Livecaresupport

COOKIE POLICY

WWW.LIVECARE.IT

Icona

The objective of this document is for the ICONA SRL company to inform the users who browse the www.livecare.it website (hereinafter also referred to as the "website"), of its Cookie Policy, to ensure that they can do so safely and effectively, in compliance with the legislation in force and, in particular, the terms of Italian Legislative Decree no. 196 of 30 June 2003, ("Italian Personal Data Protection Code") as well as those of Directive 2009/136/EC (which has amended the "e-Privacy" Directive 2002/58/EC) and of the subsequent Provision issued by the Italian Data Protection Authority on 8 May 2014 ("Identification of the simplified procedures for providing information on and obtaining authorisation for the use of cookies"). The ICONA SRL company hereby reserves the right to amend this Cookie Policy, fully or partially, at its own discretion and without prior notification. By continuing to browse, the user fully and automatically accepts the changes.

If the user fails to deny authorisation for the installation of profiling cookies, closes the banner containing the brief information notice and continues browsing the website, they are automatically authorising the installation of all the cookies used in the website. The Parties understand that they can revoke their authorisation at any time, as per the indications contained in this Policy.

WHAT ARE COOKIES?

Cookies are small text files that the websites visited by the user send to their device (usually to the browser) where they are memorised and then sent back to the same websites the next time the user visits them.

When browsing a website, a user may also receive cookies to their device sent by different websites or web servers (so-called "third party" cookies), which may contain certain elements (such as, for example, images, maps, sounds, specific links to pages of other domains) present on the website that the user is visiting.

Cookies are used for different purposes: for example, performing computer authentications, monitoring sessions, memorising information on specific settings regarding the users who access the server, memorising the user's preferences, etc., without, however, enabling the user to be identified personally.

Some operations could not be performed safely without the use of cookies and, therefore, in some cases they are technically essential; indeed, the use of cookies allows the user to be identified securely within the browsing session and enables the website to work properly.

Cookies can be divided into two macro-categories: "technical" cookies and "profiling" cookies.

THE TYPES OF COOKIES USED BY ICONA ON THE WWW.LIVECARE.IT WEBSITE

"Technical" cookies

"Technical" cookies are only used to enable the proper functioning of the website and browsing, and to provide the services requested by the user. They are not used for any additional purposes and are installed by the owner of the website.

They can be divided into:

- Browsing or session cookies, which enable the website to work properly, ensuring that it can be browsed and used normally. These cookies are necessary for the website to work;

- Analytics cookies, which can be assimilated with "technical" cookies when used directly by the website manager to collect anonymous information in aggregated form on the number of users and how the latter visit the website;

- Functional cookies, which enable the user, when requested, to browse depending on selected criteria, in order to improve the service provided by the website manager (for example, they allow the user to be recognised when they next visit the website). Functional cookies are not essential for the website to work, but they improve the quality of the browsing experience.

There is no need for the user to authorise the installation of the "technical" cookies in advance.

Third party analytics cookies

The ICONA company uses Google Analytics cookies in anonymous, aggregated form on the www.livecare.it website, to collect information for anonymous statistical analyses, to improve the user-friendliness of the www.livecare.it website and to monitor that it works properly.

The cookies collected using Google Analytics concern information in anonymous form: for example, how users browse the www.livecare.it website, how they reached the website, the most commonly visited pages, how the site is used and how long users remain on the site.

In turn, the ICONA company does not send any data (for example, the user's IP address) collected using Google Analytics to Google.

The Google Analytics cookies are not owned by the manager of the www.livecare.it website; as such, the user is invited to consult the privacy information notice provided by Google at the following address: http://www. google.com/intl/it/policies/privacy/.

The user may also deactivate Google Analytics cookies at any time by visiting https:// tools.google.com/dlpage/gaoptout/.

Below is a list of analytics cookies currently being used by ICONA:

Google analytics cookie

__utma Cookie

A persistent cookie – These remain on the computer until they expire or the cookie cache is cleared. They are required to track visits. The associated metrics include: first visit, last visit. First visit and last visit since the last purchase are also included.

__utmb Cookie & __utmc Cookie

These cookies work together to calculate the length of visits.

__utmb is a session cookie that expires after 30 minutes. __utmc is not a session cookie, and also expires after 30 minutes.

 __utmz Cookie

Cookie __utmz manages the "HTTP Referrer" and records where visitors arrive from, i.e. the type of referral (Search engine, direct, social network etc.). Via the "HTTP Referrer", the cookies also records the terms searched and the localisation factors. The cookie lasts for 6 months.

__utmv Cookie

__utmv Cookie is a persistent cookie of unlimited duration. It is used for segmentation purposes.

"Profiling" cookies

"Profiling" cookies are used to track user browsing and create profiles based on tastes, habits, choices, etc. They are used to send the user advertising messages based on the preferences demonstrated while browsing. The user must authorise the installation of "profiling" cookies in advance. The ICONA company does not install or use profiling cookies of its own or belonging to others on the www.livecare.it website. Cookies may be "temporary" or "permanent".

a) "Temporary" or "session" cookies are automatically deleted when the connection is interrupted, and the browser is closed;
b) "Permanent" cookies remain memorised on the user's hard disk even after the browser is closed; these cookies allow the website to recognise the user's computer when they next open the browser. The user can delete these cookies at any time using their browser.

The ICONA company does not use permanent cookies on the www.livecare.it website.

HOW CAN USERS MANAGE THEIR COOKIE SETTINGS?

The user can deny authorisation and/or modify their options and settings regarding cookies at any time, by selecting/deselecting the individual cookies from their browser:

Firefox

- Select OPTIONS from the menu on the right
- Select PRIVACY from the menu that appears on the left
- Click on REMOVE INDIVIDUAL COOKIES

Chrome

- Select SETTINGS from the menu on the right
- Select HISTORY from the menu that appears on the left
- Click on CLEAR BROWSING DATA
- Tick COOKIES AND OTHER SITE DATA AND PLUG-IN DATA in the box that appears

Explorer

- Select the SETTINGS icon from the menu on the top right
- From the box that opens, select the GENERAL form
- Click on the DELETE button
- From the box that opens, select COOKIES AND WEBSITE DATA
- Click on DELETE

For all other browser types, use the following site that provides detailed information: https://support.google.com/accounts/answer/32050?hl=it

Users should note that if they deselect cookies for the www.livecare.it website, the ICONA SRL company cannot guarantee that the user will be able to access certain functions of the website.

For more information

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www.livecare.it | www.icona.it