

COOKIE POLICY - INFORMATION ON THE PROCESSING OF PERSONAL DATA OF WEBSITE USERS CARRIED OUT THROUGH THE USE OF COOKIES AND OTHER TRACKING DEVICES

New Europe Srl (hereinafter also "MADE"), as the data controller of personal data, intends to provide, pursuant to and for the purposes of Article 13 of Regulation (EU) 2016/679 – General Data Protection Regulation (hereinafter "GDPR"), certain specific information regarding the processing of personal data related to the user ("User" or "Data Subject") carried out through cookies and other tracking devices installed or used on this website (hereinafter "Website"), in addition to the information provided to the User within the Web Site Privacy Policy of MADE eventi S.r.l.

It should be noted that this privacy notice is provided only for the Site and not for other websites that the User may access through links (for which reference should be made to the respective privacy notices/policies).

WHAT ARE COOKIES

Cookies are short strings of text that websites visited send to the User's browser (that is, the program used for browsing, such as Chrome, Mozilla, Firefox, Safari, Explorer), where they are stored to be later retransmitted to the same websites during subsequent visits.

During browsing, the User may also receive cookies on their browser sent by entities other than the owner of the visited website (so-called 'third-party' cookies).

Within the Site, there may be session cookies, which are deleted when the browser is closed, and persistent cookies, which are saved on the computer and are not automatically deleted when the User closes the browser.

One can distinguish between technical cookies, which allow the performance of activities strictly necessary for the functioning of the site and the provision of the service requested by the User, and can be used without their consent, and profiling cookies, used to monitor the site's performance, personalize navigation, and/or send the user advertising messages in line with the preferences expressed during navigation, for which it is necessary to obtain the User's prior consent.

Through this Site, the User's browser may receive technical cookies and, by using certain features, also third-party profiling cookies.

Technical cookies – strictly necessary

This Site uses its own and third-party technical cookies, which are strictly necessary for the operation of the site, used, for example, to allow navigation and to provide the services offered by the Site. Once stored in the User's browser, these cookies, in some cases, are automatically deleted at the end of the session, while in other cases they can remain for a variable period (as indicated in the descriptive tables of each type of cookie provided in the following section "WHICH COOKIES WE USE"), without prejudice to the User's ability to directly delete them, if desired, using the methods indicated in the section "HOW TO MANAGE COOKIES IN YOUR BROWSER".

This Site also uses analytical cookies that collect, anonymously (through masking portions of the User's IP address), statistical and aggregated information on users' browsing behavior (for example, number of pages visited and accesses, time spent on the site). Specifically, these are Analytics installed by Google, which nonetheless does not access user-identifiable data. For more

information on how these cookies work, the user can visit the following web pages: Google Analytics – Data Protection.

As mentioned, the use of these so-called statistical cookies does not require the User's consent, who can still choose to disable their use in their browser (see the following section "How to manage Cookies in your browser"). In such cases, some features of the website may not be usable. Additionally, Google Analytics cookies can be specifically refused using the appropriate tool provided by Google.

Profiling cookies and other tracking devices

By accessing this Site, it is also possible to receive profiling cookies and other tracking devices in your browser, for example to monitor the performance of the Site, personalize navigation, and enable the use of certain features and/or to show the User personalized advertisements during browsing based on the websites or pages of the Site previously visited and in line with their browsing preferences. Third-party analytical cookies are used to collect statistical information on users' browsing behavior (for example, number of pages visited and accesses, time spent on the site and on advertisements, any clicks on them); in some cases, these devices are used in a non-anonymized manner: specifically, these are the devices used by Google's Digital Marketing platform. For more information on how these cookies operate, the user can visit the following web pages <https://policies.google.com/privacy?hl=it>.

Furthermore, within certain pages of this Site, it is possible to find elements/spaces dedicated to allowing the use of functions from other websites, such as YouTube videos <https://policies.google.com/privacy?hl=it> or the so-called social buttons, icons representing some social networking platforms (in particular, Facebook <https://www.facebook.com/policies/cookies>, Twitter <https://twitter.com/en/privacy>, etc.) that allow users browsing the site to interact with these websites with a single "click." The Site does not share any browsing information or user data with the websites accessed in this way, but the use of these functions by the user may result in the user receiving profiling cookies in their browser from the owners of such websites (the so-called "third parties").

