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|  | INFORMATIVA COOKIE | Cookie Policy Web Site |
| | | Rev. 2 |

DATA CONTROLLER

PATTERN Spa

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privacy@pattern.it

PROCESSING PURPOSES

Our website uses Cookies, text files sent from the website to the user terminal (usually a browser), where they are being stored.

There are several types of cookies as shown below.

Technical cookies works in a completely anonymous way and are used to improve website use and to store some choices.

Statistical cookies (or analytical) allow to collect and analyze anonymously informations on users behavior. With analytical cookies, PATTERN Spa collect statistical data, monitor sessions and store data on the website usage. Thanks to some technical measures these cookies, as the technical ones, does not allow collection of personal informations, user identification via IP address and are not used in any way for marketing purposes.

PROCESSING METHODS

In particular, the website <http://www.patterngroup.it> uses different types of cookies:


TECHNICAL AND ANALYTICAL / STATISTICAL COOKIES

- They are basically text information saved on user devices used to connect to the website. These cookies are used to provide a correct website navigations or to provide a service requested by the user. These are the only purposes they are used for e are usually installed by the website owner.
- Matomo cookies, are used to collect and process your navigation data, addresses in URI notation of the requested resources, requests time and the size of the reply; data are only collected in order to process anonymous statistical information on website use (pages visited, sessions length, geographical area of the requests, etc.) and to assure its correct operation; for Matomo cookies we use the IP address anonymization.

These technical and analytical/statistical cookies, do not collect personal informations nor try to match your ip address to your identity and are not used in any way for marketing purposes.

RETENTION PERIOD

Technical cookies are stored on user devices to allow web site navigation and to provide the offered services. Their presence could last over the navigations session for later accesses. For third-party analytical / statistical cookies, as in the case of Google Analytics, the data, collected in anonymous and aggregate form, is stored within Google Analytics for 2 years, to allow us to compare statistics over that period.

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DATA CONFERRAL OBLIGATION

Technical cookies are files used to ensure the correct functionality of the site, so their use is necessary to have an adequate navigation.

INTERESTED CATEGORIES

All web site visitors.

RECIPIENT CATEGORIES

External SEO companies, suppliers of analytical / statistical cookies (data transmitted anonymously, therefore no personal data attributable to the user is extracted).

LEGAL BASIS

Processing for technical and analytical / statistical purposes of anonymous data, with the obscuration of the IP address and without transmission of the user's personal data to third parties.

COMMUNICATION TO THIRD PARTIES

External SEO companies, Matomo as a platform for consulting statistics, but without data communication to Matomo itself (in any case, the data collected and transmitted are always anonymous)

AUTOMATED PROCESSING AND PROFILING

There is no automated decision making or profiling process.

EXTRA-EU TRANSFER

There are no data transfers to non-EU countries.

DATA SUBJECT RIGHTS

The interested parties, at any time, has the possibility to assert the following rights:

- know and correct the data being processed (in any case, data are already collected anonymously)
- limit or revoke the processing by blocking cookies on their browser
- propose a claim to the Italian Data Protection Authority with the appropriate forms available on the website at the address <http://www.garanteprivacy.it/>