

Cookie policy of Fluid Force S.r.l. for www.fluidforce.it site

What is a cookie and what is it used for?

A cookie is a text file that a website visited by the user sends to his or her computer where it is stored and then sent back to that site during a subsequent visit.

Cookies can be classified according to the person who install them on the user's computer, depending on whether it is the site provider being visited by the user (so-called "first-party cookies") or another site installing the cookies via the first site (so-called "third-party cookies"); according to the purpose of each cookie, some cookies allow the website that installed them either to remember, for example, the preference expressed by the user while browsing, making a purchase or signing in (so-called "technical cookies"); other cookies allow the website that installed them to monitor the user's browsing for various purposes, including sending advertising messages or offering services in line with the preferences expressed by the user while surfing the net (so-called "profiling cookies"). Consent of the persons concerned is only necessary for the user of profiling cookies.

Technical third-party cookies and profiling third-party cookies are installed on our website, as detailed in the table below.

Technical cookies

Technical cookies are used for the sole purpose of "carrying out the transmission of a communication on an electronic communication network, or insofar as this is strictly necessary to the provider of an information society service that has been explicitly requested by the subscriber or user to provide the service".

Technical cookies can be classified as follows:

- navigation or session cookies, which guarantee normal browsing and use of the website (allowing, for example, a purchase to be made or authentication to be carried out for access to reserved areas);
- analytics cookies (e.g. Google Analytics), similar to technical cookies, where they are used directly by a website administrator to collect information in aggregate form on the number of users and on how they visit the site;
- functionality cookies, which allow users to navigate on the basis of a series of criteria they have selected (e.g. the language, products selected for purchase) in order to improve the service provided for them.

In particular, it should be noted that the Google Analytics tool, used on this website, acquires the IP addresses of visitors to provide an indication of their geographical location. This method is known as IP geolocation. Google Analytics does not report information on the actual IP addresses of visitors. By using a method known as IP masking, Google Analytics communicates information in a way that allows only part of the IP address to be used for geolocation, rather than the entire address.

A browser add-on to deactivate Good Analytics can be downloaded from this address:

<https://tools.google.com/dlpage/gaoptout>. These add-ons communicate with the Google Analytics JavaScript code (ga.js) and tell it that the information on the website visit must not be sent to Google Analytics. Browser add-ons to deactivate Google Analytics do not prevent the information from being sent to the website itself. Consent of the persons concerned is not necessary for the use of technical cookies.

Profiling cookies

Profiling cookies are designed to create user profiles and they are used to send advertising messages on the basis of the preferences displayed by users when surfing the net.

This website only uses profiling cookies managed by third parties (no profiling cookies are used by the site publisher).

These cookies, listed below and for which user consent is necessary, are used for advertising services, targeting for advertising purposes, customisation of the site content, tracking and performance optimisation.

How to provide consent to profiling cookies

When visiting the website for the first time, the user can give consent to all cookies: by clicking on "X" or "OK" on the information banner or clicking on any other feature in the page (image or link) outside the banner or by scrolling through the page; moreover, the user cannot perform the actions described in the banner, access from it to the extended statement and refuse his/her consent to the installation of cookies by clicking on the link provided.

On subsequent visits to the Website (provided the user has already given his/her consent to the use of cookies, as outlined above), the user can access the entire Cookies Statement from the link "Cookie policy" shown at the bottom of each page of the Website and refuse his/her consent to the Cookies according to the procedure set out above. In any case, the user can refuse his/her consent to cookies through the browser settings, as detailed below.

Information provided in accordance with article 13 of Regulation 2016/679/EU

In connection with the information collected by Cookies installed directly by the Website, the Data Controller highlights the following:

- the data are collected only for the purposes and the duration indicated in the table below and are processed using computer methods;
- the use of technical cookies does not require the user's prior consent as these cookies are necessary to allow browsing within the site and its proper functioning. If technical cookies are removed via browser settings, browsing through the site could be inhibited in whole or in part;
- data collected by first-party cookies can be communicated to individuals acting on behalf of the Data Controller in their capacity as data processors who are appointed or authorised for the purposes outlined above. In connection with these data, the user may exercise the rights envisaged by Regulation 2016/679/EU, as indicated in the statement on the processing of personal data via the "Privacy" link at the footer of the Site.

Finally, with reference to third-party cookies, it is worth noting that the purposes of these cookies, the logic underlying the related processing and the management of user preferences in this connection are not determined and/or verified by the Data Controller but by a third party which provides them as the supplier and Data Controller.

Our Website uses the following third-party cookies:

