

## Website Cookie Policy

This policy is addressed to all visitors of this Website.

Dear Visitor (hereinafter, "**You**" or the "**User**"),

This website [www.biebiadvertising.com](http://www.biebiadvertising.com) and all the related websites, such as [www.biebiadvertising.com/it](http://www.biebiadvertising.com/it), [www.biebiadvertising.com/en](http://www.biebiadvertising.com/en) (hereinafter the "**Website**") belong to:

### **B. & B. Advertising – S.r.l.**

Via Generale Orsini, 46 - 80132 - Napoli (NA)

Fiscal Code and VAT n. 05232620632

To contact **B. & B. Advertising** quickly and to communicate directly and effectively with the same, including the e-mail address, read the following details:

Contact centre +39 081 7640932 Fax +39 081 7641947

E-mail [info@biebiadvertising.com](mailto:info@biebiadvertising.com) PEC [bebadvertising@pec.it](mailto:bebadvertising@pec.it)

(hereinafter "**B. & B. Advertising**", "**We**" or the "**Company**").

Since the so called cookies are used for different purposes on our website, we are going to explain what cookies are and how they are used on the site through this policy pursuant to art. 13 D.Lgs. 30.6.2003 n. 196 (hereinafter, "Privacy Code") and art. 12, 13 and 14 of EU Regulation no. 2016/679 (hereinafter "**Regulation**") as well as the provision of the "Garante per la protezione dei dati personali" dated 8 May 2014, n. 229.

Some cookies (the so called own cookies or first party cookies) are conveyed and controlled directly by us. The Company collects and processes your personal data by means of these cookies. We hereby explain how we collect such data, for which purposes and what your rights are, pursuant to Article no. 13 of the General Data Protection, Regulation (EU) 2016/679 (the "**Regulation**").

On the contrary, other cookies (the so called third party cookies) are conveyed and controlled by third parties. This policy includes links to the policies published by such third parties. We hereby invite you to read them carefully. If you are not familiar with cookies, please read this policy and the general privacy policy of the Website carefully, in order to make your choices consciously.

The Owner takes the right to privacy and protection of personal data of its Users in the utmost account. For any information related to this Cookie Policy, Users may contact the Owner at any time:

- by sending a registered letter with return receipt to the registered office of the Owner (address: Via Generale Orsini, 46 - 80132 - Napoli (NA) - Italia);
- by sending an e-mail to [info@biebiadvertising.com](mailto:info@biebiadvertising.com)

### **A. What cookies are and what they are for**

Cookies are small text files that websites send directly to the users' computer or mobile device when visited (usually to the browser), where they are stored to be transmitted to the same websites on a following visit by the same user (the so called **own first party cookies**). During web navigation, a user may receive cookies also of other websites or of other web servers (the so called **third party cookies**). This happens because there may be elements on the visited website, such as images, maps, sounds, links to specific web pages of other domains that are on servers other than the server which the requested page is placed on. In other words, such cookies are set up on a website different from the one being visited.

Cookies may have a duration limited to a single session of browser navigation, (the so called **session cookies**) and, in such event, they deactivate automatically once the browser is closed by the user. They may have a predetermined

duration and, in such event, they will be saved and active on your hard disk until the expiry date, thus continuing collecting information during different sessions of browser navigation (the so called **permanent cookies**).

Cookies are used for several purposes. Certain cookies are necessary to allow you to navigate the websites and use its functionalities (the so called **technical cookies**). Other cookies are used in order to obtain statistical information, whether in aggregate or not, about the number of users accessing the Source Website and how the Source Website is used (the so called **analytics cookies**). In the end, other cookies are used in order to track your profile as a consumer and show you advertisements that may be of interest because consistent with your tastes and consumer habits (the so called **profiling cookies**).

In order to know such different categories of cookies more in details, please carry on reading this policy. Please discover how they work and for what use they are for, and choose freely if you want to consent their use or block it.

## B. Technical cookies

Technical cookies are used only to make you able to surf the Website and allow you to use its functionalities. They are first party cookies, since they are conveyed directly by us on the Website.

Certain technical cookies are essential to offer you an optimal surfing experience or in order to allow you to authenticate on the Website, for example to make a purchase on the Website or to enter into your reserved area (the so called **surfing cookies**). Surfing cookies are normally session cookies and, therefore, once the surfing browser is closed, they are automatically deactivated.

Other technical cookies are useful to allow you to memorise your preferences (for example, the language or the Country) without setting up them again on the following visits (the so called **functionality cookies**). For such reason, functionality cookies are often lasting ones, since they remain memorised on your computer also after closing the browser, until the scheduled expiry date or until you decide to eliminate them.

