


COOKIE POLICY OF THE WEBSITE www.liferemembrance.eu

(Art. 13 EU Regulation 679/2016)

Who treats my data?
The Data Controller is Medica S.p.a.
Registered office address: Via Degli Artigiani, 7 – Medolla (MO)
E-mail: info@medica.it

 What are cookies?
<p>Cookies are small text files that are installed by websites in the temporary memory of the browser that you use (and therefore in devices from which you access websites, such as PCs, tablets, smartphones etc.). Cookies allow certain information regarding your preferences to be recorded, but simultaneously permit you simplified navigation and greater simplicity in the use and effectiveness of the websites you visit.</p> <p>According to their origin, cookies can be:</p> <ul style="list-style-type: none">▪ of first parties, that is, sent directly by our website;▪ of third parties, originating in other sites and sent through our website. <p>According to their purpose, cookies can be:</p> <ul style="list-style-type: none">▪ technical:<ul style="list-style-type: none">○ of navigation or of session cookies: used to facilitate navigation or supply a service requested by the user and are have no further use;○ of functionality: useful for supporting the efficient use of the website by the user, personalising the navigation experience. They are used, for example, to retain traces of the language selected.▪ analytical: used to gather information on the behaviour of users of the website, such as their number of visits, the pages they visit most and the channels through which they come. We use them to gather this data in an anonymous and aggregated form;▪ profiling: used to trace the user's navigation on the Internet and create profiles of their preferences, habits and choices. Through the information contained in these cookies, for example, advertisements can be transmitted to the user in line with the preferences that they have shown in the course of their online navigation.

THE TYPES OF COOKIES OUR WEBSITE INSTALLS AND HOW LONG WE KEEP THEM

Our website, www.liferemembrance.eu, installs technical, analytical, and profiling cookies in your device.

Technical cookies

This website uses technical cookies to help keep it usable through enabling basic functions such as page navigation and access to the site's protected areas. The website could not function correctly without these cookies.

Is the installation of these cookies on my device lawful?

The law in force does not require your preventative consent for the release of these cookies.

Their installation is lawful in accordance with the legitimate interest of the Data Controller as represented in the implementation of their activities as a business, which include the smooth functioning of their website for the sake of users.

The technical cookies we have installed are:

Name	Purpose	Supplier	Transfer of data	Expiry date
tk_or	Identify users and supply them with access to dedicated services.	Aut O'Mattic A8C Ireland Ltd.	USA - Ireland	5 years
tk_r3d	Identify users and supply them with access to dedicated services.	Aut O'Mattic A8C Ireland Ltd.	USA - Ireland	3 days
tk_rl	Identify users and supply them with access to dedicated services.	Aut O'Mattic A8C Ireland Ltd.	USA - Ireland	Session
tk_tc	Identificare gli utenti e fornire loro accesso a servizi dedicati.	Aut O'Mattic A8C Ireland Ltd	USA - Ireland	Session

Analytical cookies, and third-party cookies per statistics (Google Analytics)

Statistical cookies help the website's owners to understand how visitors are interacting with their site through gathering and transmitting information.

Is the installation of these cookies on my device lawful?

The installation of these kinds of cookies is lawful in accordance with the consent that you supply through the cookie consent banner.

The analytical cookies we have installed are:

Name	Purpose	Supplier	Transfer of data	Expiry date
_ga	• to trace and examine how you use our website and prepare reports on your activities and share them with other Google services.	Google Ireland Limited	USA - Ireland	2 years
ga*		Google Ireland Limited	USA - Ireland	2 years
_gac_gb_*	• use the date collected to contextualise and personalise our advertising network's ads	Google Ireland Limited	USA - Ireland	3 months
_gid		Google Ireland Limited	USA - Ireland	1 day

Profile cookies

These cookies are used for marketing and monitoring website visitors. The intention is to display pertinent and engaging ads for the individual user that are therefore of greater value for editors and third-party advertisers.

Is the installation of these cookies on my device lawful?

The installation of these cookies is lawful in accordance with the consent potentially provided by you through the appropriate button on the website’s cookie consent banner.

You can always revoke your hypothetically supplied consent by disabling cookies (see the section “How can I manage my cookies”?)

Name	Purpose	Supplier	Transfer of data	Expiry date
IDE	Profiling	Google Ireland Limited	Ireland	2 years
gcl*	Profiling	Google Ireland Limited	Ireland	3 months
test_cookie	Profiling	Google Ireland Limited	Ireland	15 minutes
ANONCHK	https://privacy.microsoft.com/en-us/privacystatement	Microsoft Clarity	USA – Germany –	10 minutes
CLID	https://privacy.microsoft.com/en-us/privacystatement	Microsoft Clarity	France – Netherlands –	1 year
MR	https://privacy.microsoft.com/en-us/privacystatement	Microsoft Clarity	Ireland	7 days
MUID	https://privacy.microsoft.com/en-us/privacystatement	Microsoft Clarity		1 year
SM	https://privacy.microsoft.com/en-us/privacystatement	Microsoft Clarity		Session
_clck	https://privacy.microsoft.com/en-us/privacystatement	Microsoft Clarity		1 year
_clsk	https://privacy.microsoft.com/en-us/privacystatement	Microsoft Clarity		1 day



How can I prevent the installation of cookies?

