

COOKIES POLICY

Summary

	1
1. Definition	1
2. What we do	1
3. How to configure cookies	1
4. Configuring your web browser	2
5. Configuring your smartphone	2
6. Cookies we use	2
7. Third party cookies	3
8. Google Analytics (Google LLC/ Google Ireland Limited)	3
9. Social Plugins of Facebook, Instagram and LinkedIn	7
10. Facebook Pixel	9
11. YouTube	10

1. Definition

A cookie is a small text file that can be placed on your device that allows us to recognise and remember you recording your browsing activity. It is sent to your browser and stored on your computer's hard drive or tablet or mobile device and then retransmit to the same websites the next time you visit.

A cookie cannot be used to personally identify a user, who remains anonymous.

2. What we do

When you visit our sites or when you use our apps, we may collect personal data from you automatically using cookies or similar technology.

The purpose of cookies is to notify us when you visit our website. As such, they are only used in order to improve the personalised service that we provide to you.

The statistics generated by cookies allow us to determine the level of traffic to our website, as well as the most frequently visited pages. They are necessary for us to provide our services, and are solely intended to improve our offerings. The Website uses *technical cookies*. Such cookies, due to the technical nature, do not require the prior consent of the User to be installed and used.

However the user has the option to prevent the generation of cookies and disposal of the same by selecting the appropriate option in your browser.

3. How to configure cookies

You may review your choices at any time and disable some or all of the cookies that we use, directly via our website.

4. Configuring your web browser

You can configure your own browser to automatically refuse cookies. However, some features of the site may no longer be accessible if you choose this option. If this occurs, under no circumstances can we be held responsible.

If you are interested in this option, please refer to the links below and select the one that corresponds to your browser:

- [Internet Explorer™](#)
- [Chrome™](#)
- [Firefox™](#)
- [Opera™](#)

5. Configuring your smartphone

- [iOS](#)
- [Android](#)

6. Cookies we use

In particular, the cookies used on the Website are traceable to the following subcategories:

- ❖ *browsing or session cookies*, which ensure normal browsing and use of the Website and to collect anonymous information about how users use the website and how many visitors has the website, where they come from, and the other websites they have visited. As they are not stored on the user's computer, they disappear when the browser is closed,

- *Functional cookies*

- Cookie `_sm_au_c` :
 - ◆ purpose: checks whether a user has been authenticated
 - ◆ lifespan: 12 months
 - ◆ providers: .google-analytics.com, .google.com

- ❖ *Analytical or audience cookies*, such as, for example, those used by Google Analytics, with which statistical information on how our site is used, such as the number of visits per page, the number of error messages displayed,

time spent on a given page, or the number of clicks in a particular area of the site or from which website users come and the pages they have visited are collected and analyzed. The information retained cannot be used for commercial purposes,

- ❖ *Social widgets and plugins*: some widgets and plugins made available by social networks may use their own cookies to facilitate interaction with the website of reference. These cookies allow you to share Website content with social media platforms (e.g., Facebook, LinkedIn, Instagram). We have no control over these cookies as they are set by the social media platforms themselves. Please have a look at section 9 below on pixels and social plug-ins to learn more about how social media cookies are used in association with social plug-ins.

7. Third party cookies

The third party cookies installed on the Website are listed below. For each of them, there is a link to the relative information notice on the processing of personal data carried out and the methods for deactivation of any cookies used. With regard to third party cookies, the Controller is only obliged to insert the link to the third party's website in this policy. On the other hand, the latter is required to provide information and indicate how to consent to and/or deactivate cookies.

8. Google Analytics

This website uses Google Analytics, a web analysis service provided by Google. Google services are provided by

Google LLC
1600 Amphitheatre Parkway
Mountain View, CA 94043USA

In the European Economic Area (EEA) and Switzerland, Google services are provided by, and you're contracting with:

Google Ireland Limited, incorporated and operating under the laws of Ireland
Registered No. 368047
Gordon House, Barrow Street, Dublin 4 Ireland

Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

Personal Data processed: Cookies; Usage Data.

Place of processing: Ireland / USA

Google's Privacy Policy <https://www.google.com/intl/en/policies/privacy>

Privacy Shield participant.

Category of personal data collected according to CCPA: internet information.

This processing constitutes a sale based on the definition under the CCPA. In addition to the information in this clause, the User can find information regarding how to opt out of the sale in the section detailing the rights of Californian consumers.

The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, due to the activation of IP anonymisation on these websites, your IP address will previously be reduced by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activities and to provide the website operator with further services associated with website and Internet use. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data.

The purposes of data processing are to evaluate the use of the website and to compile reports on activities on the website. Other related services will then be provided based on the use of the website and the Internet. The processing is based on the legitimate interest of the website operator.

Opt-out: You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address)

and from processing this data by Google by downloading and installing the browser plug-in available under the following link: [Browser Add On to disable Google Analytics.](#)

Google Analytics supports three JavaScript libraries (tags) for measuring website usage: gtag.js, analytics.js, and ga.js.

gtag.js and analytics.js set the following cookies:

Cookie Name	Expiration Time	Description
_ga	2 years	Used to distinguish users.
_gid	24 hours	Used to distinguish users.
_gat	1 minute	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.
AMP_TOKEN	30 seconds to 1 year	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.
gac<property-id>	90 days	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out.

The ga.js JavaScript library sets the following cookies

Cookie Name	Default Expiration Time	Description
__utma	2 years from set/update	Used to distinguish users and sessions. The

		cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.
__utmt	10 minutes	Used to throttle request rate.
__utmb	30 mins from set/update	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.
__utmc	End of browser session	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.
__utmz	6 months from set/update	Stores the traffic source or campaign that explains how the user

		reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.
__utmv	2 years from set/update	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.

