COOKIE POLICY

WHAT ARE COOKIES?

Cookies, as described by the relevant legislation, are small text files which sites visited by the user send to their terminal (usually to the browser), where they are stored to then be sent back to the same sites when they are subsequently visited again by the same user. When browsing a site, the user may also receive cookies on their terminal sent by other web servers or sites ("third-party cookies") which contain some of the elements (e.g. images, maps, audio, specific links to pages of other domains) displayed on the site they are currently visiting. Cookies are used for different purposes: authentication, monitoring of sessions, storing information on specific configurations concerning the users accessing the server etc. Please note that, in implementation of the requirements of 2009/136/EC Directive, there is a requirement to acquire prior informed consent from users before cookies used for purposes other than purely technical ones are stored on their terminal (see art. 1, para. 5 a) of Italian legislative decree of 28 May 2012, no. 69, which modified art. 122 of Italian legislative decree 196/2003 - the "Code" – and the legislative measure issued on 8 May 2014 by the Italian Data Protection Authority requiring information and consent for the use of cookies). There are therefore two broad categories of cookies: "technical" cookies and "profiling" cookies:

a. Technical cookies.
Technical cookies are those used only to "perform transmission of communications over an electronic communication network, or to the extent strictly necessary for the supplier of an information service explicitly requested by the subscriber or by the user to supply that service" (art. 122, para. 1 of the Code). They are not used for further purposes and are normally installed directly by the owner or manager of the website. They can be divided into navigation or session cookies, which permit normal navigation or use of the web site (allowing, for example, a purchase to be made or authentication for access to private areas to be performed); analytics cookies, similar to technical cookies when used directly by the site operator to gather aggregate data on the number of users and how they use the site; functionality cookies, which allow users to navigate the site on the basis of a series of selected criteria (for example language, products selected for purchase) in order to improve the service provided to the same. Storage of these cookies does not require prior consent from users, while the obligation to inform them pursuant to article 13 of the Code remains unchanged.

b. Profiling cookies.
The purpose of profiling cookies is to create profiles on the user, and they are used in order to send advertising messages in line with their web browsing preferences. Due to the particularly invasive nature of and the effects that these files can have on the user's privacy, European and Italian legislation requires that users be appropriately informed on the use of these cookies and give their consent for the same. Article 122 of the

Code refers to these cookies, requiring that "the storage of information on a contractor or user's terminal, or access to information already stored there, is allowed only on condition that the contractor or user has provided their consent after being informed via the simplified methods per article 13, para. 3" (article 122, para. 1 of the Code).

HOW TO DISABLE COOKIES

The most popular browsers provide the possibility to block exclusively third-party cookies, accepting only those issued by the site itself. Moreover, some companies which generate cookies on third-party sites offer the possibility to simply and immediately disable their own cookies only, even when these are anonymous, in other words identifying personal data is not recorded (e.g. IP address).
Most web browsers are initially set to accept cookies automatically.

If the user does not wish their computer to receive and store cookies, they can modify the security settings of their browser (Internet Explorer, Google Chrome, Safari etc.).

Those who wish to modify the use of cookies through their browser settings will find some instructions below on how to perform this operation in the four most popular web browsers:

MICROSOFT INTERNET EXPLORER

Click the 'Tools' icon in the top right corner of the window and select 'Internet Options'. Select the 'Privacy' tab in the pop-up window. From here you can change the cookie settings.

GOOGLE CHROME

Click the wrench icon in the top right corner of the window and select 'Settings'. Click Advanced, then make the desired changes to the Privacy settings.

MOZILLA FIREFOX

Click on the drop-down menu in the top left corner, then select 'Options'. Select 'Privacy' in the pop-up window. From here you can change the cookie settings.

SAFARI

Click on the drop-down menu in the top right corner and choose 'Preferences'. Click on 'Security', then change the cookie settings.

In order to learn more about cookies and how to manage or disable third-party or marketing/retargeting cookies, visit WWW.YOURONLINECHOICES.COM.

