

Cookie Policy

Dear Data Subject,

Italian legislation dictates that website administrators shall, in some cases, inform the users about cookies and other monitoring technologies that may be used to register certain categories of data every time a user visits a website. Since also our website <https://www.meridianocommunication.it> uses such tools, with the present Policy we intend to disclose the procedures we follow in this harvest of information.

This document is addressed at anyone who interacts with the online web services provided by **Meridiano Communication S.r.l.**, with registered office in Via Sapri 6, 00185 – Rome (RM), VAT number 14069451004 (the “**Controller**”).

DATA PROTECTION OFFICER

The Controller, in order to facilitate relations with the Data Subjects, arranged to nominate his own *Data Protection Officer* (the “**DPO**”), identifying it with SAPG Legal Tech S.r.l. with registered office in Via Durini n.15, 20122 – Milano (MI).

As required by art. 38 of GDPR, you can freely contact the DPO for any matter related to the processing of your Personal Data and/or in case you would like to exercise your rights as provided for by the present Cookie Policy, sending a written communication at the following email address: dpo.privacy@sapglegal.com.

WHAT ARE COOKIES, WEB BEACONS, AND SIMILAR TECHNOLOGIES

As almost every website does, we use small dimension data files, that are saved on your device (“**Device**”) to register certain data every time you access or interact with our web services (like, for example: websites, mobile apps, applications, and tools).

The names and specific types of cookies, web beacons and other similar technologies used may change with time. To help you better understand the rules of the **Controller** and the use of such technologies, we report here below some of the terms used and their relative definitions.

- a. Cookie – Small text files (generally composed of letters and numbers) that are saved in your browser or Device’s memory when you visit a site or read a message. Cookies allow a website to recognize a particular Device or browser. Cookies can be deactivated or removed using the tools available in most browsers. Cookie-related preferences must be set separately for every used browser since each of them offers specific functions and options. Here below is a list of different kinds of cookies.
 - *Technical cookies*: this kind of cookies come from the visited website and can be either permanent or temporary; they can be used to archive information that will be reused during the next visit of the site. They can be used to make online navigation quick and fast (for example, they intervene to facilitate certain procedures during online shopping, when one authenticates oneself to access reserved areas, to recognize the language that is being used to read information on the web). Depending on the type of service that they perform, they can be temporary (they are removed from the computer as soon as the browser is closed) or permanent (they stay memorized on the computer even once the browser is closed).

- *Profiling cookies*: their scope is to create profiles relative to the user and are used to send commercial messages that are aligned with the preferences expressed during online navigation.
 - *Third party cookies*: are installed by a different website than the one that is being visited. These cookies are sent to the user’s browser from third party companies for their own purposes such as profiling, advertising, or social media interactions.
 - *Independent third-party cookies with respect to the Controller*: they are installed on your browser by companies and third parties other with respect to the Controller. These cookies, and among them are social networks’ cookies, are needed by these companies to analyse users’ navigation, activities, and preferences and/or to profile them independently from the necessities of the services we are providing. Among these cookies you will also find those of enterprises adhering to the IAB (Interactive Advertising Bureau), the self-regulatory organization that sets the standards and represents those operating in the online advertising sector.
- b. Web beacon – Fragments of code that allow a website to transfer or harvest information through the request of a graphic image; they can be used for different ends, like the analysis of website usage, control and report activity over advertising and customization of ads and contents.
- c. Similar technologies – Technologies that file data in the browser or the Device using locally-shared objects or local archiving, like cookie flash, cookie HTML 5 and other software methods for web apps. These technologies work in every browser. In some cases, the use of local archiving cannot be fully handled by the browsers but requires to be handled with specific tools.

CATEGORIES OF COOKIES USED BY THE CONTROLLER

- Technical cookies

Technical cookies come from the visited website and can be either permanent or temporary; they can be used to archive information that will be reused during the next visit of the site.

These cookies help us make navigation in our websites easy and quick or to memorize you access credentials to our services. Where applicable, we protect cookies and other similar technologies to ensure that only the Controller and/or our authorized service suppliers can interpretate them by assigning them a unique code. Your personal data are not archived in cookies or other similar technologies that we use.

The usage of these cookies can be necessary from an operational point of view in order to allow websites, services, applications, and tools to work. This includes technologies that allow the user to access websites, services, applications, and tools required to avoid criminal activities and to improve security or to use other functions such as shopping carts, saved researches or similar functions.

- Profiling and personalization third-party cookies

Thanks to the functionalities of Google Analytics, we use the cookies generated from your activity on the Site to carry out an activity of personalization and profiling with the scope of proposing contents or ads in line with your interests.

Even when these cookies are installed from a different website than the one being used (third parties), they are sent to your browser on behalf of the Controller and for the purposes indicated by the Controller.

Among these personalization and profiling cookies the Controller uses, for example:

[Google Analytics](#)

The Controller also uses the services provided by Google Analytics for the harvest and monitoring of the website's performance with the purpose of generating exclusively aggregated reports without making any so called single-out and, therefore, won't be able to identify you or keep track of your online behaviour.

Google Analytics uses a simple JavaScript code that is added to every page and inserts a cookie in your browser. The cookie, in turn, sends a hit to the Controller's Google Analytics that signals every interaction that happens on the Site, in order to register information concerning the pages that are visited. Through this activity are created some libraries that use HTTP cookies to keep track, on a merely aggregated level, of the users' behaviour on the Site.

Google Analytics harvests information concerning the number of visits to the Site, the behaviour with respect to the ways of interacting with the different active elements, or how long a time the users usually spend on the Site.

