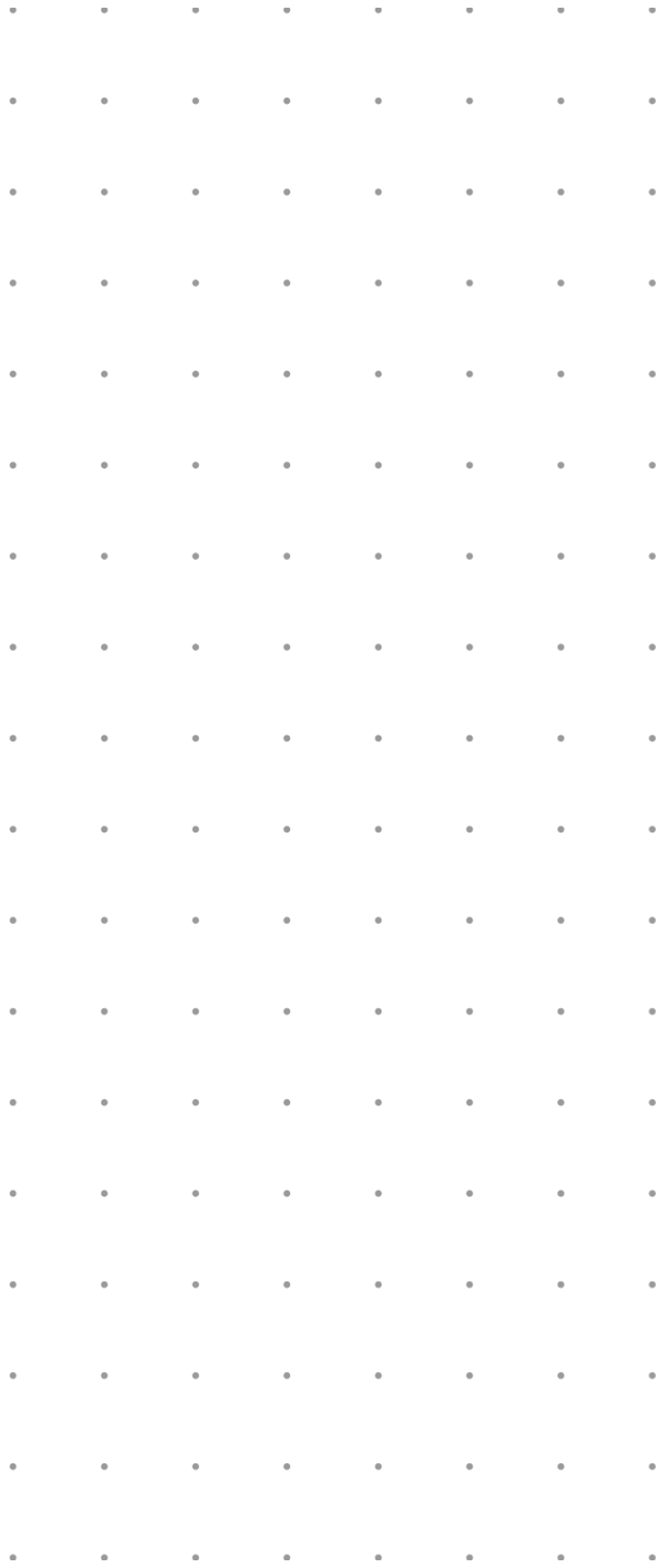


Icona Cookie Policy Version 1.0



Cookie Policy

The company ICONA SRL (hereinafter also referred to as "ICONA" for brevity) is hereby informing users who are browsing the sites www.icona.it, www.livecare.it, www.acty.com, www.deskoala.com, www.livecarecontact.it (hereinafter also referred to as the "sites"), of its Cookie Policy, in order to ensure that the user has a safe and efficient browsing experience, in compliance with the provisions set out in Legislative Decree no. 196 of 30 June 2003 ("The Data Protection Code"), EC Directive 2009/136 (which amended the EC Directive 2002/58 entitled "e-Privacy"), the subsequent Provision issued by the Italian Data Protection Authority of 8 May 2014 ("Identification of simplified methods for the information and acquisition of consent for the use of cookies"), as well as European Regulation no. 679/2016 ("General Data Protection Regulation").

The user is informed both by means of a short informative report (in a banner displayed upon the initial visit to any of the sites, whereby the user must either consent to, or refuse, the cookie policy) and also by this report which provides more detailed information.

If the user does not deny consent to the installation of profiling cookies, or closes the banner containing the brief report or continues to browse the sites, they are automatically giving consent to the installation of all cookies used on the sites. It is understood that consent is revocable at any time, as set out in this Policy.

ICONA reserves the right to change this Cookie Policy, in whole or in part, at its sole discretion and without notice. The user, by continuing to navigate the site, fully and automatically accepts any such changes made.

Definitions

Cookies are small text files that the sites, which have been visited by the user, send to the user's terminal (browser) where they are stored and then retransmitted to the same sites the next time the user visits.

Whilst navigating these sites, the user may also receive cookies sent by different sites or web servers on their terminal (so-called "third party" cookies); on these different sites or web servers, there are certain elements (such as, for example, images, maps, sounds, specific links to pages of other domains) that are located on the sites the user is visiting.

