

**INFORMATION ON THE PROCESSING OF PERSONAL DATA**  
**pursuant to Article 13 of Regulation (EU) 2016/679 of the European Parliament**  
**and of the Council of 27 April 2016 - Cookie policy**

**The data controller**

Following consultation of the website [www.mori2a.com](http://www.mori2a.com), [www.mori2a.it](http://www.mori2a.it), [www.mori2a.it](http://www.mori2a.it) (hereinafter referred to as the website), data relating to identified or identifiable persons (hereinafter referred to as the user) may be processed. The personal data controller is Mori 2A Srl (hereinafter referred to as data controller). As of today, all information concerning the data controller, together with an updated list of the designated processors and system administrators, can be found at the data controller's registered office at via Pieve, 2 - 25080 in Nuvolento (BS).

**General information on cookies**

Cookies are small text strings (letters and/or numbers) that the websites visited by the user send to the browser, where they are stored and then transmitted to the same websites the next time the same user visits. Cookies are stored by the individual browser on the specific device being used (computer, tablet, smartphone, etc.). While browsing a website, the user may encounter certain elements (such as images, maps, sounds, specific links to pages of other domains) of other websites. In these cases, the user may also receive cookies on his/her terminal that are sent by these other websites (called a third party or publisher). If cookies are sent directly from the website you are visiting, they are called first party cookies.

Similar technologies, such as web beacons and transparent GIFs, can be used to collect information about user behaviour and the use of services. In the remainder of this document we will refer to cookies and all similar technologies by simply using the term cookies. Cookies are classified according to their purpose, duration, and the website that set them.

Session cookies are stored temporarily in the memory of the device while browsing a website, for example, to keep track of the language chosen or authentication to access restricted areas or similar. Session cookies remain stored on the device for a short period of time. In fact, they are in fact deleted as soon as the user closes the browser. Persistent cookies save a file on the device for a long period of time. This type of cookie has an expiration date. Persistent cookies allow websites to remember user information and settings on subsequent visits, thus making browsing quicker and more convenient as, for example, you no longer need to log in to a restricted section or similar. On the expiry date, the cookie is automatically deleted when you first access the website that created it.

The legislation requires the data controller to provide the user with information about the cookies the website uses and the purposes for which they are used. The objective is threefold: to guarantee privacy, ensure user-friendliness and optimise the development of the site. The main types of cookies and the related purposes for which they are used by the website are outlined below. **Technical cookies - Purpose and lawfulness of processing**

Technical cookies are used for the sole purpose of *"... transmitting 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 subscriber or user to provide such a service"*. They are not used for any other purpose and are normally installed directly by the data controller or operator of the website. Functional cookies are technical cookies and allow the user to navigate according to a number of selected criteria (e.g. language, products selected for purchase) in order to improve the service provided. Where analytics cookies are used directly by the website operator to collect information in aggregate and anonymous form on the number of users and how they visit the website, they are considered technical cookies. Therefore, the user's prior consent is not required for the installation of all types of technical cookies.

This website does not use technical cookies.

**Profiling cookies - Purpose and lawfulness of processing**

Profiling cookies are designed to create profiles of the user and are used to send advertising messages in line with the preferences expressed by the user while surfing the web. Due to the particular invasiveness that such devices may have in the user's private sphere, European and Italian legislation requires the user to be adequately informed on their use and thus express his or her valid consent. In particular, profiling cookies are used to display advertisements tailored to the user's interests: targeting or promotional cookies. These allow us to obtain detailed information about the user's navigation of the website (for example, the products or services most frequently viewed by a particular person). They also allow us to recognise a user who returns to the website. Where analytics cookies are used directly by the website operator to collect information not in aggregate and anonymous form on the number of users and how they visit the website, they are considered profiling cookies.

This website uses the following profiling cookies:

Cookie name	Purpose of use	Website of origin	Duration	Links to the notices and consent forms of third parties that install profiling cookies
Facebook Pixel	Carry out advertising campaigns (retargeting) and statistical analysis	<a href="https://www.facebook.com/">https://www.facebook.com/</a>	<a href="https://www.facebook.com/about/privacy/">https://www.facebook.com/about/privacy/</a>	<a href="https://www.facebook.com/about/privacy/">https://www.facebook.com/about/privacy/</a>
_ga	Access and interaction statistics	<a href="https://analytics.com/analytics.js">analytics.com/analytics.js</a>	2 years	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
_gid	Access and interaction statistics	<a href="https://analytics.com/analytics.js">analytics.com/analytics.js</a>	24 hours	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
_gat_gtag_UA_138684383_1	Access and interaction statistics	<a href="https://analytics.com/analytics.js">analytics.com/analytics.js</a>	1 minute	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
NID	Store user preferences when viewing maps and to track	<a href="https://maps.googleapis.com">https://maps.googleapis.com</a>	6 months	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Cookie name	Purpose of use	Website of origin	Duration	Links to the notices and consent forms of third parties that install profiling cookies

	user behaviour.			
PREF	Store user preferences when viewing maps and to track user behaviour.	<a href="https://maps.googleapis.com">https://maps.googleapis.com</a>	2 years	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>

The user's personal data are used to send advertising messages in line with the preferences expressed by the user while surfing the web. Therefore, the user's prior consent is not required for the installation of all types of technical cookies.

