

COOKIE POLICY

The policy below, relating to the use of cookies on this website, is provided to the user/navigator in implementation of the provision of the Guideline on the use of cookies and other tracking tools of 10 June 2021 (Published in the Official Journal No. 163 of 9 July 2021) and in compliance with Article 13 of the GDPR (EU General Data Protection Regulation No. 679/2016).

The policy is provided and kept updated by **Farmacia Della Cicogna S.R.L. (CF. 02397271202)**, with headquarters in San Lazzaro Di Savena (BO) Via Emilia 237, Italy, e-mail: assistenza@farmaciadellacicogna.it, numero di telefono: 051.462030, Data Controller of the personal data related to it.

The same addresses can be used to exercise the rights provided for by the GDPR in favour of the data subject (Articles 15 to 21 of the GDPR: e.g. access, deletion, updating, rectification, integration, etc.)

COOKIES.

Normally, cookies are small text files that websites (so called Publisher, or "First Parties") visited by the user, or different websites (so called "Third Parties") download and store in a device in the user's availability; this happens directly in case of Publisher and indirectly, i.e., through these latter, in case of Third Parties.

The devices we are referring to are, for examples, a computer, a tablet, a smartphone, or every other device able to store information. Today, and even more so in the future, we must name the so called IoT (Internet of Things), which are designed to connect to the network and with each other to provide different types of services, not necessarily limited to pure communication.

Software for the internet browsing and the functioning of these devices, for examples browsers, can store cookies then resend them to the sites that generated them at the next visit of the same user, therefore remembering the settings of his/her previous interaction with one or more websites.

Information encoded in cookies may include personal data like an IP address, a username, a unique identification, or an e-mail address, but they may also contain data which are not personal like the language, setting or information on the type of device that a person is using for browsing the website.

Therefore, cookies may perform important and different functions, among which the session tracking, the storage of information on specific settings concerning users accessing the server, thereby facilitating the use of online content, etc. They may be used, for example, to track items in an online shopping cart or the information used for filling out a computer form.

Cookies and, to a good extent, other tracking tools may have different features in terms of time therefore they can be classified according to their duration (session or persistent cookies), in other words from a subjective point of view (depending on whether the publisher acts autonomously or on behalf of the "Third Party").

The classification that responds to the principles of the legal framework and thus also to the requirements of protection of the individual is that which is ultimately based on macro-categories:

- technical cookies, used with the only purpose of "performing the transmission of a communication over an electronic communication network, or to the extent strictly necessary for the provider of an information society service explicitly requested by the contracting party or user to provide such a service" (see Article 122(1) of the Code);
- Profiling cookies, used to trace specific actions or patterns of behaviour recurring in the use of the functionalities offered to specific identified or identifiable persons in order to group the various profiles into homogeneous clusters of different sizes, so as to enable the Data Controller, among other things, to modulate the provision of the service in an increasingly personalised manner beyond what is strictly necessary for the provision of the service, and to send targeted advertising messages, i.e. in line with the preferences expressed by the user while surfing the web.

- "Analytics cookies"

These cookies called analytics are used to collect statistical information, in aggregate or otherwise, on the number of users accessing the Site and how they visit the site. The user's consent is required in the case of third-party analytics cookies (e.g. Google) which allow the user's IP address to be identified.

Otherwise, if the conditions listed below are met, they may be treated as technical cookies and it will not be necessary to obtain the user's consent (as indicated in the guidelines of 10 June 2021 by the Italian Data Protection Authority). In particular, it is required that a) cookies are only used to produce aggregate statistics and in relation to a single site or mobile application, b) at least the fourth part of the IP address is masked, c) third parties refrain from combining the minimised analytics cookies with other processing or passing them on to other third parties.

Cookies may also be classified as:

- session cookies, which are deleted immediately when the browser is closed (e.g. Internet Explorer, Safari, Google Chrome, etc..).
- persistent cookies, which - unlike session cookies - remain on your device and continue to operate after you close your browser and until a certain period has passed.
- first-party cookies, i.e. cookies generated and managed directly by the operator of the website on which the user is browsing.
- third-party cookies, which are generated and managed by parties other than the operator of the website on which the user is browsing (by virtue, as a rule, of a contract between the owner of the website and the third party).

COOKIES AND OTHER TRACKING SYSTEMS ON THE SITE.

The following cookies are currently used on the Website, all of the first part (namely cookies generated and managed directly by the operator of the site):

Nome	Descrizione	Durata	Privacy Policy
Stripe (Stripe Technology Europe Ltd)	Payments	__stripe_mid: 1 year; __stripe_sid: 30 minutes m: 2 years	https://stripe.com/ie/privacy
TAG	Google Tag Manager (Google Ireland Limited)	Simple interactions and functionality Contact user	https://policies.google.com/privacy
Website contact form	Improving the browsing experience	Font Awesome (Fonticons, Inc.) Google Fonts (Google Ireland Limited)	https://fontawesome.com/privacy https://policies.google.com/privacy
Targeting and Advertising Contact management and messaging	Mailchimp (The Rocket Science Group LLC)		https://www.intuit.com/privacy/statement/

Technical cookies are used strictly limited to what is necessary for safe and efficient navigation on the site.

For the processing of personal data by third parties, the user is invited to visit and consult the privacy policy of these parties, to see the table herein and/or the banner.