The following technical cookies are actually used:

COOKIE NAME	COOKIE CATEGORY	COOKIE FUNCTION
_icl_current_language	- first-party technical cookies - navigation - permanent	Language administrator
wpml_referer_url	- third-party technical cookies - navigation - permanent	Language administrator

As provided by privacy current legislation, your prior consent is not required for the installation of such cookies. Of course, you are free to block the installation of the technical cookies, modifying your browser's settings (please read the following paragraph E, No. 1 in order to know how to do it). Please consider, however, that blocking the installation of technical cookies, or eliminating them thereafter, it may be compromised in whole or in part the possibility to access the Website, to benefit of the same in whole or in part, to enable or disable certain functions or to receive certain services.

**C. "Analytics" cookies**

Analytics are used on the Website in order to collect statistical information, whether on aggregate or not, on the number of users accessing the Website and on how they visit the same.

This site does not contain third-party analytics cookies.

**D. Profiling cookies**

Profiling cookies are used to create a user's profile, based on the preferences and likings showed by you during the navigation on Internet and to make you view ads consistent with your profile. In such way, the ads that you could view might be of more interest for you.

Pursuant to current privacy law, your prior consent is requested in order to install such cookies.

The website [www.biebiadvertising.com](http://www.biebiadvertising.com) uses profiling cookies:

Cookie	Third party identification	Characteristics	Aims
GPS	YOUTUBE.COM	- Permanent -Anonimized	Detection of visiting frequencies, visits and return visitors
YSC	YOUTUBE.COM	-SESSION -Profiling - Anonimized	Used by the third-party YouTube video management service. This cookie is used to play a YouTube video. It is created during video upload.
VISITOR_INFO1_LIVE	YOUTUBE.COM	- 8 months -Anonimized	Used by the third-party YouTube video management service. YouTube bandwidth measurement.
PREF	YOUTUBE.COM	-SESSION -Profiling	Used by the third-party YouTube video management service. This cookie is used to play a YouTube video. It is created during video upload. A unique identifier given to every computer that allows YouTube tracking by Google.

## **E. How to manage cookies and oppose to their use**

There are several options to manage, disable and remove the cookies.

### **(1) Modify your browser settings**

Please follow the instructions provided by your browser's producer to discover how to manage, disable or remove all the cookies (technical and profiling ones):

**Explorer:** <https://support.microsoft.com/en-us/kb/196955/it>

**Chrome:** <https://support.google.com/chrome/answer/95647?hl=it>

**Firefox:** <https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie>

**Safari:** [https://support.apple.com/kb/PH17191?locale=it\\_IT](https://support.apple.com/kb/PH17191?locale=it_IT)

**Opera:** <http://help.opera.com/Windows/10.00/it/cookies.html>

Please be careful in making your choice. Indeed, by blocking the receipt of all the cookies indiscriminately, including the technical ones, without providing a specific exception for the Website, you might be no more able to surf on the Website or to benefit, in whole or in part, of its functionalities. Furthermore, removing all cookies from the browser, the technical cookies could be removed too and, therefore, you could remove the preferences set up by using the Website or no longer find products or services included in your cart.

### **(2) Use interactive instruments provided by B. & B. Advertising or by third parties**

In order to disable third parties cookies, please refer to the privacy policies of the third parties installing profiling cookies (please see paragraph D above) in order to know the other tools made available for you to manage, disable and cancel cookies and, more in general, to oppose to their use. Please remember that, by disabling third parties cookies, (i) you oppose to their use not only on the Source Website, but on all the websites on which they are installed and (ii) the possibility to navigate on the Source Website and to use its functionalities will not be compromised in any manner whatsoever. When you disable third parties cookies, you will see the cookies banner on the Source Website home page; in this case, however, closing the banner, surfing on the home page or clicking whatever element on the home page outside the banner, you will not receive any third party cookie being duly disabled.

### **(3) Use the Internet website [www.youronlinechoices.eu/it/](http://www.youronlinechoices.eu/it/)**

Your Online Choices is an internet website managed by the non-profit European Interactive Digital Advertising Alliance (EDAA) association, the Italian version is available at the following address [www.youronlinechoices.eu/it/](http://www.youronlinechoices.eu/it/). It provides information on the behavioural marketing based on profiling cookies (<http://www.youronlinechoices.com/it/a-proposito>) and allowing Internet user to easily oppose (opt-out) to the installation of the main profiling cookies installed by the marketing professionals and used on the Internet websites (<http://www.youronlinechoices.com/it/le-tue-scelte>). Before using such instrument, please read carefully the service general terms and conditions available on: Your Online Choices (<http://www.youronlinechoices.com/it/condizioni-general-di-servizio>), the FAQs (<http://www.youronlinechoices.com/it/faqs>) and the user's guidelines (<http://www.youronlinechoices.com/it/help>).