Such an ensemble of cookies is treated in an aggregated and anonymous way to monitor the most visited areas of the Site, improve its contents and evaluate its correct functioning.

MANAGEMENT OF COOKIES

Pursuant to the directives of D.lgs. n. 196/2003 and subsequent amendments and additions (“**Privacy Code**”) and, in particular, its articles n. 13.3 and 122.1, with respect to the provision of simplified modes for the information and the acquisition of consent to cookie usage of the 8 of May 2014, you can modify anytime your preferences and the consent you may have given to the installation of cookies – profiling and advertising related ones – directly through the CMP (“**Consent Management Platform**”) accessible from the bottom left corner of the screen. The CMP adopted by the Controller and installed on the site is compliant to the “*Guidelines for the use of cookies and other tracking tools*” of the Italian Data Protection Authority (*Garante della Protezione dei Dati Personali*) dated 10 June 2021.

The Controller will keep adequate note of the User's consent via a technical cookie, considered by the Privacy Authority a “non-particularly invasive” tool. Through the CMP, the user may deny his consent and/or modify anytime his own options relating to the use of cookies by the Controller.

If consent has already been given but cookie authorizations are to be changed, it's necessary to cancel them through the browser, as indicated below, because those already installed will not be removed. In particular, please keep in mind that it is not possible in any way to control third-party cookies, so if consent has been given already it is necessary to proceed to cancel them through the browser (in the dedicated section) or by asking to opt-out directly to the third parties or via the website <http://www.youronlinechoices.com/it/le-tue-scelte>.

If you want to know more, you can consult the following websites:

<http://www.youronlinechoices.com/>

<http://www.allaboutcookies.org/>

<https://www.cookiechoices.org/>

<http://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/3118884>

YOUR RIGHTS

At any time, you can exercise your rights recognized by art. 15 *et seq.* of GDPR and, in particular, to obtain a copy of the processed data, ask for their update, their correction or integration, their erasure, the transformation in an anonym form or the block of illegal processing and to oppose to the processing for legitimate reasons.

To exercise those rights, you can ask the Controller of the processing that can be reached at the following email address: info@meridianocommunication.com and Meridianosrl16@legalmail.it.

HOW TO DISABLE/ERASE COOKIES THROUGH BROWSER CONFIGURATION

Here below, to help you manage your preferences, we report the procedure you need to follow in order to disable/erase cookies through the main browsers.

a. Google Chrome

After starting the browser, click on the menu on the browser's toolbar next to the window used to enter the navigation URL.

Select "Settings"

Click on "Show Advances Settings"

In the "Privacy" section click on "Content Settings"

In the "Cookie" section it is possible to modify the following cookie-related settings:

- Allow data saving in local;
- Modify local data up to the closing of the browser;
- Prevent websites from installing cookies;
- Block third-party cookies and website data;
- Manage exceptions for certain websites;
- Erase one or every single cookie;

For further information, visit the [dedicated page](#).

b. Mozilla Firefox

After starting the browser, click on the menu in the browser's toolbar next to the window used to enter the navigation URL.

Select "Options", "Privacy" panel and click over "Show Advances Settings"

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

From the "Tracking" section it is possible to modify the following cookie-related settings:

- Ask websites not to carry out any tracking;
- Communicate to websites the willingness to be tracked;
- Not communicate any preference related to the tracking of personal data;

From the "History" section it possible to:

- By allowing "Use custom settings" select to accept third-party cookies (always, from most or never visited websites) and to store them for a set period (until their expiry, the closing of Firefox or to ask every time);

- Remove single stored cookies;

For further information, visit the [dedicated page](#).

c. Safari

After starting the browser, click on “Safari”, select “Preferences” and press on “Privacy”

In the “Cookie and navigation data” section select “Block all cookies” or “Manage website data” to see which sites have stored cookies and erase them fully or partially

For further information, visit the [dedicated page](#).

d. Safari iOS (mobile devices)

After starting the browser, touch on “Settings” and then “Safari”

Touch on “Block cookies” and chose among the various options: “Never”, “Third-party and advertisers” or “Always”.

To erase all the cookies stored by Safari, go over “Settings”, then “Safari” and finally on “Erase cookies and data”

For further information, visit the dedicated page

e. Opera

After starting the browser, click on “Preferences” then on “Advances” and finally on “Cookies”

Select one of the following options:

- Accept all cookies;
- Only accept cookies from the website you are visiting third-party cookies and those sent from a different domain than the one that is being visited will be refused;
- Never accept cookies: no cookie will ever be saved

For further information, visit the [dedicated page](#)

USED COOKIES

Cookie name	Provider	Duration	Type	Cookie Type	Functioning	Cookie policy
_ga	Google-Analytics.com	2 years	HTTP	Statistic	<i>Registers a unique ID used to generate statistic data over how the visitor uses the website</i>	https://support.google.com/analytics/answer/6004245
_gat	Google-Analytics.com	1 minute	HTTP	Statistic	<i>This cookie is used to read and filter requests coming from bots</i>	https://support.google.com/analytics/answer/6004245
_gid	Google-Analytics.com	1 day	HTTP	Statistic	<i>Registers a unique ID used to generate statistic data over how the visitor uses the website</i>	https://support.google.com/analytics/answer/6004245
_iub_cs-8215412	Iubenda	Session	HTTP	Technical	<i>Used to save the acceptance of cookies and register the expressed consent.</i>	https://uomoeambiente.com/cookies-policy/
pll_language	Polylang	Session		Functional	<i>Used to register the language settings</i>	https://cookiedatabase.org/cookie/polylang/pll_language/