Use is made of marketing cookies to track visitors to the website. The purpose is to present advertisements that are relevant and engaging to the individual user and therefore of greater value to third-party publishers and advertisers.

Marketing cookies are also installed by third parties, about the processing of personal data carried out by third parties - however, as indicated in the table and in the banner on the website itself - please refer to the information rendered by them through their respective privacy policies.

INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA CARRIED OUT THROUGH SOCIAL MEDIA PLATFORMS.

Third-party cookies: about the processing of personal data carried out by the operators of Social Media platforms such as Facebook, Instagram, and Whatsapp, used by Farmacia della Cicogna Srl, please refer to the information rendered by them through their respective privacy policies (therein consulted: Whatsapp: <https://www.whatsapp.com/legal/privacy-policy/?lang=en>, Facebook: <https://m.facebook.com/privacy/policy/version/20220104/#:~:text=We%20don't%20sell%20any,who%20use%20our%20analytics%20services>, Instagram: https://www.instagram.com/privacy/checks/?cookie_consent=1&next=https%3A%2F%2Fprivacycenter.instagram.com%2Fpolicy%2F%3Fentry_point%3Dig_help_center_data_policy_redirect%26__coig_consent%3D1).

Farmacia della Cicogna Srl processes personal data conferred by users through the pages of Social Media platforms dedicated to it, within the scope of its institutional purposes, exclusively to manage interactions with users (comments, public posts, etc.) and in compliance with current regulations.

USER CONSENT

When connecting for the first time to any page of the site, the user will see a banner appear with brief information on the use of cookies.

The owner ensures that, by default, only the data necessary to achieve specific purposes are processed, i.e., limiting processing to the minimum necessary to allow users to navigate the site; consequently, when the user first logs in, no cookies or other tracking tools may be used.

A banner will appear, of a size appropriate for the different types of devices that can be used, which, while not preventing the maintenance of default settings, will allow those who wish to express their consent instead.

The banner indicates:

- that the site uses necessary cookies and possibly cookies for the installation of which consent is required, cookies possibly also of "third parties", which allow sending advertising messages in line with the user's preferences;
- a link to the extended information and to a different area in which it is possible to select analytically only the features, cookies, and third parties to which you intend to give your consent;
- a command to express consent by accepting all cookies or other tracking tools;
- that if the user chooses to close the banner by denying consent, the default settings that do not allow the use of cookies or other tracking tools other than technical ones will be maintained.

The user who does not intend to give consent will simply close the banner by selecting the appropriate command normally used for this purpose.

The user always has the possibility to revoke and/or modify all or part of the consent already given, and the owner will not be able to ask again to communicate his preferences for at least 6 months following the user's indication of them.

If you encounter technical problems related to the provision of consent, please contact us through the appropriate channels provided on this site so that we can assist you.

Personal data will not be disclosed.
For reasons exclusively functional to the management of the same, the data will be processed by subjects duly designated as Data Processors.

In particular, personal data may be processed by:

- the provider of the Website, for the operation and maintenance of the same.
- external managers. In particular, this is the company responsible for assisting the Data Controller, duly appointed as external manager, in the maintenance and proper functioning of the website.

Personal data may also be communicated to public and private entities for which the communication of your data is required by European provisions, laws, regulations, or contracts. For information regarding the processing of personal data collected through third-party cookies by these parties, please refer to the updated information links in the tables above or consult the privacy notices of the third parties.

Personal data collected through first-party cookies are processed by automated tools for the period strictly necessary to achieve the purposes for which they were collected. At the end of the processing personal data will be deleted.

For information regarding the retention period of personal data collected via third party cookies, please refer to the updated information links in the tables above.

By adjusting the settings on your browser, almost all computers allow you to be notified each time a cookie is sent, i.e. they allow you to disable cookies altogether. Completely deactivating cookies may prevent many features, or the correct navigation or display of the Site or other web pages.

Data subjects have the right to obtain from the Data Controller, in the cases provided for, access to their personal data and the rectification or deletion thereof or the restriction of processing concerning them or to object to processing, as well as the right to data portability (Articles 15 et seq. of the GDPR). Data subjects who believe that the processing of their personal data carried out through this website is in breach of the provisions of the Regulation are entitled to lodge a complaint with a supervisory authority (the Italian Data Protection Authority).

For information on how to exercise the rights of the data subjects in relation to the processing of personal data through third-party cookies, please refer to the updated links to the information notice in the tables above or consult the privacy notices of the third parties. To exercise your rights, you can contact the Data Controller at the following e-mail address: assistenza@farmaciadellacicogna.it.

Each user can configure his or her browser not to automatically accept cookies. Given that some settings may be different depending on whether you use your browser on a Mac or a PC, and that browsers often change their interface and management commands for general settings, we refer you to the instructions of the manufacturers of such software. In any case, clicking on the button that denies the installation of cookies that are not necessary for the operation of the site avoids the installation of those cookies for which the user's consent is required. You can however contact the Data Controller for more information.

The data subject may lodge a complaint with the Guarantor of the Protection of Personal Data if he or she considers that his or her rights under the GDPR and the applicable legislation have been infringed, in accordance with the procedures indicated on the Guarantor's website, which can be accessed at www.garanteprivacy.it