

## **Cookie policy**

### **Cookie Policy**

The Procaffè Spa website, **www.procaffe.it**, or the “**Website**” uses Cookies to make its services easy and efficient for users browsing [www.procaffe.it](http://www.procaffe.it).

Users who view the Website will see a minimum amount of information entered in the devices used, whether computers or mobile devices, in small text files called "cookies" saved in the directories used by the user's web browser.

There are various types of cookies, some to make use of the Website more effective, others to enable certain functionalities.

Analysing them in detail, our cookies:

- store the preferences entered;
- avoid re-entering the same information several times during the visit, such as username and password;
- analyse the use of the services and content provided by [posizionamento-seo.com](http://posizionamento-seo.com) to optimise the browsing experience and the services offered

### **Types of cookies used**

Below are the various types of cookies used by Procaffè Spa according to the purpose of use.

#### **Technical cookies**

This type of cookie ensures the correct functioning of certain sections of the Website. They are two categories: persistent and session:

- persistent: once the browser is closed these are not destroyed but remain until a preset expiry date
- session: these are destroyed every time the browser is closed

These cookies, always sent from our domain, are necessary to view the website correctly and, according to the technical services offered, will always be used and sent, unless the user changes the settings in his browser (thus altering viewing of the website pages).

#### **Analytical cookies**

The cookies in this category are used to collect information on the use of the website. Procaffè Spa will use this information with regard to anonymous statistical analyses in order to improve the use of the Website and to make the content more interesting and relevant to users' wishes. This type of cookie collects anonymous data on the activity of users and how they arrived on the website. Analytical cookies are sent from the Website itself or from third-party domains.

#### **Google Analytics with anonymised IP (Google Inc.)**

Google Analytics is a web analytics service provided by Google Inc. (“Google”).

The information generated by the cookies is transmitted by the user's browser to Google and stored on servers in the United States and in other countries. Google will process this information for us for the purpose of evaluating your use of this Website, compiling activity reports and providing other services relating to activity on the Website and on the Internet. The IP address obtained through Google Analytics will not be associated with other data held by Google. You can choose to disable or block Google cookies by selecting the appropriate settings in your browser. Doing this, you may not be able to use all the functionalities of the Website. You can download and install the Google Analytics browser Optout Add-on available at this link: <http://tools.google.com/dlpage/gaoptout>.

Google uses the Personal Data collected for the purpose of tracking and examining the use of this website, compiling reports and sharing them with other services developed by Google.

Google may use the Personal Data to contextualise and personalise the advertisements of its advertising network.

This integration of Google Analytics makes your IP address anonymous. Anonymisation works by shortening the IP address of Users within the borders of the Member States of the European Union or in

other countries participating in the agreement on the European Economic Area. Only in exceptional cases will the IP address be sent to Google's servers and shortened in the United States.

Further information on the cookies used by Google can be found at this address:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

### **Third-party service analysis cookies**

These cookies are used to collect information on the use of the Website by users in an anonymous form such as: pages visited, time spent, origins of traffic of origin, geographic origin, age, gender and interests for the purposes of marketing campaigns. These cookies are sent from third-party domains external to the Website. Cookies issued by Cloudflare, CDN service. These are third-party cookies with the task of checking website security and performance. <https://www.cloudflare.com/security-policy>

### **Cookies for integrating third-party software products and functions**

This type of cookie integrates functionalities developed by third parties in the pages of the Website such as the icons and preferences expressed in social networks in order to share website content or to use third-party software services (such as software to generate maps and additional software that offers additional services). These cookies are sent from third-party domains and from partner websites that offer their functionalities in the pages of the Website.

### **Profiling cookies**

Procaffè Spa does not use third-party cookies to manage the website content remarketing tool. This tool allows the publication of personalised advertisements on the Google content network based on user visits to our website.

Our website pages include a code that allows the browser cookies to be read and configured in order to determine what type of ad the user will see based on data related to his visit to the website. For example, the user will be able to view advertisement offers of the category previously viewed on the procaffè.it website.

The user can change the cookie reception setting by changing the Privacy settings as described in the section "How to disable cookies?" of this policy.

The purpose of these cookies is described in the Google privacy policy:

<http://www.google.it/intl/it/policies/privacy/>

Through specific configurations of the browser used or of the related computer programs used to browse the Website pages.

By changing the settings in the use of third-party services

Both of these solutions could prevent the user from using or viewing parts of the Website.

### **Third-party websites and services**

The Website may contain links to other Websites that have their own privacy policy which may be different from that adopted by Procaffè Spa and which therefore is not responsible for such websites.

Click here for the Google Analytics privacy policy

<http://www.google.com/intl/en/policies/privacy/>

### **Third-party cookies**

We could integrate certain functionalities of third-party websites on our websites, in particular of certain social networks. These functionalities sometimes integrate scripts or other elements capable of recognising, and sometimes inserting, cookies from these social networks on the user's device. These cookies could allow the personalisation of advertising. We do not have access to these cookies or control over them or the data collected by these cookies, but we would nevertheless like to inform users and request consent to use these elements. For further information, please see the list of possible social network cookies, below.