You can prevent the installation of cookies, which occur automatically in the majority of browsers, by disabling the reception of cookies among your browser's functions. You can see the exact process in this link, corresponding to the browser you use:

IOS SAFARI: <https://support.apple.com/it-it/guide/safari/sfri11471/mac>

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

GOOGLE CHROME: <https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=it>

MICROSOFT INTERNET EXPLORER: <https://support.microsoft.com/it-it/help/17442/windows-internet-explorer-delete-manage-cookies>



To whom is my data collected by cookies transferred?

Our website, www.liferemembrance.eu, uses cookies of the following third parties:

- Aut O'Mattic A8C Ireland Ltd.
- Google Ireland Ltd.
- Microsoft Clarity

Information regarding Google Analytics:

<https://support.google.com/analytics/answer/9019185?hl=en#zippy=%2Ccontenuti-di-questo-articolo%2Cin-this-article>

Information regarding Microsoft: <https://privacy.microsoft.com/en-us/privacystatement>



Will my data collected by cookies be transferred overseas?

Your data is transferred outside of the European Union.

The transfer of your data through transmission to third parties (with reference to third-party cookies) is subject to guarantees based on the adoption of standard contractual clauses- SCC. In any case, we inform you that the transfer of your data outside of the European Union can involve potential risks for the protection of your data as a result of a lack of an adequacy decision and further guarantees.



How can I manage my cookies?

To verify which cookies are installed in your device, and potentially modify your choices, you can click on the link _____ or modify your relevant privacy settings in your navigation browser's control panel and/or by visiting this website: <https://cookiepedia.co.uk/>.

For further information regarding the privacy configuration of your navigation browser, click on this link: <http://optout.aboutads.info/?c=2#!/>.

If you disable the services that install cookies, we inform you that you may not be able to fully use our platform.



What are my rights?

Regarding processing your personal data through the installation of cookies, you have the right to obtain access and, in certain situations, not only the limitation of and opposition to their data processing, but also their data processing rectification and cancellation.

You can exercise your rights by clicking on the link _____ or by sending a request to the Data Controller's email address: privacy@medica.it. The Data Controller will respond as soon as possible and, in any case, not more than 30 days after your request.



How can I make a complaint?

Should you wish to make a complaint regarding the methods through which your personal data are processed by the Data Controller or regarding the handling of a complaint you have already made, you have the right to present a claim directly to the supervisory authority through the methods outlined in the website www.garanteprivacy.it.

INSTRUCTIONS FOR THE INSERTION OF PRIVACY STATEMENTS AND CONSENT BANNERS IN WEBSITES AND FOR THE ACQUISITION OF CONSENT

The information must be:

- usable, without discrimination, even by those who, due to disabilities, require assistive technologies or particular settings;
- also available in multilayer and multichannel mode;
- if only technical cookies are used, the information can be placed on the home page of the site or in the site's general information;
- if the site also installs other cookies and other "non-technical" identifiers, you can use an immediate pop-up banner of adequate size that contains:
 - a) an indication that the site uses technical cookies and, with the user's consent, profiling cookies or other tracking tools indicating their related purposes (brief information);
 - b) the link to the privacy policy containing the complete information, including of any other recipients of personal data, the data retention times and the exercise of the rights referred to in the Regulations;
 - c) the warning that closing the banner (e.g. by selecting the appropriate command marked by the X inside it, at the top right) entails the persistence of the default settings and therefore the continuation of navigation in the absence of cookies or other tracking tools other than technical ones.

For the purposes of acquiring consent, the banner must also contain:

- d) the aforementioned command (e.g. an X at the top right) to close the banner without giving consent to the use of cookies or other profiling techniques while maintaining the default settings;
- e) a command to accept all cookies or other tracking techniques;
- f) the link to another area in which you can analytically choose the features, third parties and cookies you want to install and be able to give consent to the use of all cookies if not previously given or revoke it, even if only for a single time, if already expressed. In this regard, it is good practice to use a graphic sign, an icon or other technical device that indicates, even in a basic way, for example in the footer of each page of the domain, the status of the consents previously given by the user, allowing for any modification or update. The aforesaid area dedicated to detailed choices must also be accessible via an additional link placed in the footer of any page of the domain;

The request for consent may not be repeated if it has been previously denied, unless:

- the conditions of data processing change significantly;
- it is impossible for the site to know whether a cookie has already been memorised in the user's device;
- at least 6 months have passed since the previous appearance of the banner.

In the case of users provided with accounts (so-called authenticated users), it is prohibited to transfer data related to navigation effected through use of other devices unless consent is given.

Scrolling: the page cursor's simple "scroll down" is inadequate in itself for suitable consent to be given to the installation and use of profiling cookies- or of other instruments of tracing- to the Data Controller, except in cases in which it is inserted in a more articulated manner so that the user is capable of generating an event that can be recorded and documented in the site's server and can qualify as a positive action suitable for demonstrating unequivocally consent to the treatment.

Cookie wall (a constraining mechanism, the so-called "take it or leave it", in which the user is therefore obliged, without any alternative, to express their consent to the retrieval of cookies or other tracing instruments if they wish to access the site): unlawful, except in cases- to be verified case by case- in which the site offers the possibility to accept, without giving consent to the installation and use of cookies, to equivalent content or services that are to be evaluated in terms of the principles of the Regulation.