

Cookie Privacy Policy

(Legislative decree n°196/2003 – Data Protection Code)

The website <http://www.hitvalve.com> owned by HIT VALVE S.p.A. italian Headquarter (hereafter referred to as "Company" and / or "HIT VALVE S.p.A."), with Headquarters (legal office) in Cornaredo (MI), via Merendi, n°40 – 20010, is the Data Controller (art. 28 d.lgs 196/03) where your personal data is collected, processed and stored pursuant to d.lgs. 196/03 the processing of your personal data refers to this Policy on Cookies. The Data Controller provides, the following information. This policy on Cookies ("[Cookies Privacy Policy](#)") must be read together with the Privacy Policy that can be consulted in the Privacy section on the home page on the Internet at the address. <http://www.hitvalve.com>. This Cookies Policy has the purpose to describe a various types of cookies and the technologies used on the website to describe the terms and conditions of use of the same.

This document contains the following information:

1. What are cookies.
2. Types of cookies.
3. Third party cookies.
4. Privacy and Security about Cookies.
5. Other threats cookie based.
6. Cookies on the website of [HIT VALVE S.P.A.](#).

1. What are Cookies

Cookies are small text files that websites visited by the user send to the device (usually the browser). They are stored in the corresponding folder of it, while the user is intent to visit a website, and then retransmitted to the same subsequent visits to the sites. They are used with the aim to improve the navigation, (the http protocol is stateless and cannot "remember" that the authenticated user browses the pages), save user preferences, (username, password, etc.), draw the tastes allowing to manage the presence or absence of targeted marketing initiatives or the provision of services related to the activity of the Data Controller such as newsletters, dem, etc. Where were placed restrictions on their use that will certainly have effects on the user state. Blocking or removing them in the browser cache, could cause an incomplete use of the services offered by the web application.

2. Types of cookies

For the purposes of the provision of the Garante of privacy , No. 229 of the ' May 8, 2014 , will therefore identify two main categories : "[Technical cookies](#)" and "[Profiling cookies](#)" .

Technical cookies

Technical cookies are used only to "carry out the transmission of a communication over an electronic communications network, or as strictly necessary for the provider of an information service explicitly requested by the subscriber or user to provide the service" (cfr . sect . 122 , paragraph 1 , of the Code).

They are not used for other purposes and are usually installed by the Data Controller or administrator of the website. They also can be divided into **cookies or browsing session**, which guarantee the normal navigation and use of the website (allowing, for example, to make a purchase or authenticate for access to restricted areas); **analytics cookies**, similar to technical cookies where used directly by the site to collect information, in aggregate, the number of users and how they visit the site; **functional cookies**, that allow the user browsing function of a set of selected criteria (for example, the language, the products selected for purchase) in order to improve the service rendered to the same. For the installation of these cookies you are not required the prior consent of the user, while it remains subject to the obligation to provide the information pursuant to sect. 13 of the Legislative Decree n. 196/2003, the operator of the site, if you use only such devices may provide in the manner it deems most appropriate.

Profiling cookies

Profiling cookies are aimed at creating profiles user and are used in order to send advertising messages with the preferences expressed by users during navigation. Given the considerable invasiveness that such devices may be part of the private sphere of the users, the European and Italian legislation requires the user to be properly informed on their usage and express a valid consent.

Each domain or portion that is visited with the browser, can set cookies. A typical web page, for example a newspaper, contains objects that come from many different domains and each of them can set cookies, it is normal to store in your browser for many hundreds of them. The purpose is to store, but also sometimes track information about the experience of use, moving from one page to another while maintaining the authenticated user, save user preferences already included (username, password, etc.), track tastes and preferences allowing you to manage the presence or absence of targeted marketing initiatives. If they were placed restrictions on their use that will definitely impact on the status of users during the consultation. Blocking or removing them of the browser's cache, it could cause an incomplete use of the services offered by the application web. The site may use cookies **Third parties cookies** that allow you to collect information from visitors, keywords used to reach your site, web sites visited.

3. Third party Cookies

There are various types of cookies, some of them are defined **Third party cookies**. These are used, for example, by the site that first the visitor came first, which contains ads from another server or website of the third part. Operationally, the browser collects information fed from different sources so that all items appear on the same page, creating a cookie in the browser corresponding folder. All cookies can be removed directly from the browser settings, or by special programs (also free). It is also possible to block the creation of them. In the latter case some services of the site may not work as intended and a user may not be able to access or doesn't a cookie associated with the user preferences, then the information would be displayed in the local form wrong or not be available.

Analytics Cookies allow you to create statistical analysis with the help of Google analytics of the traffic carried by the visitors, which pages are most popular, what browsers your visitors are using to browse the Internet or the size of the screen used.

At these addresses:

<http://www.google.com/analytics/learn/privacy.html> (Policy in English);
and <http://www.google.it/analytics/learn/privacy.html> (Policy in Italian);

are proposed policies such as Google uses cookies SO-CALLED "Analytics Cookies " (for analysis the traffic of websites). For these cookies, you need the prior consent of the visitor if the data controller (also via the site manager) not perform the masking of the IP address. The identification data of the user are used to analyze how the user performs the visit of the website.

