

COOKIE POLICY

Thank you for the interest shown us by your access to our website.

The protection of your privacy is extremely important to us. You will find detailed information on how we process your personal data below. Our Cookie Policy is intended to give you a clear overview of how we process the data we collect when you browse our website.

COOKIE POLICY

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1. LEGAL BASIS OF PROCESSING

Data processed on the basis of consent

By accessing our website through the initial banner you explicitly accept our cookie policy and consent to the processing of your personal data in the manner and for the purposes described below.

Please note that the provision and collection of your data is optional.

You may refuse or withdraw your consent at any time by clicking on the link at the bottom of the page. However, we warn you that denying your consent may result in the inability to provide certain services and your browsing experience may be compromised.

For the website's privacy policy updated to GDPR 679/2016 please refer to the document [Privacy Policy \(link\)](#)

2. WHAT COOKIES ARE AND FOR WHAT PURPOSE THEY CAN BE USED

Cookies are small text files sent by a web server (which is the computer running the website you are visiting) to your browser (Internet Explorer, Microsoft Edge, Mozilla Firefox, Google Chrome, etc.) when you first access the website, to be stored on your computer and then sent back to the server each time you visit the website, so that the server can recognize your computer.

The purpose of cookies is to simplify certain online procedures, moreover, some operations could not be carried out without the use of cookies, which are therefore technically necessary in some cases. Cookies may remain on your system for long periods of time and may also contain a unique identifier that allows us to keep track of your navigation within the website.

The information collected could be as follows:

- internet protocol (IP) address associated with the device used to connect;
- browser type and parameters of the device used to connect to the website;
- name of the internet service provider (ISP);
- visit date and time;
- the visitor's source (referral) and exit web pages;
- possibly the number of clicks made within the website and any preference expressed.

COOKIE TYPE	PURPOSE	STORAGE TIMES	CONSEQUENCE IN CASE OF DESELECTION
Technical cookies	Website management. They allow the website to function properly and to be explored safely and efficiently.	Valid for the browsing session	These cookies are necessary for the use of the website, blocking them does not allow it to function.

Functionality cookies	Facilitate navigation and service according to a set of criteria selected by you	Maximum duration of one year	It will not be possible to keep the choices you have made while browsing
Cookie Analytics	When you browse our website, we collect information to be processed in aggregate form that allows us to optimize your browsing experience and improve our services.	Established by third parties	The Data Controller may no longer acquire the aggregated information

3. WHICH COOKIES ARE USED AND FOR WHAT PURPOSES

Our website uses several types of technical and functionality cookies.

In particular, we make use of the following cookies:

- **cookie_ue**: it reminds the choice made by the user on the navigation bar.
- **_ga**: this cookie tracks the website activity statistics of anonymous visitors.
- **fr**: Cookie used by Facebook to provide a range of advertising (targeting) products, such as real-time offers from third-party advertisers.
- **_fbp**: Cookie used by Facebook to provide a range of advertising products, such as real-time offers from third-party advertisers.
- **_gcl_au**: Cookie used by Google AdSense to test the efficiency of advertising on websites using their services.
- **SID**: Cookie used by Google to store a session ID for visitors.
- **HSID**: Cookie used to collect information about visitor behavior on multiple websites and used on the Website to optimize the relevance of advertising.
- **APISID**: Cookie used to collect information about visitor behavior on multiple websites and used on the Website to optimize the relevance of advertising.
- **SAPISID**: A cookie used to collect information about visitor behavior on multiple websites and used on the Website to optimize the relevance of advertising.
- **SSID**: A cookie used to collect information about visitor behavior on multiple websites and used on the Website to optimize the relevance of advertising.

4. DISABLING COOKIES

Cookies are linked to the browser used and **CAN BE DISABLED DIRECTLY FROM THE BROWSER**, thus refusing/revoking consent to the use of cookies.

Please note that disabling cookies may prevent the proper use of some features of the website. Instructions for disabling cookies can be found on the following web pages: [Mozilla Firefox](#) - [Microsoft Internet Explorer](#) - [Microsoft Edge](#) - [Google Chrome](#) - [Opera](#) - [Apple Safari](#)

In addition, it is possible to activate the 'Do Not Track' option present in most of the latest generation browsers.

5. THIRD-PARTY COOKIES

Third-party cookies, i.e. cookies created by a website other than the one you are visiting, also operate on our website.

The website therefore acts as an **intermediary for third party cookies**, which are used to provide you with additional services and features and to improve the website use, such as social buttons or videos.

Our website has no control over third-party cookies, which are entirely managed by the latter. Consequently, information on the use of these cookies and their purposes, as well as on how to disable them, is provided directly by the third parties on the pages indicated below.