Furthermore, the use of services on this website that involve sending emails to the user from us may involve the use of markers or other tracking devices (web beacons, pixels, tags, cookies, etc.) contained in the received communications, which allow the identification of the tools used (IP address, browser type, etc.) and the interactions with the received communications (such as whether a communication has been opened and whether the links contained therein have been visited).

The use of profiling cookies and the other tracking devices described above is subject to the user's consent; for this reason, upon accessing the Website, a banner is displayed to inform the user and allow them to give their consent to the receipt of such cookies and similar tracking devices by selecting the "Accept all cookies" button, or to refuse all cookies by selecting the "Reject all cookies" button, or to manage their preferences in detail by selecting the "Customize your choices" button present in the Cookie Banner.

The choices expressed regarding cookies are in turn stored in the user's browser and remain for a maximum period of 6 months in order to avoid, during this time, the re-display of the request to the user and allow for faster navigation, without prejudice to the user's ability to modify their choices at any time by accessing the 'cookie preferences' section of the website listed at the bottom of the web page and/or to directly delete them, if desired, using the methods indicated in the 'How to manage Cookies within your browser' section.

Profiling cookies and other tracking devices used on the Site, divided into the categories of performance, functionality, and targeted advertising cookies, are indicated in the 'WHICH COOKIES WE USE' section.

The Company does not have access to the information collected by the aforementioned profiling cookies and other third-party tracking devices, which are used independently by the operators of these services and platforms. For more information on how the data collected through such cookies is processed, users are encouraged to consult the privacy notices provided by the entities offering the services in question, by clicking on the name of the entity indicated as the “third party”.

Alternatively, it is possible to disable the use of third-party cookies by visiting the websites of [youronlinechoices](#) or the Network Advertising Initiative.

HOW TO MANAGE COOKIES IN YOUR BROWSER

The user can set their browser to be notified of the presence of cookies and decide whether or not to accept a specific cookie.

Through the browser preferences, it is also possible to delete previously installed Cookies.

If the user disables all cookies, the functionality of this website may be compromised.

Information on how to manage cookies in your browser is available at the following addresses: Google Chrome, Mozilla Firefox, Apple Safari, and Microsoft Windows Explorer.

HOW TO EXERCISE YOUR RIGHTS

Under current legislation (see Articles 15-22 of the GDPR), the User has the right to request that New Europe Srl access their personal data and correct it if inaccurate, delete it or restrict its processing if the conditions apply, as well as obtain the portability of the data provided only if it is subject to automated processing based on consent or contract, and to object for reasons related to their particular situation and in any case to its use for direct marketing purposes. The User also has the right to withdraw the consent given for processing purposes that require it, without affecting the lawfulness of processing carried out up to the moment of withdrawal (see the referred COOKIE PREFERENCES button).

The User also has the right to lodge a complaint with the Data Protection Authority.

For the exercise of the above-mentioned rights and for further information regarding the processing of personal data, you can contact New Europe Srl, as the data controller, located at Viale Certosa, 218, 20156, Milan, MI, email info@neweuropesrl.com, or send a communication to the same at the aforementioned New Europe Srl office.

This Website uses Cookies commonly referred to as “technical” or other similar Tracking Tools to perform activities strictly necessary to ensure the operation or provision of the Service.

Tracking tools managed directly by the Data Controller

Direct registration (this Website)

The User registers by filling out the registration form and directly providing their Personal Data to this Website.

Personal Data processed: budget, postal code (CAP), city, Tax Code, surname, date of birth, usage data, email, academic background, User ID, image, profile picture, billing address, physical address, language, country, Twitter nickname, first name, house number, number of employees, fax number, phone number, VAT number, password, prefix, profession, province, company name, workplace, gender, business sector, website, Social Security number (SSN), state, Tracking Tools, username, and various types of Data.