### **Facebook**

The following Facebook functionalities may be integrated in our websites and are able to recognise or insert Facebook cookies:

Facebook *Like* button (lets users add a *Like* to an article on Facebook)

Facebook Connect (lets users log in to their Facebook account and interact with our websites through the account)

Share on Facebook (lets users share the article on Facebook)

Facebook Social Graph (lets our websites extract Facebook elements and insert them on our websites, such as user profile images or public Facebook posts)

Click here for the Facebook privacy policy

<https://www.facebook.com/about/privacy/>

Click here for information on Facebook cookies

<https://www.facebook.com/help/cookies>

## **YouTube and Google**

The following YouTube or Google functionalities may be integrated in our websites and are able to recognise or insert YouTube or Google cookies:

YouTube video player (lets you view YouTube videos on our websites)

YouTube account login (lets users log in to their YouTube account and interact with the DEC through that account)

Google+1 button (lets users add a tag to the product on their Google+ account)

Google login (lets users log in to their Google account and interact with our website through that account)

Click here for the Google privacy policy (also valid for YouTube)

<https://www.google.fr/intl/en/policies/privacy/>

## **Twitter**

The following Twitter functionalities may be integrated in our web pages and are able to recognise or insert Twitter cookies:

Twitter login (lets users log in to their Twitter account and interact with our websites through the account)

Click here for the Twitter privacy policy

<https://twitter.com/privacy?lang=it>

## **Linkedin**

The following Linkedin functionalities may be integrated in our websites and are able to recognise or insert Linkedin cookies:

Linkedin login (lets users log in to their Linkedin account and interact with our websites through the account)

Click here for the Linkedin privacy policy

<http://it.linkedin.com/legal/privacy-policy>

## **Instagram**

The following Instagram functionalities may be integrated in our web pages and are able to recognise or insert Instagram cookies:

Instagram login (lets users log in to their Instagram account and interact with our websites through the account)

Click here for the Instagram privacy policy

<http://instagram.com/about/legal/privacy/>

## **Pinterest**

The following Pinterest functionalities may be integrated in our websites and are able to recognise or insert Pinterest cookies:

Pin-It button (lets users enter the element on their Pinterest page) Click here for the Pinterest privacy policy

<https://about.pinterest.com/terms/>

## **How to disable cookies by configuring the browser**

### **Chrome**

Run the Chrome Browser

Click on the Chrome settings menu in the browser toolbar next to the URL browsing input window

Select Settings

Click on Show Advanced Settings

In the "Privacy" section click on the "Content settings" button

In the "Cookies" section you can change the following cookie settings:

Allow data to be saved locally

Change local data only until the browser is closed

Prevent websites from setting cookies

Block third-party cookies and website data

Manage exceptions for certain websites

Delete one or all cookies

For further information please visit the dedicated page.

## **Mozilla Firefox**

Run the Mozilla Firefox Browser

Click on the Firefox settings menu in the browser toolbar next to the URL browsing input window

Select Options

Select the Privacy panel

Click on Show Advanced Settings

In the "Privacy" section click on the "Content settings" button

In the "Tracking" section you can change the following cookie settings:

Request websites not to perform any tracking

Communicate to websites the availability to be tracked

Do not communicate any preference regarding the tracking of personal data

From the "History" section you can:

Enabling "Use custom settings" select to accept third-party cookies (always, from the most visited websites or never) and to store them for a specified period (until they expire, when Firefox closes or ask every time)

Remove individual cookies stored

For further information please visit the dedicated page.

## **Internet Explorer**

Run the Internet Explorer Browser

Click the Tools button and choose Internet Options

Click on the Privacy tab and in the Settings section change the slider depending on the desired cookies action:

Block all cookies

Allow all cookies

Selection websites from which cookies can be obtained: move the cursor to an intermediate position so as not to block or allow all cookies, then press Websites, in the Web Site Address box enter a website and then press Block or Allow

For further information please visit the dedicated page.

## **Safari 6**

Run the Safari Browser

Click on Safari, select Preferences and press Privacy

In the Block Cookies section, specify how Safari must accept cookies from websites.

To see which websites have stored cookies click on Details

For further information please visit the dedicated page.

## **Safari iOS (mobile devices)**

Run the Safari iOS Browser

Tap on Settings and then Safari

Tap on Block Cookies and choose from the various options: "Never", "Third-party and advertisers" or "Always"

To delete all cookies stored by Safari, tap Settings, then Safari and then Delete Cookies and data  
For further information please visit the dedicated page.

### **Opera**

Run the Opera Browser

Click on Preferences then on Advanced and finally on Cookies

Select one of the following options:

Accept all cookies

Accept cookies only from websites visited: third-party cookies and those sent from a domain other than the one you are visiting will be rejected

Never accept cookies: no cookies will ever be saved

For further information please visit the dedicated page.

### **How to disable third-party services cookies**

Google services <http://www.google.com/ads/preferences/?hl=it>

Facebook [https://www.facebook.com/help/cookies?ref\\_type=sitefooter](https://www.facebook.com/help/cookies?ref_type=sitefooter)

Twitter <https://support.twitter.com/articles/20170519-uso-dei-cookie-e-di-altre-tecnologie-simili-da-parte-di-twitter#>