Cookie Policy

This website uses cookies.

In this policy, we explain in detail which cookies we use and how they allow us to offer our users the best possible experience.
By continuing to browse this site, you agree to our use of cookies.

What is a cookie?

A cookie is a small text sent to your browser by a website you visited. It allows the website to store information about your visit, such as your favourite language and other settings, facilitating your next visit and increasing the usefulness of the site in your favour. Cookies play an important role. Without them, using the Web would be a much more frustrating experience.
There are various types of cookies and different ways to use them. Function, duration and those who have entered them on a website classify cookies.

How do we use cookies?

Our site uses the following types of cookies:

Technical cookies

Some cookies are essential to the proper functioning of our website, as they allow the loading of the web page and the correct functioning of all the essential features. Other technical cookies instead add features and improve or personalize the overall browsing experience.

Third party statistical cookies

These cookies allow us to monitor and analyse the behaviour of users of our website, creating profiles of our users in order to make improvements based on the analysis of these data. These cookies (third-party web services) provide anonymous/aggregated information on how visitors navigate on the website.
In particular, Google Analytics, a system provided by Google Inc. (hereinafter, "Google"), uses cookies that are stored on the user's computer in order to allow the website manager to analyse users' behaviour. Information supplied by cookies on the use of the site by the user will be transmitted to and stored on Google's servers in the United States. Google will use this information for the purpose of tracking and reviewing the use of the website by the users, compiling reports on website activity and providing other services relating to the activities on the website. Users who do not want these cookies can prevent the storage on their computer using the special "Browser Add-on for the Google Analytics deactivation" provided by Google at the address https://tools.google.com/dlpage/gaoptout. To activate the component, which inhibits the system from sending information about the user's visit, it will be sufficient to install it following the instructions herein, then close and re-open the browser.
Visit the following link to learn how to refuse or delete cookies from Google: http://www.google.com/intl/en/privacypolicy.html

Visit the following link to view the Google privacy policy: http://www.google.co.uk/intl/en/policies/privacy/

Third party profiling cookies

We work with various suppliers who can install cookies for the proper functioning of the services they provide. Information on these third-party cookies and how to disable them are available at the links listed below.

In addition, by accessing the page http://www.youronlinechoices.com/uk/your-ad-choices it is possible to inquire about behavioural advertising as well as deactivate or activate the listed companies that work with the managers of the websites to collect and use information useful for advertising.

These cookies store information on users' behaviour obtained through the observation of browsing habits, to develop a specific profile and to display ads based on it.

We also use Google AdWords features and remarketing lists for Google Analytics Display Network ads. We use Google cookies (for example, those of Google Analytics and Google AdWords) and other third-party cookies (such as DoubleClick cookies) combined to inform, optimize and publish announcements based on previous visits to our website. This implies that suppliers (such as Google) may display our promotional material on other websites that the user visits on the Internet.

Some of our cookies may be used to identify the user and others only to provide anonymous statistical information on navigation on our website; however, this function can be disabled directly on browser settings.

These cookies (third-party advertising services) are used to send advertising and personalized content based on the browsing history on the site itself. Below are the links to the respective privacy policy pages and to the consent form needed to disable the use of third party service profiling cookies.

Google

- AdWords: Remarketing and campaign conversion service.
- Remarketing and conversion cookies.
- DoubleClick.
- Privacy policy: https://www.google.com/intl/it/policies/technologies/ads/.
- Consent form: https://www.google.com/settings/ads?hl=it.

Add this

- Privacy policy: http://www.addthis.com/privacy.
- Consent form: http://www.addthis.com/privacy/opt-out.

Social media cookies

These third-party cookies are used to integrate some widespread functionality of the most popular social media and provide them within the site. In particular, they allow registration and authentication on the site via Facebook.

Facebook

Privacy policy: https://www.facebook.com/about/privacy/.
Facebook offers targeted advertisements based on the behaviour and interests of online users. For more information: https://www.facebook.com/help/cookies?ref_type=sitefooter.

Like button and Facebook social widgets (Facebook, Inc.)

The "Like" button and Facebook social widgets are services of interaction with the Facebook social network, provided by Facebook, Inc. Personal data collected: Cookies and usage data. Place of processing: USA – Privacy Policy

Tweet button and Twitter social widgets (Twitter, Inc.)