For further information please visit More information at: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

9. Social Plugins of Facebook, Instagram and LinkedIn

Social plug-ins are small pieces of software which create a link between your visit to our Website and the social media platform of a Third Party Provider. The social plug-in will let the Third Party Provider know that you have visited our Website and may let the Third Party Provider receive cookies he has placed on your computer beforehand.

Our website uses social plugins (hereinafter: "Plugins") of the social networks Facebook, Instagram and LinkedIn. These services are offered by the

companies Facebook Inc., Facebook Ireland Ltd. and LinkedIn Corp. (hereinafter: "Providers").

Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA and Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (hereinafter: "Facebook"). For an overview of the plugins of Facebook and their appearance, see <https://developers.facebook.com/docs/plugins>

LinkedIn is operated by LinkedIn Corp., 1000 W Maude Ave, Sunnyvale, CA 94085, USA (hereinafter: "LinkedIn"). For an overview of the plugins of Google and their appearance, see <https://developer.linkedin.com/plugins>

Instagram is operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (hereinafter: "Instagram"). For an overview of the Instagram buttons and their appearance, see: <https://help.instagram.com/155833707900388>

When you visit our pages, the plug-in establishes a direct connection between your browser and the providers server. Providers receives the information that you have visited our site with your IP address.

The content of the respective Plugin will then be directly transmitted to your browser by the associated provider and integrated into the website. Integration of the plugins gives the providers the information that your browser has called up the corresponding site of our internet offer, even if you do not have any profile with the corresponding provider or are not currently logged in. This information (including your Internet Protocol address) will be submitted directly to a server of the respective provider in the USA or UE by your browser and stored there.

If you are logged into a social network, the providers may assign your visit of our website directly to your profile on Facebook, Instagram or LinkedIn. If you interact with the Plugins, e.g. by pushing the "Like" or "Connect", the corresponding information will also be directly transmitted to a server of the provider and stored there. The information will also be published in the social network or on your social account and indicated in your contact details there.

Note that we have no control over how these social plug-ins work, the data that they collect or what the Third Party Provider does with this information.

For the purpose and scope of data collection and further processing and use of the personal data by the providers as well as your rights and setting options to that extent to protect your privacy, see the data privacy notes of the providers.

Data privacy notes of Facebook <https://www.facebook.com/about/privacy>

Data privacy notes of Instagram
<https://help.instagram.com/155833707900388>

Data privacy notes of LinkedIn <https://www.linkedin.com/legal/privacy-policy>

If you do not want Facebook, Instagram, LinkedIn to directly assign the data collected via our website to your profile in the respective service, you need to log out of the respective service before you activate the Plugins.

The legal basis for processing activities shall be sect. 6 par. 1 let. f) GDPR. The purpose and legitimate interest are in increasing the popularity of our products.

10. Facebook Pixel

Facebook pixels are small pieces of software and are nearly invisible pixel-sized "dots" on our Website which create a link between your visit to our Website and Facebook. When the pixel loads, Facebook places a so-called "fr"-cookie on your computer, which helps Facebook to provide you with more personalized advertisements, but also to measure and improve advertisements. This cookie has a lifespan of 90 days. More information on Facebook cookies can be found here: <https://www.facebook.com/policies/cookies/>. Please note that when the "fr"-cookie is placed, Facebook is able to follow your surfing behavior across other websites which have implemented a Facebook pixel or Facebook social plug-in.

The Visitor Action Pixel is a service of Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA. It permits tracking of the behaviour of users after they click a Facebook advertisement and are forwarded to the website of the advertising or advertised company. The conversion measurement with the Visitor Action Pixel permits measurement, evaluation and optimisation of the

effectiveness of Facebook advertisements for statistical purposes and purposes of market research. The data collected on this websites by the Visitor Action Pixel do not enable OOG Network to draw any conclusions as to the person of the user. The collected data (e.g. the IP address of the user) are transmitted to Facebook by the Visitor Action Pixel. These will be saved and processed by Facebook for the purpose of conversion measurement. OOG Network receives reports on conversion measurement in an anonymised form from Facebook. These reports do not permit any conclusions as to the user either. However, it cannot be excluded that Facebook may link the transmitted data to other personal data on the person of the user (e.g. user data on an existing Facebook account) or that Facebook may use the corresponding data for its own further purposes.

The Visitor Action Pixel is a service of a company that is independent from OOG Network. For further notes on use of the collected data by Facebook, see the corresponding notes of Facebook, e.g. at www.facebook.com/about/privacy/.

Facebook and its partners permit the placement of advertisements on websites of Facebook and on third-party pages. For the purpose of use of the Visitor Action Pixel and tracking of the corresponding activities, a cookie may be stored on the user's computer for these purposes.

By pushing the OK button in the corresponding banner of the website, you agree to use of conversion measurement with the Visitor Action Pixel of Facebook and make the following declaration of consent in this respect:

"I agree to use of the Visitor Action Pixel of Facebook, a service of Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA, as described above in this item, for the purpose of conversion measurement on the websites of OOG Network."

You may revoke consent to use of conversion measurement with the Visitor Action Pixel at any time. For this, click the following link: www.facebook.com/ads/website_custom_audiences/

The legal basis for processing activities is the given consent, sect. 6 par. 1 s. 1 let. a) GDPR.

11. YouTube

Our website include plug-in from YouTube of Google, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA and integrates YouTube videos.

The embedded clips store cookies on the user's computer when the page is accessed. If you have deactivated the setting of cookies for the Google advertising program, you will not have to reckon with such cookies when you access YouTube clips. YouTube also stores non-personal usage information in other cookies. If you want to prevent this, you must have the browser block this.

For further information about data collection, consult the privacy policy of YouTube at: <https://policies.google.com/privacy?hl=en>

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