Cookies for Integrating Third-Party Software Products and Features**

This type of cookie integrates third-party features within the pages of websites, such as icons and preferences expressed on social networks, for the purpose of sharing website content or using third-party software services (e.g., software for generating maps and other software offering additional services). These cookies are sent by third-party domains and partner sites that provide their features across the pages of the websites. The use of these cookies is based on the consent of the data subject.

#### **Profiling Cookies**

Profiling cookies are used to collect information about the user's navigation on the Site in order to create user profiles (clustering), and then send targeted advertising messages in line with the preferences expressed by the user during their web browsing. They are also used to promote the Company's products on third-party platforms (e.g., personalized advertising banners). The use of profiling cookies requires the consent of the data subject. The user can either authorize or deny consent for the installation of these cookies by following the instructions provided on the page.

Given the inherent complexity of identifying cookie-based technologies and their close integration with the functioning of applications and the web, users are encouraged to contact the Data Controller at the contact details provided in the privacy notice if they wish to receive further details regarding the use of cookies and any potential third-party use through this Site.

*For more information about cookies, you can visit the website*

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