Cookies are used for different purposes: performing computer authentication, session tracking, storing information on specific configurations regarding users who are accessing the server, storing user preferences, etc., but will not necessarily personally identify the user.

Certain operations cannot be carried out safely without the use of cookies, meaning that in certain cases, cookies are technically necessary; indeed, the use of cookies

makes it possible to identify the user in a safe and secure way, maintain identification throughout browsing sessions, and allow the sites to function correctly.

Cookies are divided into two macro-categories: "technical" cookies and "profiling" cookies.

What types of cookies Icona uses

“Technical” cookies

"Technical" cookies are used for the sole purpose of enabling the sites and navigation to work correctly, as well as providing the service requested by the user. They are not used for any further purposes, and are installed by the owner of the websites.

They can be further divided into:

1. browsing or session cookies, which not only allow the sites to work properly, but also enable users to correctly navigate and use the sites. These cookies are needed for the sites to work correctly;
2. analytics cookies are similar to "technical" cookies and are used directly by the operator of the sites to collect anonymous information in an aggregate form on the number of users and how they visit the sites;
3. functional cookies, which, where required, enable the user to navigate according to selected criteria, improving the service provided by the operator of the sites (for example, they allow the user to be recognised when subsequently accessing the sites). Functional cookies are not essential for the sites to work, but they improve the quality of navigation.

No prior user consent is required for the installation of "technical" cookies.

Third-party cookie analytics

The company ICONA, on the sites www.icona.it, www.livecare.it, www.acty.com, www.deskoala.com, and www.livecarecontact.it, uses "Google Analytics", in an anonymous aggregate form, with the sole purpose of collecting information for anonymous statistical analysis, to improve the usability of the sites www.icona.it, www.livecare.it, www.acty.com, www.deskoala.com, and www.livecarecontact.it, as well as to monitor the correct functioning of these sites.

The cookies collected through Google Analytics are done so in an anonymous form, i.e. looking at how users navigate on the sites www.icona.it, www.livecare.it, www.acty.com, www.deskoala.com, and www.livecarecontact.it, how they came to be on the sites, which pages are most frequently visited, how the users use the sites, and how long they stay on the sites.

ICONA does not disclose any data (e.g. your IP address) collected through the use of Google Analytics to Google.

Google Analytics cookies are not owned by the operator of the following sites: www.icona.it, www.livecare.it, www.acty.com, www.deskoala.com, and www.livecarecontact.it; therefore, if the user wishes to consult Google's privacy policy, they can do so by going to the following link: <http://www.google.com/intl/it/policies/privacy/> .

The user may, at any time, deactivate Google Analytics at the following address: <https://tools.google.com/dlpage/gaoptout/>.

Below is a list of analytics cookies currently used by ICONA:

Google analytics cookies

_utma Cookies: these are persistent cookies that remain on your computer until they expire or until your cache is cleared and cookies are deleted. They are used to track visits and the time since the last visit. Associated metrics include: first visit, last visit.

_utmb Cookies & _utmc Cookies: these cookies work in tandem to calculate the average time spent on web pages. **_utmb** is a session cookie that expires after 30 minutes. **_utmc** is deleted when closing the browser.

_utmz Cookies: These are persistent cookies that expire after 6 months. They store the source of traffic or campaigns that explain how the user reached the sites. They also contain certain parameters regarding the number of site visits and various information on the source, the campaigns involved and the keywords typed.

_utmv Cookies: these are persistent cookies that expire after 2 years. They are used to create personalised user segmentations based on user behaviour on sites.

"Profiling" cookies

"Profiling" cookies track the user's navigation and create a profile based on their choices and search habits. As a result, the user can receive personalised advertising messages in line with the preferences shown whilst surfing the net.

Profiling cookies can only be installed once the user has been informed of them being present on the website, and has consented to their use.

Cookie settings

The user can deny consent and/or modify their cookie options and settings at any time by selecting / deselecting individual cookies from their browser:

Firefox

- select **OPTIONS** from the menu on the right
- select **PRIVACY** and **SECURITY** from the menu on the left
- click on **DELETE COOKIES AND DATA FROM WEBSITES AS FIREFOX IS EXITED**

Chrome

- select SETTINGS from the menu on the right
- select HISTORY from the menu that appears on the left
- click on DELETE NAVIGATION DATA
- untick the box entitled COOKIES AND DATA FROM OTHER SITES AND PLUG-INS

Explorer

- select the SETTINGS icon from the top right menu
- in the box that opens, select the GENERAL tab
- click on the DELETE button
- in the box that opens, select COOKIES AND WEBSITES DATA
- click on DELETE.

For other browsers, use the website:

<https://support.google.com/accounts/answer/32050?hl=it> (which provides detailed information for each browser).

We would like to remind users that should they opt out of the use of cookies on the websites: www.icona.it, www.livecare.it, www.acty.com, www.deskoala.com, and www.livecarecontact.it, ICONA cannot guarantee the user access to certain functions of the sites.

Communication

You may contact ICONA at any time, with any request for further clarification or information, at its offices located in Viale Brianza, 20 - 20092, Cinisello Balsamo (MI), or at the e-mail address legal@icona.it. For further information, you can also consult the Privacy policy available at the following link:

http://www.icona.it/it/docs/Privacy_sito_ITA.pdf

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