In order to disable analytics cookies and prevent Google Analytics from collecting information about your browsing, you can download a browser add-on to disable Google Analytics: HTTPS://TOOLS.GOOGLE.COM/DLPAGE/GAOPTOUT.

COOKIE NAME	SOURCE	FUNCTION
__utma	cloudinary.com	This cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred.
__utmz	cloudinary.com	Keeps track of where the visitor came from, what search engine you used, what link you clicked on, what keyword you used, and where they were in the world when you accessed a website.
_ga	cloudinary.com	It allows tracking of web analytics using Google Analytics
_ga	mtkip.com	It allows tracking of web analytics using Google Analytics
_mkto_trk	cloudinary.com	This cookie is associated with an email marketing service provided by Marketo. This tracking cookie allows a website to link visitor behaviour to the recipient of an email marketing campaign, to measure campaign effectiveness. The main purpose of this cookie is: Performance

ccsession	Sizmek by Amazon	A session cookie that protects the server from redirect loops, used in conjunction with CC4S tracking search events
searchsession_*	Sizmek by Amazon	A session cookie that protects the server from redirect loops, used in conjunction with SEM search tracking events
r1, r#	Sizmek by Amazon	A session cookie that protects the server from redirect loops
OT1 (4-digit ID)OT2 (6-digit ID)	Sizmek by Amazon	Used to track tag manager views on site pages as per Engagement conditions
ActivityInfo	Sizmek by Amazon	Used for the attribution of conversions and for measuring ROI
A2, A3, A4, A5 (4-digitAdvertiser ID)A6 (6-digit Advertiser ID)	Sizmek by Amazon	Used to count ad views, to manage ad rotations and delivery sequence
eboptout	Sizmek by Amazon	Used to manage the opt-out from interest-based ads
F1, F#	Sizmek by Amazon	Used to track conversions from search engines (third party) and measure ROI
S1, S#	Sizmek by Amazon	Used to track conversions from search engines (third party) and measure ROI
TargetingInfo, TargetingInfo2, TargetingInfo#	Sizmek by Amazon	Used for targeting and retargeting users based on site visits
U2, U#	Sizmek by Amazon	Used to uniquely identify the user's browser or device with an anonymous ID
G1 (4-digit sID)G2, G3 (6-digit sID)	Sizmek by Amazon	Used for targeting and retargeting users based on site visits

C3, C4 (4-digit sID)C5, C6 (6-digit sID)	Sizmek by Amazon	Used to count ad views, to manage ad rotations and delivery sequence
D1 (4-digit DeliveryGroupID)D 2, D3 (6-digit DeliveryGroupID)	Sizmek by Amazon	Used to count ad views, to manage ad rotations and delivery sequence
B3, B4 (4-digit sID, GroupID,andAudien ceSegmentationID) B5, B6 (6-digit sID, GroupID,and AudienceSegmenta tionID)	Sizmek by Amazon	Used to count ad views, to manage ad rotations and delivery sequence
Um1, Um2	Sizmek by Amazon	Used to map user ID with third party partners
OT_*	Sizmek by Amazon	The number of pages viewed since the session began. The wildcard represents OnetagId
c_*	Sizmek by Amazon	Used to obtain details on how many times the user has seen or interacted with the ad
s_*	Sizmek by Amazon	Session cookie similar to the c_ * cookie.
CONSENT	Google (for Adowrs and Doubleclick)	We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen. Google uses cookies like NID and SID to help customize ads on Google properties, like Google Search. For example, we use such cookies to remember your most recent searches, your previous interactions with an advertiser's ads or search results, and your visits to an advertiser's website. This helps us to show you customized ads on Google.

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SID	Google (for Adowrs and Doubleclick)	We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen. Google uses cookies like NID and SID to help customize ads on Google properties, like Google Search. For example, we use such cookies to remember your most recent searches, your

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HSID	Google (for Adowrs and Doubleclick)	We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.

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