The Tweet button and Twitter social widgets are services of interaction with the Twitter social network, provided by Twitter, Inc. Personal data collected: Cookies and usage data. Place of processing: USA – Privacy Policy

+1 button and Google+ social widgets (Google Inc.)

The +1 button and Google+ social widgets are services of interaction with the social network Google+, provided by Google Inc. Personal data collected: Cookies and usage data. Place of processing: USA – Privacy Policy

"Pin it" button and Pinterest social widgets (Pinterest)

The "Pin it" button and Pinterest social widgets are services of interaction with the Pinterest platform, provided by Pinterest Inc. Personal data collected: Cookies and usage data. Place of processing: USA – Privacy Policy

Web beacons

We use Web beacons, images that are on a web page or in an e-mail and are used to monitor the online behaviour of users who visit our website or receive one of our newsletters.
The purpose of this technology is to monitor user activity, such as the parts of the site visited and the time spent browsing.

Statistics

The services contained in this section allow the Data Controller to monitor and analyse traffic data and are used to keep track of user behaviour.

Google Analytics (Google Inc.)

Google Analytics is a web analytics service provided by Google Inc. ("Google"). Google uses the Personal Data collected for the purpose of tracking and examining the use of this Application, compiling reports and sharing them with other services developed by Google. Google may use the Personal Data to contextualise and personalize the advertisements of its advertising network.
Personal data collected: Cookies and Usage data. Place of treatment: USA – Privacy Policy – Opt Out

Google Tag Manager (Google Inc.)

Google Tag Manager is a statistics service provided by Google Inc. Personal data collected: Cookies and usage data. Place of processing: USA – Privacy Policy
How to disable cookies
Most internet browsers are initially set up to accept cookies automatically. The user can change these settings to block cookies or to warn whenever cookies are sent to the user's device. There are various ways to manage cookies. The user can refer to the instruction manual or to the help screen of his browser to find out how to adjust or change the settings.

- Chrome https://support.google.com/accounts/answer/61416?hl=it
- Firefox https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie
- Internet Explorer http://windows.microsoft.com/it-it/windows7/block-enable-or-allow-cookiess
- Opera http://help.opera.com/Windows/10.00/it/cookiess.html
- Safari https://www.apple.com/legal/privacy/it/cookiess/

If you use any other browser, check its settings to determine how cookies are managed.
In the case of various devices (for example, computers, smartphones, tablets, etc.), user must ensure that each browser on each device is adjusted to reflect his preferences regarding cookies.
However, please note that the explicit rejection of profiling cookies will not prevent you from receiving advertisements, but will simply result in the fact that such ads will no longer be personalized.
If you are interested in learning more about cookies, visit the page http://www.allaboutcookies.org.

Method of treatment

The processing is carried out through IT and telematic tools and/or manually (for example on paper) for the time strictly necessary to achieve the purposes for which the data have been collected and compliant with current regulations.

Optional supply of data

Apart from that specified for navigation data, users are free to provide their personal data. Their absence can only involve the impossibility to obtain what is required.

Rights of the interested parties

Users have the right to access data concerning them at any time and to

- ask for the origin of data;

- ask to rectify incorrect data;

- ask for the update or integration of inaccurate or incomplete data;

- ask for cancellation of those treated in violation of the law;

- ask for the restriction of data processing use for legitimate reasons, in accordance with article 7 of D.lgs. 196/2003

by contacting the data controller directly through the website or at the address found below.

Data Controller

Palomar srl
Via de' Serragli, 9
50124, Firenze (FI)
VAT: 05103880489
PEC: palomarsrl@pec.it
Since the data controller cannot technically control the installation of cookies and other tracking systems operated by third parties through the services used within this website, any specific reference to cookies and tracking systems installed by third parties must be considered approximate. To obtain complete information, check the privacy policy of any third party services listed in this document. Given the objective complexity linked to the identification of technologies based on cookies and their very close integration with the web functioning, user is invited to contact the data controller if he wishes to receive any further information regarding their use – for example by third parties – made through this website.

How to contact us

For any clarification or further information regarding this cookie policy, the management of your personal data and the use of cookies on this site, you can contact us via email at: info@palomarweb.com or at palomarsrl@pec.it