

# COOKIE POLICY

## INTRODUCTION

This website uses cookies. This document explains in detail what a cookie is, which cookies are used and how cookies allow us to offer the best experience to our customers.

## DEFINITION

Cookies are small text files that are sent to the user's device (to the browser used by the latter) where they are stored to be then sent back to the same websites on occasion of the user's next visit.

More specifically, these small text files (cookies) are saved in the folders used by the User's browser, for varying periods of time depending on need and generally between a few hours and some years, except for profiling cookies whose maximum duration is 365 days.

## GENERAL DEFINITIONS

This document is an integral part of the so-called "Privacy Policy" which includes also the website privacy notice and is in accordance with the general regulation on data protection (GDPR EU 2016/679) and also refers to the Measure issued by the Personal Data Authority of 8 May 2014, published in the Official Journal no. 126 on 3 June 2014, transposing Directive 2002/58/EC.

Our information documents are organised in this way for the purpose of providing greater clarity to users as to the meaning, use and disablement of cookies.

Cookies can be used to save information on the user's preferences and other technical data in a semi-permanent way, ensuring easier navigation, website use and effectiveness. For example, cookies can be used to establish whether the user's device has already visited the website and thus highlight any news or save "access" details.

It should be noted that users may express their options on the use of cookies on this website (see the detailed list under "types of cookies") also via their browser settings, following the instructions provided. Users can also opt for "anonymous browsing", thus being able to browse the Internet without any information on websites, pages visited, passwords entered and other information being saved that can identify them.

While browsing a website, users may receive on their terminal also cookies that are sent by different websites or web servers (so-called "third parties"), on which some elements (such as images, maps, sounds, specific links to pages of other domains) that are present on the website visited thereby may reside.

Cookies, which are usually present in users' browsers in a very high number and sometimes even for a long time, are used for different purposes: to perform IT authentications, to monitor sessions, to store information on specific configurations concerning users who access the server, etc. Some purposes of cookie installation might also require the user's consent.

In order to duly regulate these tools and since there are no technical characteristics that distinguish them from each other, it is necessary to differentiate them precisely on the basis of the objectives pursued by their users.

Legislation has moved precisely in this direction and, enforcing the provisions of Directive 2009/136/EC, it provides for the obligation to acquire the user's prior and informed consent to the installation of cookies used for purposes other than merely technical ones (cfr. art. 1(5) a), of Legislative Decree 28 May 2012, no. 69, which amended Article 122 of the Code).

Further information on cookies can be found on [www.allaboutcookies.org](http://www.allaboutcookies.org) and on the website of the Italian Personal Data Authority, which includes useful documents on the classification of cookies as laid down in the Authority's Measure of 8 May 2014 published in the Official Journal no. 126 on 3 June 2014, transposing Directive 2002/58/EC.

## **TYPES OF COOKIES**

There are various types of cookies and different ways in which they can be used. Cookies are distinguished according to their function, duration and who included them in a website.

Cookies may be first-party or third-party cookies; they can also be a) TECHNICAL, b) STATISTICAL, c) ANALYTICAL and d) PROFILING cookies.

First-party cookies are those introduced by the website manager on behalf of the website owner, while third-party cookies are those made available by others and recalled in the website (e.g. all the various types of Google cookies). The user's data are collected also by using tools and services provided by third parties and kept thereby.

For more information, please refer to the cookie policies of such third parties as detailed below.

In the light of the factual complexity related to the identification of cookie-based technologies and their strict integration with the operation of applications and the Internet, users are invited to contact the website Owner for any details on the use of cookies and on any use thereof through the website, for instance by third parties.

### **a) TECHNICAL COOKIES**

In general, technical cookies are those with which previous actions or the user's session can be saved or with which other activities strictly necessary to website operation can be performed.

Some of these cookies are essential for the proper operation of the website and allow users to browse it, view its content and make the most of its characteristics.

The use of such cookies is not subject to the data subject's consent.

"Functional" cookies (which are comparable to technical cookies under the Personal Data Authority's Measure of 8 May 2014 published in the Official Journal no.126 on 3 June 2014, transposing Directive 2002/58/EC) are used to remember the user's preferences (for example the user name) so as to provide the latter with a more customised and optimised browsing experience. In general, for example, cookies of this type remember what language is preferred by the user to view contents or they remember (for a limited period) the items in the virtual shopping basket where the session is closed before completing a purchase; they may also be necessary to keep a browsing session open or to allow the user to access any restricted areas. They may also remember temporarily the texts entered in filling out a form, when going back to a previous page in the course of the same session. Functional cookies are not essential to website operation, but improve its quality and the browsing experience; if these cookies are not accepted, website performance and operation may be not optimal and access to its content may be limited.