Use Your Online Choices consciously. Indeed, although Your Online Choices draws together many of the most important marketing companies using cookies, certain third parties installing cookies through the web might not have adhered to Your Online Choices. Therefore, the use of Your Online Choices does not guarantee that you will not receive third parties cookies surfing the web. Furthermore, please remember that, by deleting all cookies from your browser, also the technical cookies released by Your Online Choices in order to remember your choices, could be cancelled, making third parties cookies active again.

## **F. Processing methods and data retention timing**

As highlighted in the introduction to this Cookie Policy, the Company collects and processes certain personal data by means of the cookies conveyed directly on the Website (first party cookies). The Company acts as data controller of such, in compliance with the provisions of the GDPR. Please note that we will process your data with electronic means only, in a totally automated way and without human intermediation. Therefore, our employees and partners will never access the content of your personal data obtained by means of cookies, so that they will never be able to see and/or have any direct Personally Identifiable Information (PII).

Certain employees and partners of ours we appointed as data controllers might make maintenance operations on IT systems that host your data, without the possibility to access their actual contents. Your personal data could be saved on servers managed by third parties (for example IT systems providers) or may be managed by online marketing specialised subjects, acting as external data controllers on the basis of a specific written designation by the Company. We hereby inform you that, complying with the requirements and the guarantees provided by law, your data could be transferred to Countries outside the European Union that could not guarantee a level of privacy and personal data protection equal to the level of protection guaranteed by the Italian and European privacy laws. As controllers, we will take data security in the utmost account; therefore, we will process such transfers with all due care and guarantees. Your personal data will not be disclosed to third-party data processors, nor will they be disseminated.

## **G. Your rights**

In order to exercise your rights, or to obtain further information or clarification regarding this Cookie Policy, please contact the Company by:

- sending a registered letter with return receipt to the registered office of the Controller (address to via Generale Orsini, 46 - 80132 Napoli (NA) - Italy);
- sending an e-mail to [info@biebiadvertising.com](mailto:info@biebiadvertising.com);
- using the form in the site's policy section: <https://www.biebiadvertising.com/it/policy/>

Pursuant to Privacy Law, the Data Controller informs that Users have the right to obtain information of: (i) the origin of personal data; (ii) the purposes and methods of the processing; (iii) the logic applied in the event of processing carried out with the aid of electronic means; (iv) the identification details of the Controllers and Processors; (v) the subjects or categories of subjects to whom the personal data may be communicated or who may learn about them as Processors.

Furthermore, Users have the right to obtain:

- a) access, updating, rectification or, when interested, integration of data;
- b) the cancellation, transformation into anonymous form or blocking of data processed unlawfully, including data whose retention is unnecessary for the purposes for which the data were collected or subsequently processed;
- c) the attestation that the operations referred to in letters a) and b) have been brought to the attention, also as to their content, of those whom the data have been communicated or disseminated to, except in the case where this fulfilment proves to be impossible or involves a use of means manifestly disproportionate to the protected right.

Furthermore, Users have:

- a) the right to withdraw consent at any time, if the processing is based on their consent;
- b) (and, where applicable) the right to data portability (right to receive all their personal data in a structured format, commonly used and readable by automatic device), the right to limit the processing of personal data and the right to cancel ("right to be forgotten");
- c) the right to oppose:

- i) in whole or in part, for legitimate reasons, to the processing of personal data concerning them, even if pertinent to the purpose of the collection;
- ii) in whole or in part, to the processing of personal data concerning them for the purpose of sending advertising or direct sales material or for carrying out market research or commercial communication;
- d) if they believe that the processing concerning them violates any Privacy Laws, the right to complain with a Supervisory Authority (if a European citizen, in the Member State in which they usually reside, or where they work or where the alleged violation has occurred). The Italian Supervisor Authority is the Garante per la protezione dei dati personali - Piazza di Monte Citorio n. 121, 00186 - Rome(<http://www.garanteprivacy.it/>).

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***The Controller is not responsible for updating all links that can be viewed in this Cookie Policy, therefore whenever a link is not functional and/or updated, Users acknowledge and accept that they must always refer to the document and/or section of the websites referred to such link.***

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***This page is visible, through the link at the bottom of all the pages of the Site pursuant to art. 122 second paragraph of Legislative Decree no. 196/2003 and following the simplified procedures for the information and the acquisition of consent for the use of cookies published in the Official Gazette No. 126 of June 3, 2014 and the related register of measures No. 299 of May 8, 2014.***