

C00110 - COOKIE POLICY INFORMATION

THIS INFORMATION IS PROVIDED BY MIX SRL UNIPERSONALE DATA CONTROLLER, OF THE WEBSITE WWW.MIXSRL.IT IN COMPLIANCE WITH EU REGULATION 2016/679 AND TAKING INTO ACCOUNT THE PROVISION OF THE GUARANTOR AUTHORITY MAY 8, 2014 "IDENTIFICATION OF THE SIMPLIFIED PROCEDURES FOR THE INFORMATION AND THE ACQUISITION OF CONSENT FOR THE USE OF COOKIES ". THIS COOKIE POLICY AIMS TO GIVE USERS ALL THE INFORMATION ABOUT THE COOKIES USED BY THIS SITE AND HOW TO MANAGE AND DISABLE THEM FROM YOUR BROWSER. IF THIS PAGE HAS NOT ANSWERED ALL YOUR DOUBTS OR YOU HAVE OTHER QUESTIONS ABOUT IT, YOU CAN WRITE TO PRIVACY@MIXSRL.IT

WHAT ARE COOKIES?

COOKIES ARE SMALL TEXT STRINGS THAT THE VISITED SITES SEND TO THE USER'S BROWSER WHERE THEY ARE STORED AND THEN RETRANSMITTED TO THE SAME SITES ON THE NEXT VISIT BY THE SAME USER. TECHNICALLY A COOKIE IS A LINE OF TEXT THAT CONTAINS THE NAME OF THE WEBSITE FROM WHICH THE COOKIE ORIGINATES, THE DURATION OF THE COOKIE, A VALUE CONSISTING OF A NUMBER RANDOMLY GENERATED BY THE COMPUTER AND THE EXPIRATION CREATION DATE.

WE TALK ABOUT COOKIES OF:

FIRST PART WHEN THE COOKIE IS INSTALLED BY THE SAME SITE MANAGER,

THIRD PARTIES WHEN THE COOKIE IS SENT FROM DIFFERENT WEBSITES OR WEB SERVERS THAN THE WEBSITE VISITED BY THE USER.

FIRST-PARTY COOKIES

THIS SITE WWW.MIXSRL.IT DOES NOT USE FIRST-PARTY TECHNICAL COOKIES, BUT USES SPEAKING URLS NECESSARY TO ALLOW THE USER TO NAVIGATE NORMALLY AND TO BE ABLE TO USE THE SERVICES ON THE SITE.

THIRD PARTY COOKIES

SOME THIRD-PARTY COOKIES ARE INSTALLED ON THE WWW.MIXSRL.IT WEBSITE, WHICH ARE ACTIVATED BY PROVIDING CONSENT ON THE BANNER.

FURTHERMORE, COOKIES CAN BE DIVIDED INTO:

STRICTLY NECESSARY COOKIES ARE THOSE ESSENTIAL FOR THE PROPER FUNCTIONING OF THE SITE AND ALLOW THE USER TO BROWSE AND QUICKLY USE THE WEB; THEY ARE NORMALLY INSTALLED BY THE WEBSITE OPERATOR; THE LEGAL BASIS FOR THE PROCESSING OF PERSONAL DATA CONNECTED TO TECHNICAL COOKIES IS THE LEGITIMATE INTEREST OF THE DATA CONTROLLER TO GUARANTEE THE CORRECT FUNCTIONING OF THE SITE, THEREFORE IT IS NOT NECESSARY TO REQUEST THE USER'S CONSENT;

ANALYTICAL COOKIES ARE USED TO COLLECT INFORMATION IN AGGREGATE FORM, ON THE NUMBER OF USERS AND ON HOW THEY VISIT THE SITE ITSELF AND THEREFORE ELABORATE GENERAL STATISTICS ON THE SERVICE AND ITS USE. THEY ARE ASSIMILATED TO TECHNICAL

