COOKIES POLICY
- v.3 - 21.12.2021 -

This privacy policy summarizes information that may concern the user, their preferences, or Internet access device (computer, tablet or mobile phone) and is mainly used to adjust the website functioning based on users' expectations, thus offering a better browsing experience as well as delivering personalized promotional messages.
In addition, by continuing with navigation, the user automatically gives consent to the use of cookies in accordance with this "Cookie policy". Below you can learn more about the various types of cookies used.

PRIVACY ROLES FOR DATA PROCESSED THROUGH THE DIGITAL MARKETING PLATFORM ADA:
>   The Data Controller is whoever prepared the web pages you are visiting. You can access the complete Privacy Policy and know the identity of the Data Controller, by accessing the footer of the web page.
>   The Digital Box SpA with registered office in Largo San Francesco, 5 - 70024 Gravina in Puglia (BA) - email address: privacy@thedigitalbox.com - is the Data Processor or, supplier of the service/tool in SAAS, the Digital Marketing Platform called ADA. The Digital Box has also appointed a Data Protection Officer (DPO) who can be contacted at the following email address dpo@thedigitalbox.com.
>   Notwithstanding the foregoing, the websites using The Digital Box technologies make use of Cookies listed below:

1. Technical and strictly necessary cookies (always active)

These cookies are necessary for the proper functioning of our websites and to use and/or improve the various functions and/or services requested. Without these cookies it would not be possible to manage and automate, for example, user authentication, access to the reserved area of the website, conversation with our virtual assistant, subscription to our newsletter lists.

2. Analytics cookies

These cookies allow us to improve our websites by monitoring and analyzing users' behavior, thus creating profiles aimed at making improvements and streamlining the navigation.

For example, analytics cookies can help us keep track of which pages are frequently visited, users' preferences, what products have already been viewed to prevent them from being repeated, whether or not advertising on the website is effective, if and what difficulties the user encounters in using the site.

In order to analyze how the websites are used, the Owner also uses the web analysis service "Google Analytics" provided by Google (https://www.google.com/intl/it_it/analytics/learn/privacy.html)

Further information about the Google Analytics service and the procedures to be followed to disable cookies can be found at the following links:

http://www.google.com/intl/en/analytics/privacyoverview.html

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

These data do not allow personal identification of the user: all data collected are aggregated and, as such, anonymous. Some of the browser and user information currently collected includes:

>   - All cookies placed by Google in the last 6 months,
>   - How many mouse clicks you made on that screen (or tap if on a touch device),
>   - The CSS information for that page,
>   - The exact date,
>   - The language your browser is set to,
>   - Any plug-ins installed in the browser,
>   - All Javascript objects

3. Marketing and Targeting Cookies (upon consent)
These cookies are used by The Digital Box SpA to collect data on browsing habits and users' preferences in order to develop a specific profile for customizing the commercial offer, or carrying out market research or distance selling.
The user can decide to refuse the use of these cookies using the opt-out tool provided in the setting page of your browser, or as specified below.

4. Preference Functionality Cookies
Preference cookies collect information about your choices and preferences, allowing us to store your language or other local settings and customize the Site accordingly. Language cookies are used to store the language you have selected and to display the correct options.

5. Third party and social media cookies
Our website may allow the use of third party cookies that may collect information about your browsing activity, in particular, within our websites. These cookies belong to third party analytics. In addition, some pages on our website are characterized by the presence of so-called "social plug-ins", which allow you to share our content on social media networks such as Facebook and Linkedin. Third party cookies are not under our control and, therefore, for more information on how the third party uses cookies, we recommend you to visit the website of the third party:
- Facebook:
   o Policy: https://www.facebook.com/help/cookies/
   o Configurations: access your account, privacy section
- LinkedIn:
   o Policy: https://www.linkedin.com/legal/cookie-policy
   o Configurations: https://www.linkedin.com/settings/
- YouTube:
   o http://www.google.com/policies/privacy/

Cookie opt-out
At any time, you may refuse to accept all or some of the cookies used on this website in the following ways:

- Management of our cookies used for marketing purposes
You can configure your choices about whether or not to use our cookies for marketing purposes through the "Cookie Consent Management" form. The "Cookie Consent Management" form will not be present in SaaS services where only technical cookies are used.
If the user chooses to disable the use of our profiling cookies, this will prevent us from storing further cookies, while the cookies previously installed on the user's device will continue to be used.

Each browser has specific set uo instructions. Further information on the procedures to follow to disable cookies can be found on the website of the browser provider.

