



**Salumificio Fratelli Beretta S.p.A.**

**Cookie Policy**

Cookies are small text files, saved on your computer or mobile device while browsing the Internet, commonly used to make websites work or make them work more efficiently. This is made possible because sites are able to read and write such files, enabling them to recognise you and remember important information that will make it easier for you to consult them (e.g. by remembering your preferred settings). Cookies assist the Owner in providing the service according to the purposes described. Some of the purposes for which cookies are installed may also require the User's consent.

## **1. TECHNICAL AND AGGREGATE STATISTICS COOKIES**

Technical Cookies have the function of allowing the performance of activities closely related to the operation of the site where you are browsing. The technical cookies used by the Owner can be divided into:

- Navigation cookies, through which you can save your navigation preferences and optimize your navigation experience;
- Cookie analytics, through which it is possible to acquire statistical information on how Users navigate. This information is processed in an aggregate and anonymous form;
- Functionality cookies, including third party cookies, used to activate specific features of this site and necessary to either provide the service or improve it. Such cookies do not require your prior consent to be installed and used.

## **2. GOOGLE ANALYTICS WITH IP ANONYMISATION (Google Inc.)**

Google Analytics is a web analysis service provided by Google Inc. ("Google").

The information generated by the cookies is sent by Google to your browser and stored on servers in the United States and other countries. Google will process this information for the purpose of evaluating your use of this website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage.

Google will use the Personal Data collected for the purpose of evaluating your use of this website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage.

Google may use Personal Data to contextualise and personalise the ads of its advertising network.

The IP address obtained through Google Analytics will not be associated with any other data held by Google, however you can choose to disable or block Google cookies by selecting the appropriate settings on your browser, so you may not be able to use the full functionality of the Site.

You can download and install the Google Analytics Browser Exclusion Add-on by accessing the following link: <http://tools.google.com/dlpage/gaoptout>.

This integration of Google Analytics makes your IP address anonymous. Anonymisation works by shortening the IP address of Users within the borders of the Member States of the European Union or in other countries that are parties to the Agreement on the European Economic Area. Only in exceptional cases will the IP address be sent to Google's servers and shortened within the United States.

- Personal Data Collected: Cookies and Usage Data.
- Place of processing : USA - Privacy Policy

## 2. OTHER TYPES OF COOKIES OR THIRD PARTY TOOLS THAT MAY USE THEM

We use some external services on your website that may collect statistics in an aggregate form and/or may not require the User's consent and/or may be managed directly by the Owner as described.

## 3. INTEGRATION WITH SOCIAL NETWORKS AND EXTERNAL PLATFORMS

Facebook: The following Facebook features can be integrated into our websites and can either recognise or insert Facebook cookies:

Facebook "Like" button (allows users to "Like" an article on Facebook);

Facebook Connect (allows you to access your Facebook account and interact with our websites through your account);

"Share" on Facebook (allows the user to share the article on Facebook);

Facebook Social Graph (allows our websites to extract Facebook elements and integrate them into our websites, such as user profile images or public Facebook posts).

Personal Data Collected: Cookies and Usage Data.

Place of processing : USA - Privacy Policy

- a. Google: Google's functions can be integrated into our websites and can either recognise or insert Google cookies.

Personal Data Collected: Cookies and Usage Data.

Place of processing : USA - Privacy Policy

## 5. HOW CAN I MANAGE COOKIES WITHIN MY BROWSER

In addition to what is specified in this document, the User has the possibility to refuse, accept or remove cookies from the Website at any time whatsoever by activating the settings or accessing the browser.

You can also use your browser preferences to delete cookies that have been installed in the past, including cookies which may have granted your consent for this Website to install cookies.

Information on how to enable, disable or remove cookies can be found on the website of your Internet browser provider accessible from your help screen.

If you wish, for further information on the most common browsers, you can consult this link:

<http://www.allaboutcookies.org/manage-cookies/index.html>.

***Warning: disabling or removing cookies may compromise the proper use of some features of the Site.***

Without prejudice to the above, the Owner informs that the User may also use the service offered by [www.youronlinechoices.com](http://www.youronlinechoices.com). This service allows you to manage the preferences of most advertising tools. The Owner, therefore, advises Users to use this resource in addition to the information provided in this document.

The Data Controller is Salumificio Fratelli Beretta S.p.A. with its registered office in Via Garibaldi n. 67 - 20056 Barzanò (Lecco, Italy).

Since the installation of Cookies and other tracking systems operated by third parties through the services used within this site cannot be technically controlled by the Owner, any specific reference to Cookies and tracking systems installed by third parties is to be considered indicative.

For complete information, please refer to the Privacy Policy of any third party services listed in this document.

Given the objective complexity linked to the identification of Cookie-based technologies and their very close integration with the functioning of the web, Users who would like to receive in-depth information on Cookies and their possible uses - for example by third parties, carried out through this site - is invited to contact the Data Controller.

This document refers to all online areas (websites, platforms, internet tools, etc.) owned by the Data Controller. In order to obtain further information on the tools relating to a specific area, the User is invited to contact the Data Controller at the following e-mail address:

- Via Fratelli Bandiera n. 12 - 20056 Trezzo sull'Adda (Milan, Italy).

Rather than at the following email address:

- [infoedatabreach.salumificiofratelliberetta@fratelliberetta.com](mailto:infoedatabreach.salumificiofratelliberetta@fratelliberetta.com)