A particular type of technical cookie is the cookie used to save users' consents; this cookie keeps track of the user's consent to cookies on a website, thus avoiding to display the short notice on cookies and the request for the user's consent during subsequent visits.

### **b) AGGREGATE STATISTICAL COOKIES**

In case of services that are not fully anonymised, the user will find them listed among the third party cookies for which the user can deny his/her consent, thus ensuring the latter's privacy.

These non-profiling cookies do not require the data subject's consent.

The website uses Google Analytics, a web traffic analysis service provided by Google Inc., which uses cookies to collect and analyse, in aggregate form, information on users' browsing habits. Information generated by the cookie on users' website usage (including their IP address) is sent to and stored on Google's servers. Neither the website nor Google associate the user's IP address to other data in their possession to identify the user directly.

The use of these cookies is not necessary, but allows the Owner to improve its content and services based on the information drawn from such statistics.

The use of this type of cookies does not require the user's consent and merely requires the issue of a comprehensive privacy notice associated to a short-form privacy notice displayed in an information banner.

### **c) ANALYTICAL COOKIES**

These cookies are used to collect and analyse information on how users interact with the website, providing for example:

- statistical information on accesses and visits to the website, related to the last page visited by users;
- the number of sections and pages visited and the number of visitors;
- statistical information on the time spent on the website by users on average;
- any circumstance arising in the course of navigation (e.g. an error message) to understand any problem encountered by users when using the website.

This information might be associated with users' details such as their IP address, domain or browser; however, when it is analysed for the sole purpose of obtaining anonymous statistical information on website usage, the cookies collecting it may be assimilated to technical cookies.

By using the Google Analytics panel, it is possible to understand whether visits are made by unique visitors or returning visitors, verifying how pages are browsed (inbound and outbound links, movements between pages, length of visit, geographical origin, etc.).

The Google Analytics service may be set in such a way as to reduce the identifying power of the cookies installed (for example by using the anonymizeIp function, so as to hide the last part of the visitor's IP address).

### **d) PROFILING COOKIES**

The so-called "profiling cookies" are cookies intended to create user profiles and are used to send advertising messages in line with the preferences expressed thereby while browsing.

## **HOW TO CONTROL AND DISABLE COOKIES**

In case of doubts or concerns on the use of cookies, users can prevent their setting and reading, for example by changing their privacy settings in the browser used on their terminal, so as to block certain types of cookies.

Since browsers differ - and often even different versions of the same browser differ, also considerably, from each other - if the user prefers to act autonomously by setting the preferences of the programme used thereby, s/he can find detailed information on the relevant procedure in the guide for each of these tools. For a general overview of what steps need to be taken for the most common browsers, please visit [www.cookiepedia.co.uk](http://www.cookiepedia.co.uk).

Therefore, users can manage their cookie preferences directly in their browser and prevent - for example - cookie installation by third parties. In addition, by setting their preferences, users can remove previously installed cookies, including the cookie in which their consent, if any, to the installation of cookies by this website is saved. It should be noted that by disabling all cookies, the operation of this website may be compromised.

Further information on how to manage or disable cookies in the user's browser can be found at the following addresses:

[Google Chrome:](https://support.google.com/chrome/answer/95647?hl=it) <https://support.google.com/chrome/answer/95647?hl=it>

[Mozilla Firefox:](https://support.mozilla.org/it/kb/Attivare_e_disattivare_i_cookies) [https://support.mozilla.org/it/kb/Attivare\\_e\\_disattivare\\_i\\_cookies](https://support.mozilla.org/it/kb/Attivare_e_disattivare_i_cookies)

[Apple Safari](http://support.apple.com/kb/HT1677?viewlocale=it_IT): [http://support.apple.com/kb/HT1677?viewlocale=it\\_IT](http://support.apple.com/kb/HT1677?viewlocale=it_IT)

[Microsoft Windows Explorer](http://windows.microsoft.com/it-it/windows7/Block-enable-or-allow-cookies): <http://windows.microsoft.com/it-it/windows7/Block-enable-or-allow-cookies>

<http://windows.microsoft.com/it-it/windows7/how-to-manage-cookies-in-internet-explorer-9>

[Opera](http://help.opera.com/Windows/10.00/it/cookies.html) : <http://help.opera.com/Windows/10.00/it/cookies.html>

In case of a web browser that is not included in the aforesaid list, please refer to the online documents or guide of the said browser for further information.

The Owner is a mere technical intermediary for the links listed in this document and does not assume any responsibility in case of changes; it is reiterated that the user's disablement of all cookies (including technical cookies) might reduce given website functions or make them unavailable.

