<u>Full Cookie policy statement</u>
pursuant to the Measure issued by the Italian Data Protection Supervisory Authority (Garante della Privacy) on 8 May 2014, and art. 13 of Regulation (EU) 2016/679 on Data Protection (GDPR)

By means of this cookie policy statement, the Data Controller, as defined below, wishes to inform users concerning the purposes and procedures regarding the processing of their personal data deriving from the use of cookies by this domain https://paveandgo.com (the "**Website**"), in accordance with the "*Simplified procedures for information and consent concerning the use of cookies*" measure issued by the Italian Data Protection Supervisory Authority on 8 May 2014 and pursuant to art. 13 of the General Regulation (EU) 2016/679 on Data Protection ("**GDPR**").

1. Identity of the Data Controller

The Data Controller and Website manager is Emilceramica S.r.l. a socio unico ("**Emilceramica**" or "**Data Controller**"), with registered office at via Ghiarola Nuova no. 29, 41042 Fiorano Modenese (Modena, Italy), in the person of its current legal representative.

To exercise your rights as listed in art. 9 below, or for any information concerning them and/or this Cookie Policy Statement, you may contact the Data Controller through the Marketing Department at privacy@emilceramicagroup.it

The Data Controller has appointed a Data Protection Officer ("DPO"), whom you can contact to exercise your rights, as listed in point 7 below, as well as to receive any information concerning them and/or this Policy Statement, by writing to: dpo@emilceramicagroup.it

2. What cookies are and what they are for

Cookies are small strings of text that the sites the user visits send to his terminal (normally the browser), where they are stored to be retransmitted to the same sites the next time the same user visits them. When the user is browsing the Website, his terminal may also receive cookies sent by other sites or web servers ("**third parties**"), which may carry materials (such as images, maps, sounds, specific links to pages in other domains, etc.) present on the Website he is visiting.

Cookies are used for a variety of purposes: IT authentication; session monitoring; the storage of data on specific configurations relating to users who access the server; storage of preferences, etc.

In order to regulate these devices correctly, it is necessary to distinguish between the various types of cookies.

3. Types of cookies

It is possible to distinguish between various types of cookies on the basis: (A.) of the party which installs the cookies; (B.) of the duration of the processing; (C.) of the purpose of the processing.

A. Depending on the party which installs the cookies on the user's terminal, a distinction is made between: (a) "*first-party cookies*", installed directly by the manager of the website visited by the user; and (b) "*third-party cookies*" installed by the manager of another website, which installs the cookies via the first. This Website only uses

temporary or permanent *third-party cookies* in anonymous formats, for the sole purpose of enabling the Data Controller to utilise web analytics services supplied by third parties.

B.   On the basis of the duration of the processing, there is a distinction between: (a) "*session cookies*", which are stored temporarily during the browsing session and automatically erased from the user's terminal after the browser is shut down; and (b) "*persistent cookies*", which persist on the user's terminal until a set expiry date (for example, until the end of the year) or until they are erased.

C.   With regard to the type of processing, the distinctions between: (a) "*technical cookies*", used for the sole purpose of enabling the user to browse and utilise the website correctly (e.g. normal display or scrolling of pages, etc.); and (b) "*profiling cookies*", which create profiles relating to the user, and are used to send targeted advertising messages in line with the preferences shown by the user when browsing the Internet. Unlike technical cookies, profiling cookies are not necessary for the correct operation of the Website and they may not be used without the user's consent.

