

COOKIE POLICY

Extended information on the use of cookies

This Cookie Policy aims to inform users about the procedures followed for the collection, through cookies and / or other monitoring technologies, of the information provided when you're visiting the websites www.elt-roma.com, www.elettronica-roma.com, www.elt-elettronica.com (hereinafter referred to as the "Websites"). The owner of the processing of personal data collected through the visited websites is ELETTRONICA SpA (VAT number 00886951003), located in Rome at via Tiburtina Valeria 13,700 km email privacy@elt.it which will treat them in accordance with the provisions of the applicable legislation on privacy and protection of personal data.

Definition of cookies

Cookies are small text strings that websites visited by user send to the device used (for example, computers, tablets, smartphones, notebooks, etc.), where they are stored before being re-transmitted to the same sites at the next visit of the same user. Cookies may be subject to prior consent.

The cookie identifies the device in which it is stored for its entire period of validity or registration. During visits to the Site, informations relating to the navigation data received from the user's device may be stored in "cookies" installed on that device.

Cookies perform various functions and allow you to browse the site efficiently, remembering user preferences and improving the browsing experience. They can also help to personalize the advertisements shown during navigation and the marketing activities directed to him, ensuring that they are carried out in a manner consistent with his interests and preferences.

You can change cookie settings at any time. Below you can find more information about the cookies used by the site and how to manage the settings related to it.

Types of cookies used

When connecting to the Websites via the browser, cookies may be installed on the user's device in order to recognize the device used, to guarantee the use of the Website for the duration of the validity period of the cookies and collect informations on access to the Website.

While browsing the site, the user can also receive cookies on his terminal that are sent from different websites or web servers (so-called "third parties"), on which some elements may exist (eg: images, maps, sounds, specific links to pages of other domains) present on the site that the same is visiting. Therefore, there can be in this respect:

First-party cookies, sent directly from Elettronica to the user's device.

Third-party cookies, coming from a third party but sent on behalf of Elettronica.

Depending on the purpose of use of cookies, these can be distinguished in:

Technical cookies

Their use is strictly limited to the transmission of session identification data (random numbers generated by the server), necessary to allow the safe and efficient exploration of the Websites; they are not stored permanently on the user's computer and disappear when the browser is closed. The use of these cookies is aimed at the security and improvement of the service offered. In particular, Elettronica uses the following technical cookies:

Name	Duration	First/third Part	Description
chat.IDSessione	Session time	First Part	If it exists, it contains the open chat session id
COBROWSE_ELETTRONICA	Session time	First Part	If it exists, it contains the ID session of opened cobrowse
SS_CRMT	Session time	First Part	For ID practice
PROATT nomepagina IDSessione	Session time	First Part	Cookie to inhibit the opening of the proactive chat in the <namesession> section

isChatting.public	Session time	First Part	Cookie to trace the start of the public chat
isChatting.private	Session Time	First Part	Cookie to trace the start of the private chat
UserSettings	60 min	First Part	Login
part__c	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_process	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_engagement	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_burnout_code	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_promo	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_partnership_code	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_prev_expense	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_prev_consumption	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_estimated_calculator	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_referrer	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
npa_referrer	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
NPA_VASNE_PN	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
pageLoadingTime	Session time	First Part	Page loading time
cookieconsent_Elettronica	Session time	First Part	Privacy policy
"AWSELB incap_ses_474_1330095 nlbi_1330095 visid_incap_1330095 visid_incap_871620 visid_incap_922382 visid_inca"	Session time	First Part	Technical cookies

pageLoadingTime	Session time	First Part	Page loading time
cookieconsent_Elettronica	Session time	First Part	Privacy policy
WSSCAMP-	60 min	First Part	Multichannel campaign (n- cookies)
QR_KEY	60 min	First Part	Direct to bills and payment PMO 6211
EE_TIPOLOGIA_CLIENTE	60 min	First Part	Clients typology
EE_COMMODITY	60 min	First Part	Default Commodity
SOC_LOG_EE	60 min	First Part	Social login
BrowserId	Session time	First Part	Technical cookies for the maintenance of the user session related to the acquisition process
clientSrc	Session time	First Part	Technical cookies
inst	Session time	First Part	Technical cookies

