

Information Cookies Treatment

The website Potenziarilensiero.it uses cookies and similar tools to improve the performance and user experience and therefore undertakes to protect your personal information.

The website uses cookies to collect and analyse information about your browsing behaviour in an anonymous and aggregate form.

Through cookies, it obtains statistical data on the use of the website, monitors sessions, stores information, allows authenticated access in some areas and allows you to share content through social networks. They are therefore used for the sole purpose of providing services and improving your browsing. Without the use of cookies, in fact, some operations would be impossible to perform.

The cookies used by the site do not allow the collection of your personal information, do not try to link your IP address to your identity and are not used to propose advertising on the basis of the pages you visited.

This information may help you to understand what information we may collect about you and how it is used.

What Cookies Are

A cookie is a simple text file that is stored on your computer or mobile device from a website server and that only that server will be able to retrieve or read its contents. It contains some anonymous information and allows the website to remember, for example, your username and preferences, what's on your cart, analyse the site's performance or recommend content that we believe is most relevant to you. According to the current regulations on Privacy, the use of cookies to collect your data is only permitted with consent. The changes made are intended to make it easier to get to know and check what information the sites keep on you.

Why Cookies Are Used

In some parts of our site cookies are essential for the proper functioning of the same. We are also always looking for ways to improve our website and to make it easier to know our services and our proposals. Cookies also help us to provide you with a better and richer experience, for example,

for something you find interesting, you could put “Like” on Facebook, or tweet it: cookies make this easier. You may want to know where to view our services/purchase our products and cookies help this by temporarily storing information and allowing you to see the offers. We have proceeded to classify the most commonly used cookies based on their type of use as: (essential) technical, statistical (profiling), behavioural, third-party, session and permanent.

THE DIFFERENT TYPES OF COOKIES

Technical (essential)

Technical cookies are cookies that are strictly necessary to allow specific features required. For example, e-commerce sites (in which the consumer has a shopping cart), do not work without the use of cookies and the functionality of the site will be conditioned, such as adding items to the cart and proceeding through the check-out. Cookies that are essential for the use of a website do not require your prior consent, but we want you to have complete information about it. This site uses cookies defined as “technical”, such as those described below.

Profiling or statistical

Profiling or statistical cookies collect information on how websites are used; for example: which pages are visited and any errors that may be encountered. These cookies are completely anonymous and are used only to help improve the functioning of the sites and understand the interests of users. This site does not use cookies defined as profiling.

Monitoring or third party

“Monitoring” cookies are linked to services provided by third parties, such as “Like” and “Share” and monitor the effectiveness of advertising. The third party provides these services in exchange for information about the fact that they visited the site.

Enable the operation of Google Analytics (with anonymised IP) and help website operators to analyse information about visitors such as the use of the browser, the number of visitors and other data that help Potenziareilpensiero.it to improve the usability of content.

The information generated will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating the use of the website, compiling reports on website activity for website operators and providing other services relating to

website activity and internet usage. Google may also transfer this information to third parties where this is required by regulations in force. Google will not associate the visitor's IP address with any other data held by Google.

The information collected is accessible only from the Potenziareilpensiero.it (in aggregate and anonymous form) and from Google, which does not store, communicate or disseminate this data to third parties.

The `_utma` cookie is persistent. The other cookies are provisional: ten minutes (`_utmt`), thirty minutes (`_utmb`), at the end of the browsing session (`_utmc`) and six months (`_utmz`). They are not necessary cookies.

Click here for more information on Google cookies:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

Click here for more information on the processing of personal data carried out by Google Analytics:

<http://www.google.it/analytics/terms/it.html>.

Social media cookies

Some pages of this website are characterized by presence of the so-called "social plugin", which allow you to share our content on social media networks such as Facebook, Twitter, YouTube.

Third party cookies are not under our control and, therefore, for more information on how the Third Party uses cookies, it is advisable to visit the website of the Third Party in question, which you can find below. There you can find the relative information in regards to the methods and management of cookies:

- Facebook:
 - Informative: <https://www.facebook.com/help/cookies/>
 - Settings: access your account, privacy section
- Twitter:
 - Informative: <https://support.twitter.com/articles/20170514>
 - Settings: <https://twitter.com/settings/security>
- YouTube:
 - <https://policies.google.com/privacy>

Behavioural

“Behavioural” cookies are cookies used to collect data on browsing habits and preferences, making profiling and/or customization for advertising purposes, for carrying out market research or distance selling: in these cases advertising is spoken behavioural and targeted advertising. These treatments are valued very carefully by the European and Italian legislators, which have imposed very restrictive rules. In fact, the EU has decided to require internet operators to request the prior consent of the user, before they can use cookies to advertise behavioural or otherwise for purposes other than those strictly necessary to provide the service requested by the interested party. This site does not use cookies defined as “behavioural”.

Of session and permanent cookies

The distinction between “session cookies” and “permanent cookies” can be made by reason of their persistence on the user’s terminal. Those that are automatically deleted at the end of each navigation, are called “session cookies”; if, on the other hand, they have a longer life, we are talking about “permanent cookies”. This site uses both session and permanent cookies.

Consent

As described in the Cookie Policy, Potenziareilpensiero.it uses technical cookies and third party cookies to improve your browsing experience, to display of advertisements in line with your preferences and to carry out statistical analyses on users’ browsing uses.

By browsing and using the site, you consent to the use of cookies on this device in accordance with our cookie policy.

For any doubt or order you can contact us at the e-mail address info@potenziareilpensiero.it.