Tracking tools managed by third parties

Google Tag Manager (Google Ireland Limited)

Google Tag Manager is a tag management service provided by Google Ireland Limited.

Personal Data processed: Usage Data and Tracking Tools.

Place of processing: Ireland – Privacy Policy.

Cloudflare (Cloudflare Inc.)

Cloudflare is a traffic optimization and distribution service provided by Cloudflare Inc.

The Cloudflare integration methods involve filtering all traffic to this Website, that is, the communications between this Website and the User's browser, also allowing the collection of statistical data on it.

Personal Data processed: Tracking Tools and various types of Data as specified by the service's privacy policy.

Place of processing: United States – Privacy Policy.

Duration of Tracking Tools:

_cfuid: undefined

cf_clearance: 30 minute

Functionality

This Website uses Tracking Tools to allow simple interactions and enable features that allow Users to access certain resources of the Service and simplify communication with the Owner.

Contact form (this Website)

By filling out the contact form with their own Data, the User consents to their use for responding to requests for information, quotes, or any other type indicated in the form heading.

Personal Data processed: ZIP code, city, Tax Code, surname, date of birth, Usage Data, email, User ID, physical address, country, first name, number of employees, fax number, phone number, VAT number, profession, province, company name, gender, business sector, website, state, Tracking Tools and various types of Data.

Mailing list or newsletter (this Website)

By registering for the mailing list or newsletter, the User's email address is automatically added to a contact list to which email messages containing information, including commercial and promotional content, related to this Website may be sent. The User's email address may also be added to this list as a result of registering on this Website or after making a purchase.

Processed Personal Data: ZIP code, city, surname, date of birth, usage data, email, physical address, country, first name, phone number, profession, province, company name, gender, website, state, and Tracking Tools.

Experience

This website uses tracking tools to improve the quality of the user experience and enable interactions with external content, networks, and platforms.

Vimeo Video (Vimeo, LLC)

Vimeo is a video content viewing service managed by Vimeo, LLC, which allows this Website to integrate such content within its own pages.

Personal Data processed: Usage Data and Tracking Tools.

Place of processing: United States – Privacy Policy.

Duration of Tracking Tools:

player: 1 year

sync_active: session duration

fouled: 2 anni

Widget Video YouTube (Google Ireland Limited)

YouTube is a video content viewing service managed by Google Ireland Limited that allows this Website to integrate such content within its pages.

Processed Personal Data: Usage Data and Tracking Tools.

Place of processing: Ireland – Privacy Policy.

Duration of Tracking Tools:

PREF: 8 months

VISITOR_INFO1_LIVE: 8 months

VISITOR_PRIVACY_METADATA: 7 months

YSC: session duration

YtIdbMeta:databases: session duration

iU5q-!O9@\$: undefined

yt-player-headers-readable: session duration

yt-remote-cast-available: undefined

yt-remote-cast-installed: undefined

yt-remote-connected-devices: session duration

yt-remote-device-id: session duration

yt-remote-fast-check-period: undefined

yt-remote-session-app: undefined

yt-remote-session-name: undefined

ytidb::LAST_RESULT_ENTRY_KEY: session duration

Font Awesome (Fonticons, Inc.)

Font Awesome is a font style display service managed by Fonticons, Inc. that allows this Website to integrate such content within its pages.

Personal Data processed: Usage Data and Tracking Tools.

Place of processing: United States – Privacy Policy.

Measurement

This Website uses Tracking Tools to measure traffic and analyze User behavior to improve the Service.

Meta Events Manager (Meta Platforms Ireland Limited)

Meta Events Manager is an analytics service provided by Meta Platforms Ireland Limited. By integrating the Meta pixel, Meta Events Manager can provide the Owner with information about traffic and interactions on this Website.

Processed Personal Data: Usage Data and Tracking Tools.

Place of processing: Ireland – Privacy Policy – Opt out.

