

INFORMATION ON THE COOKIE POLICY OF THE PRESSERVICE COMPANY (Regulation Eu 2016/679)

WHAT ARE COOKIES?

Cookies are small text strings that the applications visited by the User send to his terminal (browser), where they are stored to be then retransmitted to the same applications at the next visit of the same User.

Cookies are used to access online services more quickly and to improve the User's navigation by monitoring sessions, storing User information, loading content more quickly, etc.

TYPES OF COOKIES

Cookies can be:

First-party cookies: these are proprietary cookies used by the Site in order to allow the User to navigate more efficiently and/or to monitor the actions performed by the same;

Third-party cookies: these are cookies set by a site other than the one you are currently visiting in order to allow the User to navigate more efficiently and/or to monitor the actions performed by the same.

In addition, there are different types of cookies:

• **Technical and Analytical Cookies:** these are cookies related to activities strictly necessary for the operation and provision of the service (e.g. session cookies for login), cookies related to activities of saving preferences and optimization (e.g. cookies for saving the shopping cart or language/currency choices, etc.), analytical cookies to collect information in an anonymous and aggregate form.

Technical cookies include:

- **Session or Navigation Cookies:** they are used to track the User's activity online. They guarantee normal navigation and use of the Site, allowing for example to navigate more quickly, to make a purchase or to authenticate to access reserved areas, and are in fact necessary for its correct functioning;
- **Functionality Cookies:** allow the User to navigate according to a series of selected criteria (for example, language, products selected for purchase, etc.) in order to improve the service provided to the User;
- **Analytical Cookies:** used to collect information on the use of the Site. The Owner uses this information for statistical analysis, to improve the Site and simplify its use, as well as to monitor its correct functioning. This type of cookie collects information anonymously on the activity of Users on the Site and on how they arrived at the Site and the pages visited. Cookies in this category are sent from the Site itself or from third-party domains. Analytical cookies can be:
 - **First-party analytical cookies:** assimilated from a regulatory perspective to technical cookies if used directly by the Site Owner without profiling the User but only to collect information, in aggregate and anonymous form, on the number of Users and on how they visit the Site for statistical purposes and to improve the performance of the Site;
 - **Third-party analytical cookies:** these are made available by third parties and are assimilated to technical cookies if the third parties do not profile the User by using tools suitable for reducing the identifying power of the cookies (for

example, by masking significant portions of the IP address) and without cross-referencing the information collected with other information they already have.

For technical cookies, only the release of the Cookie Policy is required without the need to request consent. Disabling or deleting them by accessing the functions of your browser could compromise optimal navigation on this Site.

- **Profiling Cookies:** they are used to monitor the User's web browsing and create a profile of his/her habits:
 - **First-party profiling cookies:** installed by the Data Controller to create profiles relating to the User in order to send advertising messages in line with the preferences shown while browsing the Internet. Given their particular invasiveness in the private sphere of users, the applicable legislation requires that the User, after adequate information on their use, must express his/her consent;
 - **Third party profiling cookies:** used by third parties who access the information in clear, therefore not in anonymous and aggregated mode, and cross-reference it with other data already in their possession. The Site does not have direct control over individual third-party cookies. The User is therefore invited to check the information relating to cookies on the third-party site.

The use of these cookies requires the acquisition of the User's prior consent.

COOKIES INSTALLED

The cookies present on this site are:

- **Technical and analytical cookies** (which are not stored persistently on the user's computer and disappear when the browser is closed) strictly limited to the transmission of session identifiers necessary to allow the safe and efficient export of the site.
- **Third party cookies**, which could carry out profiling and tracking activities of the User even without the knowledge of the Owner. For further information, we recommend that you carefully consult the privacy policies of the individual services listed below.

Below is the list of cookies present on this Site:

This site uses Google Analytics, a web statistics and analysis service, offered by Google Inc. It is designed to identify which pages are most viewed by visitors to the site, how long they remained on the site, the geographical area from which they come.

This information is processed by www.maintenance-assembly-industrial-plants.com only for statistical purposes and in a strictly anonymous form. This site uses Google Analytics with anonymized IP addresses.

The information collected by Google Analytics, including the visitor's IP address, is transmitted to the Google Inc. server in anonymous form. **These cookies cannot be used to profile or identify users**, but are used exclusively for statistical purposes in aggregate form..

_ga, _gat, _gid Google Analytics with anonymized IP

Google Analytics is a service provided by Google Inc. that uses cookies to measure visits to the Site and any purchases made for analysis purposes. The IP address of the Users will be anonymized.

ads/ga-audiences by google.com Marketing cookie released in Analytics

PHPSESSID Necessary technical cookie Preserves the user's status across the different pages of the site.

For more information, please visit the page:

<https://policies.google.com/privacy?hl=it&gl=it>

DURATION OF COOKIES

Cookies have a duration dictated by the expiration date or by a specific action such as closing the browser set at the time of installation. Cookies can be:

temporary or session: they are used to store temporary information, allow you to connect the actions performed during a specific session and are removed from your computer when you close the browser;

persistent: they are used to store information, such as the name and password, so as to avoid the User having to re-enter them each time he visits a specific site. These remain stored on the computer even after closing the browser.

The User remains able to modify the choices made at any time.

EXPRESSION OF CONSENT

For cookies that require consent, upon the first visit to the Site the User automatically displays a banner containing both the link to this complete information and the request to express consent to the use of cookies.

You can change or revoke your consent at any time.

You can freely accept or refuse the sending of all or some of our cookies from your terminal.

HOW TO DISABLE COOKIES

The User can manage cookie preferences directly within their browser and prevent third parties from installing cookies.

Through the browser preferences it is also possible to delete cookies installed in the past, including the cookie in which the consent to the installation of cookies by this Site was possibly saved. By disabling all cookies, the functioning of this Site may be compromised.

The User can find information and exercise his right to oppose the tracking of cookies in his browser at the following addresses:

Internet Explorer: <http://windows.microsoft.com/internet-explorer/delete-manage-cookies>;

Google Chrome: <https://support.google.com/chrome/answer/95647>;

Mozilla Firefox: <https://support.mozilla.org/kb/enable-and-disable-cookies-website-preferences>;

Opera: <https://www.opera.com/help/tutorials/security/privacy/>;

Apple Safari: <https://support.apple.com/kb/ph21411>.

User Rights

Users may exercise certain rights with reference to the Data processed by the Owner. In particular, the User has the right to:

- withdraw consent at any time;

- oppose the processing of your Data;
- access your Data;
- verify and request rectification;
- obtain the limitation of processing;
- obtain the deletion or removal of your Personal Data;
- receive your Data or have it transferred to another owner;
- lodge a complaint with the supervisory authority for the protection of personal data and/or take legal action.

To exercise their rights, Users may address a request to the contact details of the Owner indicated in this document. The requests are made free of charge and processed by the Owner as soon as possible, in any case within 30 days.

To exercise these rights, write to the data controller: Presservice, which has its headquarters in via Industria, 225, 41028 Serramazzoni MO Modena – Italy, VAT number 03215970363, e-mail address: info@maintenance-assembly-industrial-plants.com

Further information regarding data processing can be found at the following link
[https:// maintenance-assembly-industrial-plants.com/privacy-policy.pdf](https://maintenance-assembly-industrial-plants.com/privacy-policy.pdf)

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