## COOKIES USED BY THIS WEBSITE

The [florenceandtuscanytours.com](http://florenceandtuscanytours.com) website uses various types of cookies, some of which are intended to make website usage more effective while others are used to enable given functions.

To ensure the use of this website and the supply of services associated therewith, this website uses:

- persistent cookies (i.e. cookies that remain stored until they are manually deleted by the user or whose scheduled removal is envisaged over a long term);
- session cookies, which are not stored in a persistent manner on the visitor's computer and disappear when the browser is closed.

It should also be noted that first-party cookies are those generated and used by this website, while third-party cookies are generated on this website by third parties.

Whilst specifying that the disablement of some cookies might limit the user's usage of the website and prevent full enjoyment of its functions and services, please be reminded that the previous paragraph gives information on how to manage and disable cookies.

Different types of cookies are installed on this website - with specific functions - which may fall within one or more of the following categories.

## OTHER THIRD-PARTY COOKIES

These cookies are sent by third-party domains and partner websites offering their functions on the website pages.

If the user has an account or uses the services of these subjects on other websites, the latter might be able to know that the user has visited the [florenceandtuscanytours.com](http://florenceandtuscanytours.com) website.

It should also be noted that these external subjects, over which **FLORAPROMOTUSCANY SOCIETA' COOPERATIVA** has no control, might intercept some of the user's personal data during navigation, even outside [florenceandtuscanytours.com](http://florenceandtuscanytours.com), thanks to information stored in the cookies which the user has consented to.

**FLORAPROMOTUSCANY SOCIETA' COOPERATIVA** cannot thus give any guarantees on the use of information by the said third parties.

The use of data collected by these external operators through cookies is subject to their privacy policies. For detailed information, please view the privacy policies of the services indicated as third-party cookies.

## COOKIES PROVIDING INTERACTIVE MAPS

These cookies allow for the publication of interactive and customisable maps on the website. This website uses Google Maps to provide detailed information on the location of its headquarters.

## **SYSTEM AND MAINTENANCE LOGS**

For operation and maintenance purposes, this website and any third party services used thereby might collect System Logs, i.e. files that record interactions and that may also contain Personal Data, including the User's IP address.

## **SOCIAL BUTTONS, PLUG-INS AND WIDGETS**

A website may contain special "buttons" (called "social buttons/widgets") depicting the icons of social networks or other services (for example, Facebook, Google+). These buttons allow users who are browsing the website to interact with the social networks shown thereon directly, by clicking on them. In this case, the social network acquires data relating to the user's visit, while the website Owner does not share any browsing information or user's data acquired through its website with the social networks that can be accessed via these social buttons/widgets.

These "sharing" (or social network) cookies are necessary to allow users to interact with websites through their social account and are used, for example, to express their appreciation and share it with their social contacts.

The most common use is the sharing of social network content. The presence of "plug ins" involves the transmission of cookies by and to all the websites managed by third parties. The management of information collected by "third parties" is governed by the relevant privacy policies, to which reference is made.

These plug-ins may, for instance, correspond to the buttons "Like" of Facebook or "Retweet" of Twitter. If the user accesses a web page which includes a plug-in, the internet navigation programme connects directly to the third-party servers and the plug-in is displayed on the screen thanks to the connection with the navigation programme. The plug-in might give information on the pages visited by the user to these third-party servers.

If a social network user visits the webpages of a website while being connected to his/her account, this information may be associated with the said account. Information will be associated with the user's account also when the plug-in functions are used (for example, by clicking on the "Like" button).

This type of cookies is not essential to the operation of this website.

## SPECIFIC AND ANALYTICAL DESCRIPTION OF THE COOKIES INSTALLED BY THIS WEBSITE

For the sake of utmost transparency, please find below the cookies used on the [florenceandtuscanytours.com](http://florenceandtuscanytours.com) website: (some examples of different duration are listed)

Nome Cookie	Proprio/ di terzi
Google analytics	Google
Google Maps	Google
Goggle Ads	Google
Purechat	Purechat.com
Yandex	Yandex.ru

## THE COOKIE BANNER – INFORMATION ON THE USE OF COOKIES

As required by the Measure "Identification of simplified procedures for privacy notices and the acquisition of consent to cookies" dated 8 May 2014, the user's consent to cookies is necessary when such consent is envisaged.

When using the application for the first time, the user will be shown a short cookie policy.

By continuing to use the website or closing the policy or clicking any part of the page or scrolling it to highlight further content, the user acknowledges the Cookie Policy of [florenceandtuscanytours.com](http://florenceandtuscanytours.com) and the personal data privacy notice.

