

COOKIE POLICY

The website of ACTION ICT (here in after also referred to as the "Website") uses cookies to make its services simple and efficient for users who visit the portal pages.

Cookies are text files, or packets of information sent by a web server (the site www.action-ict.com) to the user's browser, stored by the latter on the computer and automatically sent back to the server at each subsequent access to the website.

There are various types of cookies, some used to make the use of the site more effective, others to enable certain features. For example, Cookies can allow:

- store the preferences entered;
- avoid re-entering the same information several times during the visit such as user name and password;
- analyze the use of the services and content provided by the site you are visiting to optimize the browsing experience and the services offered.

Types of Cookies

Below are the most common types of Cookies, grouping them according to the purposes with which they are used.

Technical Cookies

This type of Cookie allows the correct functioning of some sections of the website and is essential to allow the user to navigate within the Site and use its features. They can be of two categories:

- persistent: once the browser is closed they are not deleted, but persist until a preset expiration date;
- session: they are automatically deleted every time the browser is closed.

These cookies, always sent from the company domain, are necessary to display the site correctly and, in relation to the technical services offered, will therefore always be used and sent (unless the user changes the settings in his browser). This category includes persistent cookies used to allow the user to register on the site and access the reserved area of the same.

The mentioned Cookies used by the Site avoid the use of other computer techniques that are potentially detrimental to the privacy of users' browsing and do not acquire the user's personal identification data.

Functional Cookies

Cookies in this category are used to store some settings selected by the user, in order to remember their preferences during a next visit.

These cookies can have a session duration but in general they are persistent and are sent from the company domain. They can also be implemented in the provision of a service not explicitly requested but offered to the user.

The information collected by these cookies is anonymous and cannot track user behavior on other sites.

This category includes, for example, the first-party cookies used to store the preferences expressed by the user regarding the language in which to view the text of the site.

Performance Cookies

Cookies in this category (which also include so-called "analytics cookies") are used to collect information on the use of the site.

ACTION ICT uses this information to obtain anonymous statistical analysis in order to improve the use of its Site and to make the contents more aligned to the visitors' wishes. This type of Cookie collects anonymous data on the activity of the user and on how it arrived on the Site.

Analytical cookies can be sent from the site itself (so-called "first-party" cookies) but are generally sent from third-party domains/websites (so-called "third-party" cookies).

This category includes, for example, Web Analytics, where the data collected is limited only to the use of the website by the operator, the number of accesses to the site, to manage the performance and structure of the site. These cookies are generally of a persistent nature.

Cookies to integrate products and functions of third-party software

This type of cookie integrates functions developed by third parties within the pages of the site such as icons and preferences expressed in social networks (eg Facebook, Twitter, LinkedIn) in order to share the contents of the site or to use services third-party software (such as software to generate maps and additional software that offer additional services). These cookies are sent by third-party domains and partner sites, which therefore offer their functionality within the pages of the site.

Third-party cookies for marketing/retargeting

Cookies in this category are only third-party cookies and are used to create user profiles in order to send advertising messages or to present banner ads on the website when the user browses other websites, in line with the preferences expressed by the user within the pages of the site.

Consent by the user

According to Cookie Law (2009/136/CE Directive), the ACTION ICT website is not required to seek consent for first-party technical and analytical cookies, as they are necessary to provide the services requested.

As a consequence, the latter are automatically installed by the Site on the first visit by the user of any portal page.

Going into detail, we use first-party technical cookies and third-party performance cookies (Google Web Analytics), while we do not use software integration cookies, marketing / retargeting or profiling cookies, both first and third party.

For third-party cookies, consent is instead required by means of a pop-up banner: it implies, in any case, behavior on the part of the user and the latter can express his consent (by clicking on the "ACCEPT" button) or his denial (by clicking on the "REJECT" button).

The user can however give his consent at any time by one or more of the following methods:

- through specific browser settings used to navigate the pages that make up the Site;
- by changing the settings in the use of third-party services.

Please note that some areas or functionalities of the Site depend on the use of Cookies, with the consequence that the deactivation of Cookies could prevent the user from correctly displaying certain parts of the website or using specific features offered by the website (such as example authentication and access to the reserved part of the site).

How to manage cookies used by the website through browser configuration

Almost all browsers for Internet browsing are set to automatically accept cookies. The user can change the default configuration (generally set to "medium" level), and disable cookies by setting the highest level of protection in the specific tab (usually referred to as "Privacy").

In any case, the user also has the option of deleting individual Cookies from his computer, selecting, always from the "Internet Options" item in the Tools menu, the "General" tab and clicking on the appropriate delete button.

Refer to the websites of the respective browser owners for more detailed instructions for the management of cookies by the user.

The user can also find more information on <http://www.allaboutcookies.org/>.

How to manage cookies by changing the settings in the use of third-party services

The Site may contain third-party cookies and links to other websites: third parties have their own privacy policy which is different from that adopted by the ACTION ICT website and with respect to which the latter is extraneous.

Below are listed, for information, the links to the pages containing the information and specific instructions of some third parties:

- Google services: www.google.com/policies/technologies/cookies/
- Facebook: <https://facebook.com/help/cookies/>
- Twitter: <https://twitter.com/privacy>
- LinkedIn: <https://www.linkedin.com/legal/cookie-policy>

The user is advised to carefully read the information and policies relating to the use of cookies prepared by third parties and as mentioned above also in order to become aware of any changes made to them by their suppliers and independent of ACTION ICT.