The table below summarises the different types of *technical cookies*

Type of cookie	Function
Navigation Cookies	*Navigation cookies* improve the browsing experience and enable the website to function correctly by saving browsing preferences and allowing, in particular: (i) display of contents in each user's language right from the first access. In fact, *navigation cookies* are able to recognise the country from which the user is accessing the Website and ensure that, whenever he visits it, he will be automatically directed to the version of the Website intended for that specific country; (ii) log-in to the Website and management of individual purchases. *Navigation cookies* enable the Website to recognise registered users as such at each access. *Navigation cookies* are necessary for the correct operation of the website and for the provision of some services.
Analytical cookies	*Analytical cookies* are used to produce statistics about the number of users and the relative ways in which they browse the website. Using *analytical cookies,* the data controller collects aggregate information and processes the results of the analyses in anonymous form, to obtain general statistics about the service and its use. *Analytical cookies* are not essential for operation of the website.
Functional Cookies	*Functional cookies* enable the Website to recognise the user on the basis of a number of preset criteria (e.g. language) in order to improve the quality of the service offered. These cookies also enable the Website to recognise the user, if he specifically requests this (for example, by clicking "Recognise me next time") whenever the user visits the Website, so that he will not be obliged to enter his credentials again. *Functional cookies* are not essential for operation of the Website, but they improve its quality and thus the browsing experience.

4. Types of cookies used by this Website

The tables below list the cookies present on the website, indicating their duration and function; for cookie disabling procedures, see point 6 of this document.

Session cookies: these are cookies only active for the session in question, and allow temporary storage of the information needed to navigate between pages, so that these data do not have to be entered again every time. The use of these cookies is restricted solely to the transmission of session identifiers (consisting of random numbers generated by the server), necessary to allow safe, efficient navigation of the Website. The session cookies used on this Website mean it is not necessary to use other data processing techniques which potentially compromise the navigation privacy levels for users and they do not allow the acquisition of personal data which can identify the user. These cookies are only installed via the Website.

Functional cookies: these are cookies used to save personalisations chosen by the user, such as the language. This Website uses cookies which are not persistently stored on the user's computer, the use of which is strictly limited to the correct operation of the technology concerned, which would otherwise cease to function. These cookies do not record any type of information which may allow identification of the individual user. These cookies are only installed via the Website. The user's consent is not necessary for the use of cookies of this type.

Profiling cookies: these are cookies which identify the user's preferences by tracking the websites visited and searches performed, in order to create a profile of the user and send him targeted advertising, which may also be third-party. The company uses these cookies in order to study the market, also in aggregate form, and to offer users a service which ensures that the advertising presented for their attention corresponds more closely to their own needs and preferences.

FIRST-PARTY COOKIES

Technical

Cookie name	Type	More information	Provider	Duration
_ga	Analytics	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	Google	1 years 20 days 9 hours 17 minutes
_gid	Analytics	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the wbsite is doing. The data collected including the number visitors, the source where they have come from, and the pages viisted in an anonymous form.	Google	1 years 19 days 15 hours 47 minutes
_fbp	Advertisement	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website.	Facebook	1 years 19 days 17 hours 55 minutes

_dc_gtm_UA-148222925-1	Other	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.	Google	1 years 19 days 15 hours 46 minutes
test_cookie	Advertisement	This cookie is set by doubleclick.net. The purpose of the cookie is to determine if the users'' browser supports cookies.	doubleclick.net	1 years 19 days 15 hours 46 minutes
_dc_gtm_UA-148222925-3	Other	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.	Google	1 years 19 days 15 hours 46 minutes
fr	Advertisement	The cookie is set by Facebook to show relevant advertisments to the users and measure and improve the advertisements. The cookie also tracks the behavior of the user across the web on sites that have Facebook pixel or Facebook social plugin.	Facebook	1 years 19 days 17 hours 55 minutes
GPS	Analytics	This cookie is set by Youtube and registers a unique ID for tracking users based on their geographical location	You Tube	1 years 19 days 15 hours 46 minutes
VISITOR_INFO1_LIVE	Advertisement	This cookie is set by Youtube. Used to track the information of the embedded YouTube videos on a website.	You Tube	1 years 19 days 20 hours 5 minutes
YSC	Performance	This cookie is set by Youtube and is used to track the views of embedded videos.	You Tube	Session
PHPSESSID	Necessary	This cookie is native to PHP applications. The cookie is used to store and identify a users'' unique session ID for the purpose of managing user session on the website. The cookie is a session cookie and is deleted when all the browser windows are closed.	Pave and Go	Session
IDE	Advertisement	Used by Google DoubleClick and stores information about how the user uses the website and any other advertisement before visiting the website. This is used to present users with ads that are relevant to them according to the user profile.	doubleclick.net	1 years 20 days 1 hours 7 minutes