The cookies installed and collected by the [florenceandtuscanytours.com](http://florenceandtuscanytours.com) website (third-party technical cookies, third-party aggregate statistical cookies) do not require the user's consent; rather, they require the issue of a short-form cookie policy which the owner has identified, for simplicity, in the banner published thereby.

The user may always remove these cookies at any time as specified below.

The application remembers the user's selection, so that the short-form policy will not be shown again at the time of the user's subsequent connections from the same device.

## Guide to the management of COOKIES on the main browsers and social networks

To ensure greater transparency and convenience, please find below:

- instructions on cookie management functions and how to disable cookies in the main browsers;
- a list of links to instructions and cookie management functions and cookie disablement in the main web services;
- the web addresses of the different cookie policies and cookie management arrangements of the main Social Networks;

### Browser

#### Chrome

- Open Chrome
- Click on the menu in the toolbar of the browser next to the url entry window for navigation
- Select Settings
- Click on Show Advanced Settings
- Under "Privacy", click the "Content Settings" button
- Under "Cookies" you can change the following cookie settings:
- Allow local data to be saved
- Change local data until the browser is closed
- Prevent websites from setting cookies
- Block third-party cookies and site data
- Manage exceptions for some websites
- Delete one or all cookies

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

### **Mozilla Firefox**

- Open Mozilla Firefox
- Click on the menu in the toolbar of the browser next to the url entry window for navigation
- Select Options
- Select the Privacy panel
- Click on Show Advanced Settings
- Under "Privacy", click the "Content Settings" button
- In the "Tracking" section you can change the following cookie settings:
- Ask websites not to perform any tracking
- Communicate to websites the availability to be traced
- Decide not to communicate any preference on personal data tracking
- Under "History" you can:
- By enabling "Use custom settings", select to accept third-party cookies (always, from the most visited websites or never) and store them for a given period of time (until they expire, until Firefox is closed or ask every time)
- Remove all stored cookies
- For further information, visit the [dedicated page](#).

### **Internet Explorer**

- Open Internet Explorer
- Click Tools and choose Internet Options
- Click the Privacy tab and, under Settings, change the scrolling device according to the desired action for cookies:
- Block all cookies
- Allow all cookies
- Select websites from which to obtain cookies: move the cursor to an intermediate position so as not to block or allow all cookies, then tap Websites; in the Website Address box, enter an internet site and then click either Block or Allow
- For further information, visit the [dedicated page](#).

### **Safari 6**

- Open Safari
- Click on Safari, select Preferences and press on Privacy
- Under Block Cookies, specify how Safari must accept cookies from websites.
- To view which websites have stored cookies, click on Details

### **Safari iOS (mobile devices)**

- Open Safari iOS
- Tap on Settings, then Safari
- Tap on Block Cookies and choose between the various options: "Never", "From third parties and advertisers" or "Always"

- To clear all cookies stored by Safari, tap on Settings, then on Safari and Clear Cookies and Data
- For further information, visit the [dedicated page](#).

### **Opera**

- Open Opera
- Click on Preferences then click Advanced and then Cookies
- Select one of the following options:
- Accept all cookies
- Accept cookies only from visited sites: third-party cookies and cookies sent by a domain that is different from the one visited, will be rejected
- Never accept cookies: no cookies will ever be saved
- For further information, visit the [dedicated page](#).

## **Third-party web services**

### **Google**

Useful addresses to better understand the privacy policy of Google Analytics, find forms for the collection of the user's consent and possibly disable the use of analytical cookies and prevent Google Analytics from collecting navigation data:

<http://www.google.com/analytics/terms/it.html>

<http://www.google.com/privacypolicy.html>

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#gajs>

<https://support.google.com/analytics/answer/6004245>

<https://tools.google.com/dlpage/gaoptout>

<http://www.google.com/settings/ads>

### **Google maps**

[http://www.google.co.uk/intl/it\\_IT/policies/](http://www.google.co.uk/intl/it_IT/policies/)

### **Flash Cookies**

To disable Flash Cookies, use the management tools of Adobe Flash that are available at the following link: <http://www.adobe.com/security/flashplayer>

### **AddThis**

<http://www.addthis.com/privacy>

## **Social Networks**

To ensure greater transparency and convenience, please find below the web addresses of the different cookie policies and cookie management arrangements of Social Networks.

Facebook cookie policy: <https://www.facebook.com/help/cookies/>

Facebook (configuration): access your account. Privacy section.

Google+ cookie policy: <http://www.google.it/intl/it/policies/technologies/cookies/>



Google+ (configuration): <http://www.google.it/intl/it/policies/technologies/managing/>

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