oid	Session time	First Part	Technical cookies
oinfo	Session time	First Part	Technical cookies
sid	Session time	First Part	Technical cookies
sid_Client	Session time	First Part	Technical cookies
chat.IDSessione.private	Session time	First Part	if exists, contains the session id of the open chat (public chat)
isChatting.public	Session time	First Part	parameter = true if there is a session open chat (public chat)
isChatting.private	Session time	First Part	parameter = true if there is a session open chat (private chat)
PROATT nomesezione	Session time	First Part	Cookies to inhibit the opening of the proactive chat in the <amesessionon> section
ElettronicaOutageAccepted	Session time	First Part	Manages the opening / closing of the "Beacon Home Alert" alert
darksiteAlertFullscreen	Session time	First Part	Manages the opening / closing of the full screen alert
homeAlert	Session time	First Part	Manages the opening / closing of the alert
homePromoAlert	Session time	First Part	Manages the opening / closing of the alert
part_c2	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
product_page_path	Session time	First Part	Technical cookies for the passage of parameters related to the various modes of engagement between public area and acquisitive processes
MGMCode	Session time	First Part	Cookies to pass the MGM code to the registration pages
IECompatibility	Session time	First Part	It trace the IE Version in use
LANDING_REDIRECT	Session time	First Part	Manages the opening of the login popup if the user is not logged in

Cookie Analytics

Elettronica uses cookies analytics in order to analyze the number of users and how to use the site, information that is collected in aggregate form. In particular, Elettronica uses the following Cookie Analytics:

Name	Duration	First/Third Part	Description
AMCV AdobeOrg	2 years	Third Part	I The Visitor ID service uses JavaScript to store a unique visitor ID in an AMCV AdobeOrg cookie

NID	6 months	Third Part	The NID cookie contains a unique ID that is used by Google to store your preferences and other information, such as the preferred language (for example Italian), the number of search results you want to be shown for each page (for example 10 or 20) and your preference to activate the SafeSearch filter Google.
_ga	2 years	Third Part	Google Analytics cookie used to distinguish whether the user previously accessed the site. It does not contain any personal information.
_gid	24 hours	Third Part	Google Analytics cookies. Used to distinguish users.
mbox	2 years	Third Part	This cookie identifies a unique visitor ID for Target activities and remains active for 2 weeks
s_cc	1 year	Third Part	This cookie is set and read by the JavaScript code for determine if cookies are enabled (simply set to "True") This cookie is set and read by JavaScript code when the ClickMap functionality and the Activity Map feature are enabled; contains information about the previous link that was clicked by the user
s_sq	1 year	Third Part	
zone_ID	Session Time	Third Part	This cookie is set to identify the type of internal link of the portal with which, a user, has reached a certain page
previous_page	Session Time	Third Part	It indicates the page visited at www.elt-roma.com, www.elettronica-roma.com, www.elt-elettronica.com from which the visitor comes.
pageLoadingTime	Session Time	Third Part	Indicates the loading time of the landing page displayed
_gat	1 minute	Third Part	Google Analytics Technical Cookie
ecid_campaign	Session Time	Third Part	It indicates the data relating to the campaign through which you landed on www.elt-roma.com, www.elettronica-roma.com, www.elt-elettronica.com
ev55	Session Time	Third Part	Indicates the campaign code and the offer code through which you landed on www.elt-roma.com, www.elettronica-roma.com, www.elt-elettronica.com
ev56	Session Time	Third Part	Indicates a code that uniquely identifies the recipient of the campaign

Profiling cookies

Profiling cookies are designed to create profiles related to the user and are used in order to send advertising messages in line with the preferences expressed by the same in the context of surfing the net or to improve the browsing experience. These cookies can only be used for these purposes with the user's consent. In particular Elettronica also uses the Facebook Pixel, a cookie used for the retargeting activity, and that allows to display, for example on social networks or when the user performs a search on search engines, advertisements consistent with the pages visited previously and browsing the Site. This technology allows Electronics to send the user only classified ads with their tastes rather than standard advertising.

