

Information on Cookies

What are cookies?

A "cookie" is a text file saved on the users' computer when they access a website with the purpose of providing information every time said users return to the same site. It is a sort of reminder of the visited internet page. The web server uses the cookie to send information to the user's browser (Internet Explorer, Mozilla Firefox, Google Chrome, etc.) stored on the computer of the latter, and will be re-read and updated each time the user returns to the site. In this way the website can automatically adapt to the user. During navigation, users may also receive on their terminal cookies from different sites ("third party" cookies), set directly by the operators of said websites and used for the purposes and according to the procedures defined by them.

Depending on their duration, they can be classified as session cookies (i.e. temporary ones that are automatically deleted from the terminal at the end of the browsing session, closing the browser) or persistent cookies (i.e. remain stored on the terminal until their expiration or cancellation by the user).

Depending on the function and purpose of use, cookies can be divided into technical cookies and profiling cookies.

Technical cookies

Certain cookies are used to perform computer authentication, monitoring sessions and storing specific information about users accessing a web page. These cookies, so-called technical, are often useful to allow website browsing and the use of all website features. The use of technical cookies do not require the user's consent.

Analytics cookies also belong to this category. These cookies collect information on the website usage of users, allowing to improve its operation. For example, analytics cookies show which pages are most frequently visited, allow us to check the recurrent use patterns of a website, and help us to understand every difficulty that the user encounters when using the website.

Profiling cookies

Other cookies that can be used instead to monitor and profile users while browsing, study their movements and web browsing or consumption habits (what they buy, what they read, etc.), also for the purpose of sending advertising for targeted and personalised services. In this case, we refer to profiling cookies. Before using these cookies, users must grant their free and informed consent pursuant to art. 7 of the 2016/679 EU Regulation.

Third-party cookies

It can also happen that a web page contains cookies from other sites and content in various elements hosted on the page itself, such as banner ads, images, videos, maps or specific links to web pages of other domains, which reside on servers other than on which the requested page is located. In other words, these cookies are set directly by managers of websites or servers other than this website. In these cases, we refer to so-called third-party cookies, which are usually used for profiling purposes. Before using these cookies, users must grant their free and informed consent.

Types of cookies used on our site

Cookies installed on www.gemmadimare.com com perform mainly technical tasks

including constant Service improvement, authentication, and statistical functions, such as keeping a website visitor count. The use of cookies is therefore strictly aimed at facilitating the functions of the server during the navigation of the Service.

The site also allows the submission of the following third-party cookies. Please be advised that these cookies are not our own. Should you require further details, click on the corresponding links to access information and the third-party consent form.

To improve the website and understand which parts or elements are most appreciated by users, we use third-party cookies from Google Analytics as an anonymous and aggregate analysis tool. Please be advised that these cookies are not our own. Should you require further details, review the information provided by Google in this respect.

The website pages contain widgets and buttons for sharing to Facebook and Google Plus, which allow users to share the contents of the website on their social channels, and to interact with our channels. Please be advised that these cookies are not our own, but are created by Facebook and Google when the corresponding widget or sharing button is used. Should you require further details, please visit the following information pages: Facebook is Google.

Some web pages incorporate YouTube video content. By visiting a page containing a video, or clicking to view the video, YouTube may install the corresponding cookies. Please be advised that these cookies are not our own. Should you require further details, please visit the information page of Google.

The website could use the Facebook ADS programs managed by Facebook Inc., Google AdWords and Google Remarketing technology, managed by Google Inc. The conversion tracking function of Facebook ADS and AdWords also uses cookies to help us keep track of sales and other conversions.

Management of cookies

Users can manage their own cookie preferences through the features available in most browsers, which allow the deletion/removal of cookies (all of them or part thereof), or changing the browser settings to block the submission of cookies or limit their use to specific sites (compared to others).

Therefore, users may refuse the use of cookies through the blocking procedure provided by their browser. In the following, we describe the procedures proposed by the main browsers:

[Microsoft Windows Explorer](#), [Mozilla Firefox](#), [Google Chrome](#), [Apple Safari](#), Google Analytics by downloading a specific browser [plug-in](#).

For information about cookies stored on your own terminal and their individual blocking, please refer to the link: <http://www.youronlinechoices.com/uk/your-ad-choices>

Given that this privacy policy may change over time - due to the entry into force of new sector regulations, to the updating or provision of new services, or to technological innovations, users/visitors are invited to consult this page www.gemmadimare.com.