NAME	PURPOSE
AdWords Remarketing (Google Inc.)	AdWords Remarketing è un servizio di Remarketing e Behavioral Targeting fornito da Google Inc. che collega l'attività di questa Applicazione con il network di advertising Adwords ed il Cookie Doubleclick. Dati Personali raccolti: Cookie e Dati di utilizzo. Luogo del trattamento: USA – Privacy Policy – Opt Out
Facebook Custom Audience (Facebook, Inc.)	Facebook Custom Audience è un servizio di Remarketing e Behavioral Targeting fornito da Facebook, Inc. che collega l'attività di questa Applicazione con il network di advertising Facebook. Dati Personali raccolti: Cookie e email. Luogo del trattamento: USA – Privacy Policy – Opt Out
Facebook Remarketing (Facebook, Inc.)	Facebook Remarketing è un servizio di Remarketing e Behavioral Targeting fornito da Facebook, Inc. che collega l'attività di questa Applicazione con il network di advertising Facebook. Dati Personali raccolti: Cookie e Dati di utilizzo. Luogo del trattamento: USA – Privacy Policy – Opt Out
Remarketing con Google Analytics per la pubblicità display (Google Inc.)	Google Analytics per la pubblicità display è un servizio di remarketing e behavioral targeting fornito da Google Inc. che collega l'attività di tracciamento effettuata da Google Analytics e dai suoi Cookie con il network di advertising Adwords ed il Cookie Doubleclick. Dati Personali raccolti: Cookie e Dati di utilizzo. Luogo del trattamento: USA – Privacy Policy – Opt Out
Twitter Remarketing (Twitter, Inc.)	Twitter Remarketing è un servizio di Remarketing e Behavioral Targeting fornito da Twitter, Inc. che collega l'attività di questa Applicazione con il network di advertising Twitter. Dati Personali raccolti: Cookie e Dati di utilizzo. Luogo del trattamento: USA – Privacy Policy – Opt Out
Twitter Tailored Audiences (Twitter)	Twitter Tailored Audiences è un servizio di Remarketing e Behavioral Targeting fornito da Twitter, Inc. che collega l'attività di questa Applicazione con il network di advertising Twitter. Dati Personali raccolti: Cookie e email. Luogo del trattamento: USA – Privacy Policy – Opt Out
__atuvc	This cookie is associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms. It stores an updated page share count.
__atuvs	This cookie is associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms. This is believed to be a new cookie from AddThis which is not yet documented, but has been categorised

	on the assumption it serves a similar purpose to other cookies set by the service.
_conv_r	These cookies are used as part of the AddThis functionality of our website, specifically the Email, Pinterest & YouTube icons and resulting actions.
_conv_v	These cookies are used as part of the AddThis functionality of our website, specifically the Email, Pinterest & YouTube icons and resulting actions.
_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.
_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.
_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.
_gat	This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes.
_gid	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.
bcookie	These cookies are used to enable sharing of content via linkedin.
bscookie	These cookies are used to enable sharing of content via linkedin.
bt2	Used by the social sharing platform AddThis to keep a record of parts of the site that has been visited in order to recommend other parts of the site
cb-enabled	We set this cookie to hide the cookie acknowledgement banner when cookies have been acknowledged.
di2	These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.
lidc	Cookies to integrate the service in the LinkedIn site, with the purpose of allowing you to share pages or articles on LinkedIn.
loc	Use geolocation to show where users are sharing links. It is a persistent cookie and expires in 90 days.
notice_preferences	Questo cookie viene utilizzato per registrare se l'utente ha accettato l'utilizzo dei cookie per questo sito.
ssc	These cookies are used in recording user sharing and social activity
ssh	Used for optimizing sharing settings for the user.
sshs	Used for optimizing sharing settings for the user.

uid	Uniquely assigned machine-generated user ID
um	Cookie utilizzato da AddThis per tracciare gli share sui vari social
uvc	These cookies are used in recording user sharing and social activity
vc	Cookie utilizzato da AddThis per tracciare gli share sui vari social
com.silverpop.iMAWebCookie	The visitor key assigned by the system. It expires in 1000 days
com.silverpop.iMA.page_visit	The site visit session which logs a 'Site Visit' event in system. It expires in 20 minutes.
com.silverpop.iMA.session	The page view session which logs a 'Page View' event in system. It expires in 20 minutes.
com.silverpop.iMA.jid	The job ID of the sent mailing, which is generated from the 'spJobID=' parameter in clickstream query string . It expires when the browsing session ends.
com.silverpop.iMA.mid	The mailing ID of the sent mailing, which is generated from the 'spMailingID=' parameter in clickstream query string. It expires when the browsing session ends.
com.silverpop.iMA.rid	The Report ID of the sent mailing, which is generated from the 'spReportID=' parameter in clickstream query string. It expires when the browsing session ends.
com.silverpop.iMA.uid	The Recipient ID of the visitor, which is generated from the 'spUserID=' parameter in clickstream query string. It expires when the browsing session ends.

Setting up cookies

By default, many browsers automatically allow the use of cookies and also offer the possibility of controlling most of the cookies, including the option to accept them or not and the procedure to delete them.

For more information on cookie control, see the browser's "Tools" section (or the like).

You can set your browser to receive a warning before accepting a cookie and decide whether to receive it or not. You can also disable the cookies completely.

How to disable cookies?

Most browsers (Internet Explorer, Firefox, Chrome, etc.) are configured to accept cookies. Cookies stored on your device's hard drive can be deleted, however, and you can disable them by following the instructions provided by the main browsers, at the following links:

- **Chrome:** <https://support.google.com/chrome/answer/95647?hl=it>
- **Firefox:** <http://support.mozilla.org/it/kb/Eliminare%20i%20cookie>
- **Internet Explorer:** <http://windows.microsoft.com/it-it/internet-explorer/delete-manage-cookies#ie=ie-10>
- **Opera:** <http://www.opera.com/help/tutorials/security/privacy/>
- **Safari:** https://support.apple.com/kb/ph21411?locale=it_IT