Statistics

GOOGLE ANONYMIZED

Cookie name	More information	Provider	Duration
_ga	Used to distinguish users.	Google	14 months
_gid	Used to distinguish users.	Google	24 hours
_gat	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.	Google	1 minute

gac<property-id>	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out.	Google	90 days
__utma	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.	Google	14 months
__utmt	Used to throttle request rate.	Google	10 minutes
__utmb	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.	Google	30 mins from set/update
__utmc	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.	Google	End of browser session
__utmz	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.	Google	6 months from set/update
__utmv	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.	Google	14 months

THIRD-PARTY COOKIES

Marketing

GOOGLE

Cookie name	More information	Provider	Duration
ID (1.5 years) / DSID (1.5 years) / IDE (1.5 years) / test_cookie	These cookies set by a third party (DoubleClick) and are used for serving targeted advertisements that are relevant to you across the web. Targeted advertisements may be displayed to you based on your previous visits to this website. For example, advertisements about a topic you have expressed an interest in while browsing our site may be displayed t you across the web. In addition, these cookies measure the conversion rate of ads presented to the user.	Google	1.5 years

FACEBOOK

Cookie name	More information	Provider	Duration
act	The act cookie contains a unix timestamp value (The value is defined as the number of seconds elapsed since midnight UTC of January 1, 1970, not counting leap seconds) representing the time at which the user logged in.	Facebook	90 days
c_user	The c_user cookie contains the user ID of the currently logged in user.	Facebook	90 days
datr	The purpose of the datr cookie is to identify the web browser being used to connect to Facebook independent of the logged in user. This cookie plays a key role in Facebook's security and site integrity features.	Facebook	2 years
fr	Noticed this cookie is being used by Facebook. But not sufficient information on the use of this cookie.	Facebook	Expires approximately in 3 months from the creation time.
presence	The presence cookie is used to contain the user's chat state. For example, which chat tabs are open. This cookie is a session cookie.	Facebook	Expires when the browser session ends.
sb	Noticed this cookie is being used by Facebook. But not sufficient information on the use of this cookie. This is a persistent cookie.	Facebook	Expires in 2 years from the creation time.
spin	Noticed this cookie is being used by Facebook. But not sufficient information on the use of this cookie.	Facebook	Expires in 1 day and 1 hour from the creation time.
wd	This cookie stores the browser window dimensions and is used by Facebook to optimise the rendering of the page.	Facebook	Expires in 1 week from the creation time.
xs	This cookie contains multiple pieces of information, separated by colon (colon is encoded to the value %3A for transmission). The first value is an up to two-digit number representing the session number. The second portion of the value is a session secret. The third, optional component is a 'secure' flag for if the user has enabled the secure browsing feature. The lifetime of this cookie is dependent on the status of the 'keep me logged in' checkbox. If the 'keep me logged in' checkbox is set, the cookie expires after 90 days of inactivity. If	Facebook	Expires approximately in 3 months from the creation date (if Remember Me option is set) / Expires when the browser session ends.

	the 'keep me logged in' checkbox is not set, the cookie is a session cookie.		
locale	This cookie contains the display locale of the last logged in user on this browser. This cookie appears to only be set after the user logs out.	Facebook	Expires in 1 week from the creation time.

