



## **COOKIES POLICY**



## **How does Vola use cookies?**

A cookie is a short piece of text stored on your computer or mobile device by a website that stores information about your visit and other settings. This facilitates your next visit and increases the utility of the site for your benefit. Cookies play an important role, namely to make the site operate more effectively and to enable certain features of it. Vola uses cookies, including from third parties, to store your preferences about the information on our site, to count how many visitors we receive to a page, to send custom promotional messages and to help you to make best use of the tools that Vola puts at your disposal online.

There are several types of cookies. Below are the types of cookies that may be used on the site with a description of their purpose.

### **Technical cookies**

Cookies of this type are necessary for the proper functioning of some areas of the site. Cookies in this category include both persistent and session cookies. Without these cookies, the site or parts of it may not work properly. Therefore, they are always used, regardless of user preferences. Cookies in this category are always sent from our domain. The cookies used are either persistent (they remain stored on the PC until they expire) or session cookies (they are not stored persistently on the computer of the user/visitor and disappear when the browser is closed). The Controller is not obliged to request the user's consent for technical cookies as they are strictly necessary for the provision of the service.

### **Analytical cookies**

This type of cookie is used to collect information on site use. The Controller uses this information for statistical analyses, to improve the site and simplify its use, as well as for monitoring its correct operation. This type of cookie collects information in anonymous form about user activity on the site and how they got to the site and the pages visited. Vola uses the cookies and the Google Analytics service to monitor the performance of the site (<https://www.google.com/analytics/learn/privacy.html?hl=it>).

### **Third-party profiling cookies**

Cookies of this type are used to collect information on how visitors use the website, the keywords used to reach the site, the websites visited and the origins of traffic from which visitors arrive by virtue of marketing campaigns. The Controller may use the information to compile reports and improve the site and to send custom promotional messages. The cookies collect information in anonymous form. Vola uses the Google Adwords and Facebook Ads services to carry out search advertising and remarketing campaigns:

- [www.google.it/adwords/](http://www.google.it/adwords/)
- [support.google.com/adwords/answer/2549116?hl=it](http://support.google.com/adwords/answer/2549116?hl=it)
- <https://www.facebook.com/about/privacy/cookies>

The Controller is not obliged to request the user's consent for technical cookies as they are strictly necessary for the provision of the service. For the other types of cookies consent can be expressed by the user, in accordance with the regulations in force, through browser settings (every browser allows the user to disable third-party cookies permitting online advertising based on the user's interests) and computer programs or devices such as Google Analytics Opt-out (<https://tools.google.com/dlpage/gaoptout>). The Controller reminds the user that it is possible to modify the cookie preferences at any time (further information is available at <http://www.aboutcookies.org/> or <http://www.youronlinechoices.com/it/>). It is also possible to disable cookies from your browser at any time (by accessing the relevant "History" menu present on all browsers) but doing so may prevent the user from using certain areas of the site.

### **Enabling and disabling cookies through the Browser**

Most browsers (Internet Explorer, Firefox, Chrome, Safari, etc.) are configured to accept cookies. Cookies are stored on the user's device but can be deleted at any time. For example you can disable cookies by following the directions provided by the major browsers at the following links:

Chrome: <https://support.google.com/chrome/answer/95647?hl=it>

Firefox: <http://support.mozilla.org/it/kb/Eliminare%20i%20cookie>

Internet Explorer:

<http://windows.microsoft.com/it-it/internet-explorer/delete-manage-cookies#ie=ie-10>

Opera: <http://www.opera.com/help/tutorials/security/privacy/>

Safari: [https://support.apple.com/kb/PH19214?locale=it\\_IT&viewlocale=it\\_IT](https://support.apple.com/kb/PH19214?locale=it_IT&viewlocale=it_IT)  
<https://support.apple.com/it-it/HT201265>

### **Third-party websites**

The Vola site contains links to other websites that have their own privacy policies. These privacy policies may be different from the one adopted by the Controller, who therefore is not responsible for third-party sites.

Pursuant to art. 122 para. 2 of Decree Law 196/2003 consent to the use of such cookies is expressed by the person concerned through the particular settings freely chosen for the browser used to navigate the site, without prejudice to the right of the user to communicate at any time to the Controller their wishes concerning the data managed through cookies that the browser itself has accepted.