The lawfulness of the processing of personal data collected with profiling cookies is based on the free, express and explicit consent of the user (Article 6.1 letter a) of the Regulation). **Google Analytics**

This website uses Google Analytics, an analysis service provided by Google Ireland Ltd. Google Ireland Ltd uses cookies to analyse how users navigate the website. Google Ireland Ltd will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to the user's website activity and internet usage.

For further information, please consult the privacy policy provided by the Google Analytics service.

#### ***Notice to users and management of consent for the use of profiling cookies***

When you visit the website for the first time, you will see a banner (advertising notice) informing you that profiling cookies are used as described in this document. The banner contains a link to this page where the user can find further information on the management of the cookies used by the website and express his/her valid consent to their installation. The banner will not be displayed on the screen on subsequent visits to the website.

#### **Deactivation, activation, and deletion of cookies and their consequences**

The user can restrict or disable cookies at any time via the browser settings (Microsoft Edge, Google Chrome, Mozilla Firefox, Opera, Safari, etc.). The setting can be defined specifically for different websites and web applications. More detailed information on cookie management procedures (deactivation, activation, deletion and control) is available at [www.aboutcookies.org](http://www.aboutcookies.org), [www.youronlinechoices.com](http://www.youronlinechoices.com) or the dedicated sections of the browsers you use.

If you disable the storage of technical cookies, the data controller can no longer guarantee the proper functioning of the website and some functions may not be available. The settings for the use of cookies must be managed separately in each browser and device used (PC, notebook, smartphone, tablet, etc.).

#### **Data processing methods**

Personal data are processed by automated tools for the time strictly necessary to achieve the purposes for which they were collected as explained in the relevant cookie table above. Specific security measures are observed to prevent loss, illegal and/or incorrect use of and unauthorised access to data.

#### **Communication and disclosure of personal data**

If necessary, personal data may be communicated (i.e. made known to one or more specific persons) to persons whose right to access the data is recognised by national and European Union law. Personal data are not disclosed under any circumstances, this being understood to mean that they are not made known in any way to an unspecified number of persons.

**Criteria used to determine the retention period of personal data** Personal data processed through technical cookies are retained for the time determined by the website (first or third party) that installs them (see technical cookies section). Personal data processed through profiling cookies for marketing purposes are stored for the time determined by the website (first or third party) that installs them (see profiling cookies section) or until the consent given by the user for such purposes is revoked.

### **Changes to this information**

The data controller reserves the right to make changes to this information at any time by notifying the user on this page. Please therefore consult this page frequently to stay up to date.

### **Rights of the interested party (user)**

Please note that the user may exercise the following rights at any time:

- the right to receive, in a structured, commonly used and machine-readable format, personal data concerning him/her that he/she has provided to a data controller and the right to have those data transmitted to another data controller without hindrance by the controller to whom he/she has provided them;
- the right to obtain access to his/her personal data;
- the right to have his/her personal data corrected, if this does not conflict with current legislation on data retention;
- the right to have his/her personal data erased, if this does not conflict with current legislation on data retention;
- the right to restrict the processing of his/her personal data;
- the right to object to processing;
- the right to withdraw consent to the processing of his/her personal data at any time without prejudice to the lawfulness of the processing based on the consent given before the withdrawal;
- the right to object at any time to the processing of his/her personal data for direct marketing purposes including profiling insofar as it is related to such direct marketing;
- the right not to be subject to a decision which is based solely on automated processing, including profiling, and which produces legal effects concerning him/her or significantly affects him/her in a similar way.

The user may exercise the above rights by making a request to the data controller without formalities by hand delivery, traditional mail, registered letter, fax or e-mail to the following address [info@mori2a.com](mailto:info@mori2a.com).

To facilitate the exercise of these rights, the Italian Data Protection Authority has prepared a specific form that can be downloaded from the website [www.garanteprivacy.it](http://www.garanteprivacy.it).

To facilitate the exercise of these rights, the Italian Data Protection Authority has prepared a specific form that can be

downloaded from the website [www.garanteprivacy.it](http://www.garanteprivacy.it)

### **Right to lodge a complaint**

Users are informed that they have the right to lodge a complaint with a supervisory authority (in particular the Italian Data Protection Authority).