LINKEDIN

Cookie name	More information	Provider	Duration
li_at	Used to authenticate Members and API clients	Linkedin	1 year
liap	Used by non-www.domains to denote the logged in status of a member	Linkedin	1 year
leadgen.api_session	Stores client ID for Leadgen applications	Linkedin	Session
transaction_state	Used to redirect users accessing LinkedIn through third party apps for authorization	Linkedin	Session
PLAY_SESSION	Used by some LinkedIn services to store session information	Linkedin	Session
lihc_auth_str	Used by LinkedIn HelpCenter Live Chat to store session information	Linkedin	Session
lihc_auth_*	Used by LinkedIn HelpCenter Live Chat to store language and chat start timestamp	Linkedin	Session

Security

Cookie name	More information	Provider	Duration
fid	Used to track malicious activity on the site	Linkedin	7 days
bcookie	Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform	Linkedin	2 years
bscookie	Used for saving the state of 2FA of a logged in user	Linkedin	2 years
fcookie	To determine if a user is a person and not a bot	Linkedin	Session
ccookie	To remember if a user received a captcha challenge	Linkedin	20 minutes
JSESSIONID	Used for CSRF protection	Linkedin	Session
chp_token	Used to denote whether the user has gone through 2FA or solved a Captcha	Linkedin	Session
li_cu	Used to map a user to a captcha challenge page	Linkedin	15 minutes
cf_ob_info	Used by Cloudflare to track the request path and status through Cloudflare network to end servers for security purposes	Cloudflare	3 days
cf_use_ob	Used by Cloudflare in the event servers are down, for showing a cached version of any requested web page	Cloudflare	3 days
cfuid	Used to detect potential malicious visitors to Cloudfare proxied sites	Cloudflare	30 days
denial-client-ip	Used for anti-scraping and DOS prevention	Linkedin	5 seconds
denial-reason-code	Used for anti-scraping and DOS prevention	Linkedin	5 seconds
rtc	Used as part of anti-abuse processes on LinkedIn	Linkedin	120 seconds

trkInfo	Used as part of anti-abuse processes on LinkedIn	Linkedin	5 seconds
trkCode	Used as part of anti-abuse processes on LinkedIn	Linkedin	5 seconds
spectroscopyld	Used to catch malicious activity through browser extensions	Linkedin	7 days
fptctx2	Used to prevent abuse in payment workflows for LinkedIn	Microsoft	Session
MUID	Unique user identifier to prevent abuse in payment workflows for LinkedIn	Microsoft	2 years

Preferences/Features/Services

Cookie name	More information	Provider	Duration
li_rm	Used as part of LinkedIn's Remember Me Feature and is set when a user clicks "Remember me" on their device to make logging in on that device easier	Linkedin	1 year
BizographicsOptOut	Used to determine whether a use has opted out of behavioural advertising	Linkedin	10 years
ac_L	Counts the number of times the account center banner was closed by a user to determine display logic	Linkedin	180 days
ac_LD	Contains the date when the account center was displayed to a user to determine display logic	Linkedin	180 days
recent_history_status	Used to determine whether a user enabled or disabled settings of guest recent history	Linkedin	10 years
li_cc	Used to ensure users phone number is inputted in China	Linkedin	1 week
all_u_b	To know if a user has opted in to viewing LinkedIn on an unsupported browser	Linkedin	21 days
lang	Used to remember a user's language setting	Linkedin	Session
uh	Used to set the user preference for the mobile web platform	Linkedin	Session
pushPermInfo	Used to determine cool off for push notification prompts	Linkedin	365 days
pushPermState	Used to determine push notification permission state	Linkedin	30 days
G_AUTHUSER_H	Used by Google Single Sign On	Google	Session
G_ENABLED_IDPS	Used by Google Single Sign On	Google	2 years
g_state	Stores the timestamp and dismiss count for Google's one tap prompt feature	Google	180 days
lidc	To optimize data center selection	Linkedin	24 hours
integration_type	Used to determine which integration traffic is coming from to render the profile namecard experience	Linkedin	30 days
lissc	Used to ensure there is correct SameSite attribute for all cookies in that browser	Linkedin	365 days
lissc1	Used to assess SameSite cookie attribute and study its impact on LinkedIn	Linkedin	30 days
lissc2	Used to assess SameSite cook attribute and study its impact on LinkedIn	Linkedin	30 days
interstitial_page_reg_oauth_url	Used to identify if a user has signed up to LinkedIn through a third-party app, to provide the applicable onboarding flow	Linkedin	24 hours
wwepo	Used to ensure the preference of phone only members	Linkedin	90 days