In particular, please note that our website uses the following services that place cookies:

- **"Google Analytics"** web analysis service provided by Google, Inc. Google Analytics is a web analysis service that uses "cookies" which are stored on the user's computer to enable the website visited to analyze how users use it. To consult Google's privacy policy relating to the Google Analytics service, as well as to express your consent to the use of the aforementioned cookies, please refer to the following link: <https://www.google.com/policies/privacy/>

If you wish to disable these cookies, please click on the following link:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=it>

- The **DoubleClick** service **provided by Google**, Inc. Google Doubleclick uses profiling cookies owned by Google to improve advertising. Specifically, it uses cookies to select advertising based on what is relevant to a user and to prevent the user from seeing ads that have already been shown in the past. Google Doubleclick allows to run campaigns on third-party channels, which in turn may install profiling cookies. You can disable the installation of cookies by Doubleclick at the following link:

<https://www.google.com/settings/ads/plugin?hl=it>

- The **Google Maps** service, i.e., the interactive maps provided by Google, use cookies that allow users browsing the website to receive detailed information about the company's location. Google maps makes use of different cookies, at the following links you can find Google's combined privacy policy, which includes information about the cookies that Google Maps may install on the user's computer or mobile device:

<http://www.google.si/policies/technologies/cookies/> and

<http://www.google.co.uk/intl/en-gb/policies/>

6. SOCIAL BUTTONS

Our site also contains plugins and/or buttons for social networks, in order to allow easy sharing of content on your favourite social networks.

These plugins are programmed so as to no cookies are set when you access the page, in order to protect your privacy. Cookies will only be set, if so stipulated by the social networks, when you make actual and voluntary use of the plugin.

Please note that if you browse while logged into the social network then you have already consented to the use of cookies carried by this website when you signed up to the social network.

In this case, the social network and web services acquire data relating to your visit to the site, whereas the Data Controller will not share any browsing information or your data acquired through our site with the social networks and web services accessible through social buttons/widgets.

The collection and use of information obtained by means of the plugin are governed by the respective privacy policies of the social networks, to which please refer.

[Facebook](#) - (link informativa cookie)

https://help.instagram.com/519522125107875?helpref=page_content

<https://help.twitter.com/it/rules-and-policies/twitter-cookies>

7. TRANSFER OF DATA TO NON-EU COUNTRIES

Our site may share some of the data collected through navigation as explained above, with services located outside the European Union, in particular with Google, Google Maps, Analytics, Facebook, Instagram, Twitter, via social plugins.

With its judgment in Case C-311/18 of 16 July 2020, the Court of Justice of the European Union invalidated the Privacy Shield, but data processing can still legitimately take place at this time on the basis of the Standard Contractual Clauses

8. SECURITY MEASURES AND PROCESSING METHODS

Personal data is processed by automated tools for the time strictly necessary to achieve the purposes for which it was collected.

Specific security measures are observed to prevent the loss of data, unlawful or incorrect use and unauthorized access, using a software that encrypts the information you enter, such as encryption and pseudo minimization techniques and specific methods of selective access to data.

9. YOUR RIGHTS

In accordance with GDPR 679/2016 you can exercise the following rights, you can:

- request confirmation of the existence of personal data concerning you (right of access);
- know its origin;
- receive intelligible communication;
- have information about the logic, methods and purposes of the processing;
- request the updating, rectification, integration, cancellation, transformation into anonymous form, blocking of data processed in violation of the law, including those no longer necessary for the purposes for which they were collected;
- in cases of processing based on consent, receive for the sole cost of any support, your data provided to the controller, in a structured, machine-readable form and in a format commonly used by an electronic device;
- the right to lodge a complaint with the Privacy Guarantor or the Judicial Authority;

- Pursuant to Article 2-terdecies of the Privacy Decree No. 101/2018, all rights (Articles 15 to 22 of the EU Regulation) relating to personal data concerning deceased persons may be exercised by a person who has an interest of his own or is acting on behalf of the data subject, as his representative, or for reasons of family members deserving protection

-to exercise all other rights provided for by the law in force.

You may address your requests to the Data Controller (Joint Data Controller)

If your data is processed on the basis of **legitimate interests**, your rights as a data subject are still guaranteed (except for the right to portability, which is not provided for by the rules), you have in particular the right to object to the processing which can be exercised by sending a request to the Data Controller (Joint Data Controller). You may lodge an objection to the processing of your personal data:

a) for legitimate reasons;

b) (without the need to justify the opposition) when the data are processed for commercial or marketing purposes. WITHOUT PREJUDICE TO THE LIMITATIONS TO DATA SUBJECT'S RIGHTS REFERRED TO IN ARTICLES 2-undecies and 2-duodecies of Legislative Decree no. 101/2018

10. DATA CONTROLLER:

MIRTA ACCESSORI MODA SRL

**with registered office in Via Don Lorenzo Milani, 18,
51031 Agliana (PT)**

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