Web beacons: also known as "tracking pixels", "1x1 gif", "single-pixel gifs", "pixel tags" or "action tags" are graphical images, which generally do not exceed the size of 1 x 1 pixel that are used with the aim to collect anonymous information about how users act; They offer also personalized content. Also identify browser types, words entered in the search engines that bring visitors to the site and domain names of the sites that refer traffic to the site. Web beacons may be available in e-mails and let know if a user has received, opened or clicked on a link (or links) provided with the e-mail received.

Flash Cookies or Local Shared Objects (LSOs): websites can use Flash content displayed in their pages, to store some information in the device. As HTTP cookies, local shared objects can be used by websites to gather information on the paths taken by Internet users while navigating web sites. The online banks, or advertisers can use local shared objects for monitoring purposes.

Google AdSense: Google AdSense is a program run by Google Inc. that allows advertisers to serve ads on the "Google Network advertising" on its website earning based on the number of exposures of the advertisement or clicks made on them. It is possible to access to the informative note on Privacy at the address:

<http://www.google.com/adsense/localized-terms>.

4. Privacy and security about Cookies

Cookies are not viruses, are just text files that are neither interpreted by the browser or neither ran in memory. Consequently, they cannot replicate, spread in other networks and never be replicated again. Since they cannot perform these functions, they do not fall within the definition of standard virus. Cookies, however, can be used for malicious purposes. Being stored information about preferences, the history of a user's actions, the specific navigation between sites, cookies can be used to act as a form of spy. Many anti-spyware products are well aware of this problem and report cookies as potential threats.

Regarding Flash Cookies, Adobe does not directly provide a tool to customize the Flash Player settings related to the management of cookies. To access these settings is necessary to access any web page with a flash content, click with the right mouse button, choose Global Settings, then click on the link "Global Privacy Settings Panel". Alternatively, you can go directly to the page:

http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html

It's important to remember that if you delete Flash Cookies, or if you turn completely off the storage, some websites may no longer operate as expected. Flash Cookies may be used, for example, to force a new creation of a traditional HTTP cookie.

How to disable cookies (opt-out): You can refuse to give consent (consenso espresso) of the use of Cookies by selecting the appropriate settings of your browser : navigation without tracking activities will still be available in all of its functionality. The following are links that inform the user on how to disable cookies for the most popular browsers :

Internet Explorer: <http://windows.microsoft.com/it-it/windows7/block-enable-or-allow-cookies>;

Google Chrome: https://support.google.com/chrome/answer/95647?hl=it-IT&p=cpn_cookies;

Mozilla Firefox: https://support.mozilla.org/it/kb/Attivare_20disattivare_%_20e%_20i_%_20cookie;

Apple Safari: <https://www.apple.com/legal/privacy/it/cookies/>.

It is possible to disable Analytics Cookies (by performing the opt-out). In order to prevent the collection and use of data relating to the behavior of visitors Google has developed an add-on to express the opt-out (a browser extension), that prevents the activation of javascript code of Google Analytics (ga. js , analytics.js , dc.js) . In order to perform this operation, you need to download and install the correct extension for your browser that you are using pointing to the page: <https://tools.google.com/dlpage/gaoptout/eula.html?hl=it>

5. Other threats Cookie based

Because cookies are transmitted between browser and web site, a malicious user or an unauthorized user could can intercept data related to cookies. Although relatively rare, this can happen if the user connects to the web using for example a WI-FI network not secure. Other attacks based on cookies involve the setting of the server. If a website does not require the browser to use only encrypted connections (e.g. https), attackers can exploit this vulnerability to trick visitors by sending them personal information over unsecure channels. The attackers then hijack your personal information for a not a authorized data processing.

6. Cookies on the website of HIT VALVE S.P.A.

The ethical policy is to include clear descriptions of how cookies are distributed on the website. Most browsers have implemented the functionality itself of privacy setting that provides different levels of acceptance of cookies, maturity and elimination after a user has visited a particular site. Since the protection of identity is very much appreciated by internet users and is a right, the user have to be aware of the threats that *Cookies* can present.

Therefore in [Table 1](#) there's a list of cookies that **HIT VALVE S.p.A.'s** website, can store on your computer to provide products and deliver services:

NAME	TYPE	LENGTH	DOMAIN / COMPANY	PURPOSE
THIRD PARTY- GOOGLE				
<u>_ga</u>	Google	2 years	google.com	Used to distinguish users. This cookie is part of the Google Analytics analysis and monitoring service.
<u>_gat</u>	Google	10 minutes	google.com	Used to throttle the request rate. This cookie is part of the Google Analytics analysis and monitoring service. It is used to throttle the amount of requests that are available to be made and track user's visits as unique.
HIT VALVE				
<u>cookie_notice_accepted</u>		3 months	hitvalve.com	Created by this Site. It stores your consent to accept cookies in this Site. No personal data is recorded.
OPT - OUT				
Google Analytics		https://tools.google.com/dlpage/gaoptout?hl=en		

1-List of Cookies used in the HIT's website.

Last document update: :09/06/2015