sdsc	Signed data service context cookie used for database routing to ensure consistency across all databases when a change is made	Linkedin	Session
li_gc	Used to store consent of guests regarding the use of cookies for non-essential purposes	Linkedin	2 years
li_mc	Used as a temporary cache to avoid database lookups for member's consent for use of non-essential cookies and used for having consent information on the client side to enforce consent on the client side	Linkedin	2 years
PLAY_FLASH	Used by some LinkedIn services to facilitate the display of messages on page transitions	Linkedin	Session
PLAY_LANG	Used by some LinkedIn services to remember a user's language preference	Linkedin	Session
visit	To determine whether to take a user to the registration page or the login page	Linkedin	1 year
redirectFromM2MInviteAccept	Used to notify the user that an invite has been accepted	Linkedin	Session
redirectFromM2MInviteSent	Used to notify the user that an invite has been sent	Linkedin	Session
cookie.policy.banner.eu	Used to display cookie banner in LinkedIn Lite	Linkedin	365 days
cookie.policy.banner.nl	Used to display cookie banner in LinkedIn Lite	Linkedin	365 days
appName	Used to identify the source as the LinkedIn Lite app to send the right service worker to the app	Linkedin	Session
appLang	Used to set the right language on the LinkedIn Lite app	Linkedin	Session

Cookies LinkedIn drops on third party sites

Cookie name	More information	Provider	Duration
UserMatchHistory	LinkedIn Ads ID syncing	Linkedin	30 days
AnalyticsSyncHistory	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries	Linkedin	30 days
li_oatml	Used to identify LinkedIn Members off LinkedIn for advertising and analytics outside the Designated Countries and, for a limited time, advertising in the Designated Countries	Linkedin	30 days
lms_ads	Used to identify LinkedIn Members off LinkedIn in the Designated Countries for advertising	Linkedin	30 days
lms_analytics	Used to identify LinkedIn Members in the Designated Countries for analytics	Linkedin	30 days
li_fat_id	Member indirect identifier for Members for conversion tracking, retargeting, analytics	Linkedin	30 days
li_sugr	Used to make a probabilistic match of a user's identity outside the Designated Countries	Linkedin	90 days
U	Browser Identifier for users outside the Designated Countries	Linkedin	3 months

_guid	Used to identify a LinkedIn Member for advertising through Google Ads	Linkedin	90 days
BizographicsOptOut	Determine opt-out status for 3rd party tracking	Linkedin	10 years