Google Chrome: https://support.google.com/chrome/answer/95647?hl=it
Mozilla Firefox: http://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie
Internet Explorer: http://windows.microsoft.com/it-it/windows7/block-enable-or-allow-cookies
Apple Safari: http://support.apple.com/kb/PH5049

- Managing Google Analytics
To disable only the use of Google Analytics cookies, the user can use the add-on made available by Google at the following link and follow the opt-out procedure indicated by Google https://tools.google.com/dlpage/gaoptout?hl=it

- Management of third-party Targeting and Advertising cookies
For further information and/or to disable the Targeting and Advertising cookies, the user is instead requested to visit the following website: http://www.youronlinechoices.com/it.

Notwithstanding the above, please note that by disabling cookies you will still be able to use some parts of our websites, but some services may not be usable.
The data collected through cookies will be stored according to their nature. In this regard, please see the attached table.
These data will be processed exclusively for the above-mentioned purposes and may be communicated to subsidiaries, parent companies, affiliates or otherwise connected.

In compliance with the security measures, your data may also be communicated to subjects of public security and other public and private subjects for the fulfillment of obligations provided for by law also of fiscal, administrative, financial and similar nature. In no case the data will be disclosed.

To view and / or change your preferences go to the footer of each site and click the link "Manage details and cookie settings".
At any time, you may exercise your rights of access to the Data Controller, pursuant to Article 15 of EU Regulation 2016/679, i.e., you may obtain confirmation of the existence of your personal data and request their communication in intelligible form. Also, you will have the right to obtain the updating, rectification, integration and cancellation of the data or the limitation of processing. Finally, you will have the right to object, in whole or in part, for legitimate reasons, to the processing of your personal data, even if pertinent to the purpose of collection, as well as to the sending of advertising or direct sales material or for carrying out market research or commercial communication, by contacting the Data Controller, where the complete and updated list of the Data Processors is also available on request.

You also have the right to lodge a complaint with the Privacy Guarantor Authority.
(https://www.garanteprivacy.it/web/garante-privacy-en/home_en)
The Data Controller is The Digital Box SpA with registered office in Largo San Francesco, 5 - 70024 Gravina in Puglia (BA), and can be contacted at the email address privacy@thedigitalbox.com.
The owner has appointed a Data Protection Officer who can be contacted at the following email address dpo@thedigitalbox.com.

DETAIL TABLE OF COOKIES USED

NAME	SUPPLIER	PURPOSE	EXPIRATION	TYPE
track_page_view	The Digital Box SpA	Track the page viewed and Technical information passed by the browser.	sessione	Technical/ Required
getTrachInfo	The Digital Box SpA	Track all click events performed on buttons and page components present within the page.	sessione	Technical/ Required
switcher	The Digital Box SpA	Trace the characteristics of the displayed page layout	sessione	Technical/ Required
ada-serviceWorker	The Digital Box SpA	Track push notification click event	sessione	Technical/ Required
scratchAndWin	The Digital Box SpA	Track the user for the functionality of the Scratch & Win tool	sessione	Technical/ Required
_grecaptcha	Google	Used to validate builds and avoid possible bot abuse	sessione	Technical/ Required
PHPSESSID	The Digital Box SpA	PHP session id used to identify the client	sessione	Technical/ Required
_uetsid	Aruba Cloud	Cookie generated by Aruba Cloud Storage for the images included in the tool	24h	Technical/ Required
_clsk	Aruba Cloud	Cookie generated by Aruba Cloud Storage for the images included in the tool	24h	Technical/ Required
_clck	Aruba Cloud	Cookie generated by Aruba Cloud Storage for the images included in the tool	24h	Technical/ Required
_gid	Aruba Cloud	Cookie generated by Aruba Cloud Storage for the images included in the tool	24h	Technical/ Required
_ga	Aruba Cloud	Cookie generated by Aruba Cloud Storage for the images included in the tool	24h	Technical/ Required
mystats_track_location	The Digital Box SpA	Check on the browser settings of the end-user if you have the authorization to collect the position of the end-user, in case of positive result the coordinates will be sent to the server with detailed information of the location (city, area, country, etc)	session	Analytics
ada_pns_device_token	The Digital Box SpA	Check if the subscription to the receipt of notifications and tracing all the necessary parameters to send the notifications.	session	Analytics
Google Analytics	Google	Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google uses the Personal Data collected for the purpose of tracking and examining the use of this Application, compiling reports and sharing them with other services developed by Google. Google may use the Personal Data to contextualize and personalize the advertisements of its own advertising network.	session	Analytics
Facebook Pixel	Facebook	It allows you to measure advertising campaigns, optimize them and define their audience.	session	Analytics
track_landing_page	The Digital Box SpA	Track the viewed page and browser technical information.	session	Marketing
click_su_cta	The Digital Box SpA	Track click on call to action	session	Marketing