COOKIES WHEN USED DIRECTLY BY THE SITE OPERATOR OR BY THIRD PARTIES IF SUITABLE TOOLS ARE ADOPTED TO REDUCE THE IDENTIFYING POWER OF ANALYTICAL COOKIES (THROUGH ANONYMIZATION OF IP ADDRESSES) TOGETHER WITH CONTRACTUAL COMMITMENTS THAT BIND THE THIRD PARTY NOT TO ENRICH OR CROSS DATA FROM COOKIES WITH OTHER INFORMATION AVAILABLE TO IT;

PROFILING COOKIES ARE USED TO MONITOR AND PROFILE USERS WHILE BROWSING FOR THE PURPOSE OF SENDING ADVERTISEMENTS FOR TARGETED AND PERSONALIZED SERVICES. GIVEN THEIR INVASIVENESS, THE EUROPEAN REGULATION PROVIDES FOR THE NEED FOR AN EXPLICIT CONSENT REQUEST, AS A LEGAL BASIS FOR PROFILING.

ANALYTICAL OR STATISTICAL COOKIES

GOOGLE ANALYTICS AND GOOGLE TAG MANAGER

GOOGLE ANALYTICS AND GOOGLE TAG MANAGER ARE STATISTICS SERVICES FOR WEBSITES AND WEB APPLICATIONS BY GOOGLE INC.

PERSONAL DATA IS COLLECTED IN ORDER TO ANALYZE THE STATISTICAL ACCESS DATA TO THE SITE AND COULD BE USED BY OTHER GOOGLE SERVICES SUCH AS THOSE TO PERSONALIZE ADVERTISEMENTS ON YOUR NETWORK. TO REDUCE THE IDENTIFICATION CAPACITY, MIX SRL UNIPERSONALE USES THE GOOGLE ANALYTICS SERVICE WITH ANONYMIZED IP AND ALSO GOOGLE UNDERTAKES NOT TO CROSS THE INFORMATION CONTAINED IN THE COOKIES WITH OTHERS IT ALREADY HAS.

COOKIES AND USAGE DATA ARE COLLECTED, THE PLACE OF DATA PROCESSING IS USA, YOU CAN SEE THE POLICY ON [HTTPS://WWW.GOOGLE.COM/INTL/IT/POLICIES/PRIVACY/](https://www.google.com/intl/it/policies/privacy/) E YOU CAN DISABLE IT FROM HERE [HTTPS://TOOLS.GOOGLE.COM/DLPAGE/GAOPTOUT](https://tools.google.com/dlpage/gaoptout).

NO OTHER ANALYSIS COOKIES ARE COLLECTED THROUGH THE SITE.

PROFILING COOKIES

REMARKETING AND BEHAVIORAL TARGETING

THIS TYPE OF SERVICE ALLOWS THIS APPLICATION AND ITS PARTNERS TO COMMUNICATE, OPTIMIZE AND SERVE ADVERTISEMENTS BASED ON THE PAST USE OF THIS APPLICATION BY THE USER.

THIS ACTIVITY IS CARRIED OUT THROUGH THE TRACKING OF USAGE DATA AND THE USE OF COOKIES, INFORMATION THAT IS TRANSFERRED TO THE PARTNERS TO WHOM THE REMARKETING AND BEHAVIORAL TARGETING ACTIVITY IS LINKED. IN ADDITION TO THE OPTIONS TO OPT-OUT OFFERED BY THE SERVICES LISTED BELOW, THE USER CAN OPT FOR THE EXCLUSION FROM RECEIVING COOKIES RELATING TO A THIRD PARTY SERVICE, BY VISITING THE OPT-OUT PAGE OF THE NETWORK ADVERTISING INITIATIVE.

FACEBOOK CUSTOM AUDIENCE (FACEBOOK, INC.)

FACEBOOK CUSTOM AUDIENCE IS A REMARKETING SERVICE AND B