Personalized Advertising

Cookie name	More information	Provider	Duration
UserMatchHistory	LinkedIn Ads ID syncing	Linkedin	30 days
li_oatml	Used to identify LinkedIn Members off LinkedIn for advertising and analytics outside the Designated Countries and, for a limited time, advertising in the Designated Countries	Linkedin	30 days
lms_ads	Used to identify LinkedIn Members off LinkedIn in the Designated Countries for advertising	Linkedin	30 days
li_fat_id	Member indirect identifier for Members for conversion tracking, retargeting, analytics	Linkedin	30 days
li_sugr	Used to make a probabilistic match of a user's identity outside the Designated Countries	Linkedin	90 days
U	Browser Identifier for users outside the Designated Countries	Linkedin	3 months
_guid	Used to identify a LinkedIn Member for advertising through Google ads	Linkedin	90 days
A3	Ads targeting cookie for Yahoo	Yahoo	1 year
anj	Ads targeting cookie for AppNexus	AppNexus	3 months
uuids	Used by ad nexus analytics by AppNexus	AppNexus	3 months
ELOQUA	Used for tracking by ELOQUA	ELOQUA	2 years
ELQSTATUS	Used for tracking by ELOQUA	ELOQUA	2 years
dmp	Sends events to Adobe Audience Manager	Adobe	6 months
dextp	Records last time a data synchronization call was performed	Adobe	6 months
demdex	Visitor identification	Adobe	6 months
dst	Logs when there is an error sending data to destination. Used as part of Adobe Audience Manager	Adobe	6 months
lnkd	Sends event to Adobe Audience Manager	Adobe	6 months
aam_uuid	Set for ID sync for Adobe Audience Manager	Adobe	30 days
MUID	Bing Tracking	Microsoft	1 year
MR	Bing Tracking	Microsoft	6 months
MR2	Bing Tracking	Microsoft	6 months
IDE	Ads targeting cookie for DoubleClick	Google	2 years
fr	Ads targeting cookie for Facebook	Facebook	3 months
personalization_id	Ads targeting cookie for Twitter	Twitter	2 years
GUC	Yahoo Conversion Tracking	Yahoo	5 months
B	Yahoo Conversion Tracking	Yahoo	1 year
test_cookie	Test for cookie setting permissions in user's browser	Google	1 day
_gcl_au	Used through Google Analytics to understand user interaction with the site and advertising	Google	3 months

_gcl_aw	Used through Google Ads to understand user interaction with the site and advertising	Google	3 months
_gcl_dc	Used through Google Campaign Manager and DV 360 to understand user interaction with the site and advertising	Google	3 months
brwsr	Affiliate Marketing Cookie for LinkedIn	Linkedin	2 years
ABSELB	Load Balancer Cookie for affiliate marketing	Linkedin	2 years
IRLD	Affiliate Marketing Cookie for LinkedIn	Linkedin	2 years

Analytics and Research

Cookie name	More information	Provider	Duration
lms_analytics	Used to identify LinkedIn Members in the Designated Countries for analytics	Linkedin	30 days
AnalyticsSyncHistory	Used to store information about the time a sync took place with the lms_analytics cookie	Linkedin	30 days
queryString	This cookie is used to persist marketing tracking parameters	Linkedin	30 days
SID	Used to determine what a visitor is doing before they convert on a LinkedIn microsite	Linkedin	Session
VID	ID associated with a visitor to a LinkedIn microsite which is used to determine conversions for lead gen purposes	Linkedin	1 year
_ga	Google Analytics cookie	Google	14 months
_gat	Google Analytics cookie	Google	Session
_gid	Google Analytics cookie	Google	1 day
_gac_US-[Property ID]	Google Analytics cookie	Google	90 days
UID	Cookie used for market and user research	Scorecard Research	720 days
UIDR	Cookie used for market and user research	Scorecard Research	720 days
AMCVS_14215E3D5995 C57C0A495C55%40Adob eOrg	Indicates the start of a session for Adobe Experience Cloud	Adobe	Session
AMCV_14215E3D5995C5 7C0A495C55%40AdobeO rg	Unique Identifier for Adobe Experience Cloud	Adobe	180 days
mbox	Used by Adobe Target to analyze the relevance of online content	Adobe	180 days
s_cc	Used to determine if cookies are enabled for Adobe Analytics	Adobe	Session
s_sq	Used to store information about the previous link that was clicked on by the user by Adobe Analytics	Adobe	Session
s_vi	Unique identifier for Adobe Analytics	Adobe	180 days
s_fid	Unique identifier for Adobe Analytics	Adobe	180 days
ki_r	Stores the initial page referrer when available for targeting purposes	Qualaroo	5 years
ki_s	Stores the current state of any survey the user has viewed or interacted with	Qualaroo	5 years

| ki_t | Stores the survey timestamps and view counts | Qualaroo | 5 years |
| ki_u | Stores a random UID to associate with survey responses | Qualaroo | 5 years |