Duration of Tracking Tools:

_fbp: 3 months

lastExternalReferrer: session duration

lastExternalReferrerTime: session duration

Google Analytics 4 (Google Ireland Limited)

Google Analytics is a statistics service provided by Google Ireland Limited (“Google”). Google uses the Personal Data collected in order to track and analyze the use of this Website, compile reports, and share them with other services developed by Google.

Google may use Personal Data to contextualize and personalize ads within its advertising network.

In Google Analytics 4, IP addresses are used at the time of collection and then deleted before the data is recorded in any data center or server. To learn more, you can refer to Google's official documentation.

For an understanding of how Google uses data, please refer to Google's partner policies.

Personal Data processed: city, usage Data, browser information, device information, latitude (of the city), longitude (of the city), number of Users, session statistics, and Tracking Tools.

Place of processing: Ireland – Privacy Policy – Opt Out.

Duration of Tracking Tools:

_ga: 2 year

ga*: 2 year

Marketing

This website uses tracking tools to provide personalized ads or marketing content and to measure their performance.

Google Ads Remarketing (Google Ireland Limited)

Google Ads Remarketing is a remarketing and behavioral targeting service provided by Google Ireland Limited that connects the activity of this Website with the Google Ads advertising network and the DoubleClick Cookie.

For an understanding of Google's use of Data, please refer to Google's Partner Policies.

Users can choose not to use Google's Tracking Tools for ad personalization by visiting Google's Ad Settings.

Personal Data processed: Usage Data and Tracking Tools.

Place of processing: Ireland – Privacy Policy – Opt Out.

Duration of Tracking Tools:

Conversion: 3 months

DSID: 14 days

FCNEC: 1 year

FLC: 10 seconds

FPAU: 3 months

FPGCLAW: 3 months
FPGCLDC: 3 months
FPGCLGB: 3 months
GCL_AW_P: 3 months
GED_PLAYLIST_ACTIVITY: session duration

IDE: 2 year

NID: 6 months

RUL: 1 year

__gads: 2 year

__gpi: 2 year

__gpi_optout: 2 year

__gsas: 2 year

gac: 3 months

_gac_gb_: 3 months

_gcl_ag: 3 months

_gcl_au: 3 months

_gcl_aw: 3 months

_gcl_dc: 3 months

_gcl_gb: 3 months

_gcl_gf: 3 months

_gcl_gs: 3 months

_gcl_ha: 3 months

ar_debug: 3 months

id: 2 year

receive-cookie-deprecation: 6 months

test_cookie: 15 minute

LinkedIn Ads (LinkedIn Ireland Unlimited Company)

LinkedIn Ads is an advertising service provided by LinkedIn Ireland Unlimited Company.

Personal Data processed: Usage Data and Tracking Tools.

Place of processing: Ireland – Privacy Policy – Opt out.

Duration of Tracking Tools:

GAID: undefined

IDFA: undefined

UserMatchHistory: 1 month

gcl*: 3 months

_guid: 3 months

aam_uuid: 1 month

li_fat_id: 1 month

li_giant: 7 days

li_sugr: 3 months

lms_ads: 1 month

oribi_cookie_test: session duration

oribi_session: 2 hours

oribi_user_guid: 7 months

LinkedIn conversion tracking (LinkedIn Insight Tag) (LinkedIn Corporation)

LinkedIn conversion tracking (LinkedIn Insight Tag) is a statistics and behavioral targeting service provided by LinkedIn Corporation that links data from the LinkedIn advertising network with actions taken on this Website. The LinkedIn Insight Tag tracks conversions that can be attributed to LinkedIn ads and allows groups of Users to be targeted based on their previous use of this Website.

Users can opt out of behavioral advertising features through their device settings, their LinkedIn account settings, or by visiting the AdChoices opt-out page.

Personal Data processed: Usage data, device information, and Tracking Tools.

Place of processing: United States – Privacy Policy.

Duration of Tracking Tools:

AnalyticsSyncHistory: 1 month

JSESSIONID: session duration

UserMatchHistory: 1 month

bcookie: 1 year

bscookie: 1 year

lang: session duration

li_gc: 7 months

lidc: 1 day

lms_ads: 1 month

lms_analytics: 1 month

sdui_ver: 1 day