Below is a description of the first and third-party profiling cookies used on the Website

Name	Duration	First/Third Part	Descrizione
DC_UID	18 months	Third Parties	Used to recognize users who have seen, clicked or interacted with adv advertising, associate the user with a certain target, generate

			<p>audience lists used in remarketing campaigns and improve the performance of DCM campaigns. Registered information: IP address (and geographical location attributable to the IP address) Cookie IDs</p> <p>User agentage referrer URL date/time call URL Publisher click-tracker URL Publisher ID involved in Device identification campain Mobile app identification https://support.google.com/dcm/answer/2839090?hl=it</p>
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Management of cookies via browser settings - How to disable cookies (opt-out)

Most internet browsers are initially set to accept cookies automatically. This means that you have the possibility, at any time, to set your browser to accept all cookies, only some, or to reject them, disabling their use by the sites. Furthermore you can normally set your browser preferences to be notified whenever a cookie is stored on your computer. At the end of each browsing session, finally, you can delete collected cookies from your device's hard drive. If you want to delete the cookies installed in the cookie folder of your browser, remember that each browser has different procedures for managing settings.

Almost all Internet browsers allow you to check which cookies are present on your hard drive, block all cookies or receive a warning every time a cookie is installed. In some cases, however, failure to install a cookie may make it impossible to use certain parts of the Website.

The following are the modes offered by the main browsers to allow the user to express their options regarding the use of cookies:

Internet Explorer: <http://windows.microsoft.com/it-it/internet-explorer/delete-manage-cookies#ie=ie-11>

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

Firefox: <https://support.mozilla.org/it/kb/Gestione%20dei%20cookie>

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

Safari: http://support.apple.com/kb/HT1677?viewlocale=it_IT

Android: <http://support.google.com/mobile/bin/answer.py?hl=en&answer=169022>

If you use a mobile device, refer to its instruction manual to find out how to handle cookies.

For more information on cookies, also on how to view those that have been set on the device, on how to manage and delete them, visit www.allaboutcookies.org.

The cookies of Facebook and Adobe Marketing Cloud can be rejected according to the procedure indicated by the two suppliers. Therefore, the use of the Website without rejecting these cookies implies the user's consent to the processing of their data by Facebook and Adobe Marketing Cloud, limited to the aforementioned methods and purposes.

To consult the privacy policy of the company Facebook, the user is requested to visit the website <https://www.facebook.com/policies/cookies/>. To consult the privacy policy of Adobe Marketing Cloud, the user is requested to visit the website <https://www.adobe.com/it/privacy.html>.

Google Analytics cookies can be rejected according to the procedure indicated by Google (<https://tools.google.com/dlpage/gaoptout?hl=it>). Therefore, the use of the Site without rejecting Google cookies implies the user's consent to the processing of their data by Google, limited to the methods and purposes set out above. To consult the privacy policy of the Google company, relating to the Google Analytics service, the user is requested to visit the website <http://www.google.com/analytics/learn/privacy.html>. To know the privacy policy of Google, the User is requested to visit the website <http://www.google.com/intl/it/privacy/privacy-policy.html>.



If the user does not wish to associate the visit of the pages of the Site to his social account, he must log-off. The following are the modes offered by the main social networks to allow the user to disable the social plugins:

- Facebook: access your account, privacy section.
- Twitter: <https://twitter.com/settings/security>
- LinkedIn: <https://www.linkedin.com/settings/>
- Google+: <http://www.google.it/intl/it/policies/technologies/managing/>

For more information on the processing and use of data through social networks, as well as on the settings for the protection of privacy, it is advisable to check the privacy policies of the respective social networks or websites. Following are the links in question:

- Facebook: <https://www.facebook.com/help/cookies/>
- Twitter: <https://support.twitter.com/articles/20170514>
- LinkedIn: <https://www.linkedin.com/legal/cookie-policy>
- Google+: <http://www.google.it/intl/it/policies/technologies/cookies/>

For more information on the processing of personal data of the user, consult the privacy policy Information