Functional

Cookie name	More information	Provider	Duration
recent_history	Used to remember URLs visited by the guest to show the pages back where they left off	Linkedin	90 days

BRAINLEAD

Cookie name	More information	Provider	Duration
_bl_vid, _pk_*	We use cookies to deliver a more exciting user experience. Some common uses of cookies include the selection of contents on the basis of relevance to the user, improved reports on campaign efficacy and the possibility of avoiding the display of contents the user has already viewed.	Brainlead	1 year

5. **Nature and legal basis of the processing of personal data**

The use of cookies enables the Data Controller to process the ordinary personal data you contribute when browsing the Website.
Technical cookies do not require your prior consent, since: (i) they are necessary for the correct operation of the Website *(navigation cookies)*; (ii) they only pursue statistical purposes and collect aggregate data, which are processed by the Data Controller in anonymous form (*analytical cookies*); (iii) they enable users to browse the Website in accordance with the characteristics and criteria which they have chosen themselves, in order to improve the service offered (*functional cookies)*.

However, your prior consent is necessary for the processing of your personal data by means of:
(i) *profiling cookies*; and
(ii) *third-party analytical cookies,* when the use of these cookies is not conditional on the adoption of tools to reduce the identifying capacity of the cookies used, or the third party has not given a contractual undertaking to use these cookies solely for the provision of services, and to store them separately, without "enriching" them or "cross-matching" them with other data concerning the user at its disposal.

6. **How to disable cookies and manage your preferences**

The contribution of your personal data for processing by the cookies on the Website is optional and you are free to choose, in your browser, to either accept or disable cookies.

Each user can choose to disable *navigation cookies, analytical cookies*, *functional cookies* or *profiling cookies* by modifying his browser settings. If *navigation cookies* are disabled, the use of the Website itself may be prevented; if *analytical cookies* and/or *functional cookies* are disabled, browsing of the Website will not be prevented, but some of its sections and/or functions may no longer be available. Finally, if *profiling cookies* are disabled users will be able to browse the Website freely, but it will not be possible to examine their habits and/or preferences, and therefore they will not receive messages or images about products or services which might be of interest to them.

The following are the links with the instructions to be followed to change the browser settings, including the cookie disabling guidelines.

- Internet Explorer: https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies
- Safari: https://support.apple.com/en-gb/guide/safari/sfri11471/mac
- Chrome: https://support.google.com/chrome/answer/95647?hl=EN-EN&hlrm=fr&hlrm=en
- Firefox: https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences

With regard to the third-party cookies used on the Website, users may utilise the links in the table above to access more information and exercise an opt-out on the use of individual third-party cookies.

For any query regarding the Website's use of cookies, users are advised to refer to:
- https://www.aboutcookies.org/how-to-delete-cookies/
- http://www.youronlinechoices.com/

7. Recipients or categories of recipients of your personal data

Your personal data obtained by means of the cookies on the Website will be made available to Emilceramica's employees, external consultants and staff in general, working in the capacity of authorised data processors, specifically designated by the Data Controller.

In addition, your personal data may be processed by the following third parties:
a) IT system management service providers;
b) technical assistance service providers;
c) logistics companies, couriers and forwarding agents;
d) marketing and advertising service providers;
e) payment service providers;
f) other service providers;
g) the data controller's parent company or associated companies

In some cases, the entities in the aforesaid categories operate in complete independence as separate Data Controllers, while in other cases they operate as Data Processors specifically appointed by the Data Controller in accordance with article 28 of the GDPR.

