



## COOKIE POLICY WWW.ACTY.COM

UPDATED AS OF OCTOBER 2016

The objective of this document is for the company ICONA SRL to inform the users who browse the website [www.acty.com](http://www.acty.com) (hereinafter also referred to as the “website”), of its Cookies Policy, to ensure that they can do so safely and effectively, in compliance with the legislation in force and, in particular the terms of Italian Legislative Decree no. 196 of 30 June 2003, (“Data Protection Act”) as well as those of Directive 2009/136/EC (which has amended the “e-Privacy” Directive 2002/58/EC) and of the subsequent Provision issued by the Italian Data Protection Authority on 8 May 2014 (“Identification of the simplified procedures for providing information on and obtaining authorisation for the use of cookies”).

The company ICONA SRL hereby reserves the right to amend this Cookies Policy, fully or partially, at its own discretion and without prior notification. By continuing to browse, the user fully and automatically accepts the changes.

If the user fails to deny authorisation for the installation of profiling cookies, closes the banner containing the brief note and continues browsing the website, they are automatically authorising the installation of all the cookies used in the website. The Parties understand that they can revoke their authorisation at any time, as per the indications contained in this Policy.

### WHAT ARE COOKIES?

Cookies are small text files that the websites visited by the user send to their device (usually to the browser) where they are memorised and then sent back to the same websites the next time the user visits them.

When browsing a website, a user can also receive on their device cookies sent by different websites or web servers (so-called “third party” cookies), which can contain certain elements (such as, for example, images, maps, sounds, specific links to pages of other domains) present on the website that the user is visiting.

Cookies are used for different purposes: for example, performing computer authentications, monitoring sessions, memorising information on specific settings regarding the users who access the server, memorising the user’s preferences, etc., without however enabling the user to be identified personally.

Some operations could not be performed safely, without the use of cookies which, in some cases, are therefore technically essential; indeed, the use of cookies allows the user to be identified securely within the browsing session and enables the website to work properly. Cookies can be divided into two macro-categories: “technical” cookies and “profiling” cookies.

## **WHAT TYPES OF COOKIES ARE USED BY THE COMPANY ICONA IN THE WEBSITE WWW.ACTY.COM**

### **“Technical” cookies**

“Technical” cookies are only used to enable the website and browsing session to work properly and also to provide the service requested by the user. They are not used for any additional purposes and are installed by the owner of the website.

They can be divided into:

1. Browsing or session cookies, which enable the website to work properly, ensuring that it can be browsed and used normally. These cookies are mandatory to ensure that the website works;
2. Analytics cookies, which can be assimilated with “technical” cookies when used directly by the website manager to collect anonymous information in aggregated form on the number of users and how these visit the website;
3. Functional cookies, which enable the user, when requested, to browse depending on selected criteria, in order to improve the service provided by the website manager (for example, they allow the user to be recognised when they next visit the website). Functional cookies are not essential for ensuring that the website works but they do improve the quality of browsing.

There is no need for the user to authorise the installation of the “technical” cookies in advance.

### **Third party analytic cookies**

The company ICONA, in the website [www.acty.com](http://www.acty.com), only uses Google Analytics cookies in anonymous, aggregated form, to collect information for anonymous statistical analyses and so improve the user-friendliness of the website [www.acty.com](http://www.acty.com) and to monitor that it works properly.

The cookies collected using Google Analytics concern information in anonymous form, for example, on the way in which the users browse the website [www.acty.com](http://www.acty.com), how they reached the website, the most commonly visited pages, the ways in which the site is used and how long users remain on the site.

In turn, the company ICONA does not communicate any data (for example, the user’s IP address) collected using Google Analytics to Google.

The Google Analytics cookies are not owned by the manager of the website [www.acty.com](http://www.acty.com); therefore, the user can consider the privacy note provided by Google at the following address: <http://www.google.com/intl/en/policies/privacy/>

The user can also deactivate Google Analytics at any time as follows: <https://tools.google.com/dlpage/gaoptout/>.

## Google analytics cookie

### \_\_utma Cookie

A persistent cookie - remains on a computer, unless it expires or the cookie cache is cleared. It tracks visitors. Metrics associated with the Google \_\_utma cookie include: first visit (unique visit), last visit (returning visit). This also includes Days and Visits to purchase calculations.

### \_\_utmb Cookie & \_\_utmc Cookie

These cookies work in tandem to calculate visit length. Google \_\_utmb cookie demarks the exact arrival time, then Google \_\_utmc registers the precise exit time of the user.

Because \_\_utmb counts entrance visits, it is a session cookie, and expires at the end of the session, e.g. when the user leaves the page. A timestamp of 30 minutes must pass before Google cookie \_\_utmc expires.

### \_\_utmz Cookie

Cookie \_\_utmz monitors the HTTP Referrer and notes where a visitor arrived from, with the referrer siloed into type (Search engine (organic or cpc), direct, social and unaccounted). From the HTTP Referrer the \_\_utmz Cookie also registers, what keyword generated the visit plus geolocation data.

This cookie lasts six months.

### \_\_utmv Cookie

Google \_\_utmv Cookie lasts "forever". It is a persistent cookie. It is used for segmentation.

## "Profiling" cookies

"Profiling" cookies are used to track the user's browsing sessions and to create profiles regarding their tastes, habits, choices, etc. They are used to send the user advertising messages in line with the preferences they have shown while browsing. The user's prior authorisation is required for the installation of the "profiling" cookies.

The company ICONA does not install or use profiling cookies of its own or belonging to others on the website [www.acty.com](http://www.acty.com).

Cookies can be "temporary" or "permanent":

- a) "Temporary" or "session" cookies are automatically cancelled when the connection is interrupted, and the browser is closed;
- b) The "permanent" cookies remain memorised on the user's hard disk even after the browser is closed; these cookies allow the website to recognise the user's computer when they next open the browser. The user can cancel these cookies at any time using their browser.

The company ICONA does not use PERMANENT Cookies in the website [www.acty.com](http://www.acty.com).

## HOW CAN THE USER MANAGE THEIR COOKIE SETTINGS?

The user can deny authorisation and/or modify their options and settings regarding cookies at any time, by selecting/deselecting the individual cookies from their browser:

### Firefox

- Select OPTIONS from the menu on the right
- Select PRIVACY from the menu that appears on the left
- Click on REMOVE INDIVIDUAL COOKIES

### Chrome

- Select SETTINGS from the menu on the right
- Select HISTORY from the menu that appears on the left

- Click on CLEAR BROWSING DATA
- Tick COOKIES AND OTHER SITE AND PLUG-IN DATA in the box that appears

Explorer

- Select the icon SETTINGS from the menu on the top right
- From the box that opens, select the GENERAL form
- Click on the DELETE button
- From the box that opens, select COOKIES AND WEBSITE DATA
- Click on DELETE

For other browsers, please use the website <https://support.google.com/accounts/answer/32050?hl=en> (which provides detailed information for all browsers).

Users should note that if they deselect the cookies of the website [www.acty.com](http://www.acty.com) the company ICONA SRL cannot guarantee that the user will be able to access certain functions of the website.

## HOW TO CONTACT US

Any requests must be sent to the Data Controller of ICONA SRL, at the local unit located in Viale Brianza, 20 20092 Cinisello Balsamo (MI) Italy, or to the email address [info@acty.com](mailto:info@acty.com). For further information, please also see the Privacy policy [https://www.acty.com/en/docs/Privacy\\_site\\_ENG.pdf](https://www.acty.com/en/docs/Privacy_site_ENG.pdf)