In all cases, your consent is not required for the disclosure of your data to third-party recipients listed above working in the capacity of independent Data Controllers, since it is based on the prevalent legitimate interest of the Data Controller, as the said disclosure is necessary for the pursuance of the purposes set out above.

The complete, updated list of the recipients who may acquire knowledge of your personal data may be requested by contacting the Data Controller using the contacts provided in article 1 above.

Your personal data will not be disseminated.

8. Transfer of personal data outside the European Union

Emilceramica intends to transfer your data to non-European Union member states: this transfer is lawful since it is covered by adequacy decisions issued by the European Commission and/or other appropriate guarantees pursuant to article 46, 47 or 49 of the GDPR.

You may request a copy of the safeguards adopted for data transfer outside the EU, and information concerning the places where the data have been made available, by sending a specific request to the Data Controller at the email address privacy@emilceramicagroup.it

9. **Your rights as data subject**

With regard to the data processing described in this Cookie Policy Statement, you may exercise the rights listed in this section, established by Articles 15 to 21 of the GDPR. In particular:

- **Management of your data - Right of access** - Article 15 of the GDPR: right to obtain confirmation of whether or not personal data concerning you are being processed and, if this is the case, to obtain access to your personal data - including a copy of them - and communication of the following information:
    a) purposes of the processing;
    b) categories of personal data processed;
    c) recipients or categories of recipients to whom the personal data have been or will be disclosed;
    d) data storage period or the criteria use to decide this;
    e) the right to request the data controller for the rectification or erasure of personal data, or the restriction of the processing of personal data concerning the data subject, or the right to object to the said processing;
    f) the right to lodge a complaint with the competent authority;
    g) the origin of the personal data, if they have not been collected directly;
    h) existence of an automated decision-making process, including profiling;
- **Rectification of inaccurate or incomplete data - Right to rectification** - Article 16 of the GDPR: right to obtain, without undue delay, the rectification of inaccurate personal data concerning you or the completion of incomplete personal data.
- **Erasure - Right to erasure** - Article 17 of the GDPR: right to obtain, without undue delay, the erasure of personal data concerning you, when:
    i) the data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
    j) you have withdrawn consent and where there is no other legal ground for the processing;
    k) You have submitted a justified objection to the processing of the personal data;
    l) the data have been unlawfully processed;
    m) the data have to be erased for compliance with a legal obligation;
    n) the personal data have been collected in relation to the offer of information society services referred to in article 8, comma 1 of the GDPR.
    The right to erasure does not apply to the extent to which the processing is necessary for compliance with a legal obligation or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller, or for the establishment, exercise or defence of legal claims.
- **Restriction of processing - Right to restriction of processing** - Article 18 of the GDPR: right to obtain restriction of the processing, when:
    o) the accuracy of the personal data is contested by the data subject;
    p) the processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead;
    q) the data subject needs the personal data for the verification, exercise or defence of a right during judicial proceedings;
    r) the data subject has objected to processing pursuant to Article 21, comma 1 of the GDPR pending the verification whether the legitimate grounds of the controller override his own.
- **Right to data portability** - Article 20 of the GDPR: right to receive the personal data concerning you, which you have provided to the Data Controller, in a structured, commonly used and machine-readable format and the right to transmit those data to another controller without hindrance, if the processing is based on consent and is carried out by automated means. In addition, the right to have your personal data transmitted directly by the Data Controller to the other controller, where technically feasible.

- **Right to object** - article 21 of the GDPR: right to object to the processing of personal data concerning you, unless there are legitimate grounds for the Data Controller to continue the processing;
- **Right to lodge a complaint with the Italian Data Protection Supervisory Authority** - Garante per la protezione dei dati personali, Piazza di Montecitorio n. 121, 00186, Rome (Italy).

The above right may be exercised by contacting the Data Controller at the addresses provided in article 1 above. Please note that we may request confirmation of your identity before acting on your request.

Emilceramica S.r.l. a socio unico
(Data Controller)