COOKIE POLICY

Our website uses cookies and this document describes how we use them.

Cookies are only set if you actively agree to this by clicking on "Accept" in our cookie banner.

What are cookies
A cookie is a small piece of data or a text file that is downloaded to your computer or mobile device when you access certain websites. Cookies may contain text that can be read by the web server that delivered the cookie to you. The text contained in the cookie generally consists of a sequence of letters and numbers that uniquely identifies your computer or mobile device; it may contain other information as well.

By agreeing to accept our use of cookies you are giving us and the third parties with which we partner permission to place, store, and access some or all the cookies described below on your computer and or mobile device.

- **Strictly Necessary Cookies**

  These cookies are necessary for the proper functioning of the website, such as displaying content, logging in, validating your session, responding to your request for services, and other functions.

- **Performance Cookies**

  These cookies collect information about the use of the website, such as pages visited, traffic sources, users' interests, content management, and other website measurements.

- **Functional Cookies**

  These cookies enable the website to remember users' choices, such as their language, usernames, and other choices while using the website. They can also be used to deliver services, such as letting a user create a blog post, listen to audios, or watch videos on the website.

- **Media Cookies**

  These cookies can be used to improve a website's performance and provide special features and content. They can be placed by us or third parties who provide services to us.

- **Advertising or Targeting Cookies**

  These cookies are usually placed and used by advertising companies to develop a profile of your browsing interests and serve advertisements on other websites that are related to your interests. You will see less advertising if you disable these cookies.

- **Session Cookies**

    These cookies allow websites to link the actions of a user during a browser session. They may be used for a variety of purposes, such as remembering what a user has put in their shopping cart as they browse a website. Session cookies also permit users to be recognized as they navigate a website so that any item or page changes they make are remembered from page to page. Session cookies expire after a browser session; they are not stored long term.

- **Persistent Cookies**

    These cookies are stored on a user's device between browser sessions, which allows the user's preferences or actions across a website or across different websites to be remembered. Persistent cookies may be used for several purposes, including remembering users' choices and preferences when using a website or target advertising to them.

We may also use cookies for:
- identifying the areas of our website that you have visited;
- personalizing the content that you see o our website;
- our website analytics;
- remarketing our products or services to you;
- remembering your preferences, settings, and login details;
- targeted advertising and serving ads relevant to your interests;
- affiliate marketing;
- allowing you to post comments;
- allowing you to share content with social networks.

How can you manage cookies on our website?
Cookies do lots of important jobs on the website. However, you are able to disable cookies used on the website. If you do so, you may find that certain parts of the website do not work at all, or do not work correctly.

You can disable and/or delete all types of cookies by using your browser settings. Cookies are generally easy to disable and/or delete but how you do so varies from browser to browser. Further information on deleting or controlling cookies is also available on www.allaboutcookies.org and www.aboutads.info/choices.

Web Beacons
We may also use a technology called web beacons to collect general information about your use of our website and your use of special promotions or newsletters. The information we collect by web beacons allows us to statistically monitor the number of people who open our emails. Web beacons also help us to understand the behavior of our customers and users.

Google Ad and Content Network

Third-party vendors, including Google, use cookies, pixels, and other technologies to serve ads based on a user's past visits to our website. These technologies are also used to track your activities on our website and other websites, including the web pages that you visited, the ads or content that you clicked on, any items you may have purchased, and the search terms you used to deliver tailored advertising to you.

Our website uses the online advertising program "Google Ads". The provider is Google Ireland Limited. For this purpose, Google stores a cookie in your browser when you visit Google services or websites in the Google advertising network. We receive statistical evaluations from Google. By means of these evaluations we can recognize which of the advertising measures used are particularly effective. We do not receive any further data from the use of the advertising material, in particular we cannot identify the users on the basis of this information.

You can opt-out of the use of Google's cookies for interest-based advertising by following the link, downloading and installing the plug-in provided there: www.google.com/settings/ads/plugin.

You can find more information about Google Ads and the Google Privacy Policy at: www.google.com/privacy/ads/ and by visiting http://www.aboutads.info/choices/ For European users visit http://www.youronlinechoices.eu

Google Analytics with anonimyzed IP

Our website uses Google Analytics, a web analysis service provided by Google Ireland Ltd. We use the information we get from Google Analytics to analyze traffic, improve our marketing, advertising, and website.

Google Analytics uses so-called cookies, text files that are saved on your computer and that make it possible to analyse your use of our website.

Due to IP anonymisation active on our website, your IP address will be truncated by Google within member states of the European Union or in other states party to the Agreement on the European Economic Area prior to transmission. Only in exceptional cases will the full IP address be transferred to one of Google's US-based servers and abbreviated there. The IP address provided by your browser to Google Analytics will not be linked with other Google data. **You can prevent the storage** of cookies by changing your browser settings accordingly. Please note, however, that in this case you may not be able to use all of the functions on the website. **You can also prevent Google from recording and processing the data generated by the cookie**, relating to your use of the website (incl. your IP address), by downloading and installing the browser plugin available at the following link: https://tools.google.com/dlpage/gaoptout?hl=en

Our website uses the "demographic features" function of Google Analytics. This allows reports to be generated that contain information about the age, gender and interests of the site visitors. This data comes from interest-based advertising by Google as well as from visitor data from third parties. This data cannot be attributed to any specific person. You can disable this feature at any time by changing the ad settings in your Google Account, or generally prohibit Google Analytics from collecting your information.

You can find more information on how Google Analytics handles user data in Google's privacy policy: marketingplatform.google.com/about/analytics/terms/us/

and policies.google.com/technologies/partner-sites?hl=en
and https://support.google.com/analytics/answer/6004245?hl=en.

Google Remarketing
Our website uses a remarketing advertising service. Our remarketing service is provided by Google and other companies that show our ads on websites across the Internet. With remarketing you may see ads for our products you have previously looked at. As an example, suppose you visit a website that sells computers, but you do not buy a computer on your first visit. The website's owner might like to encourage you to revisit their website and buy a computer by showing you their ads again on other websites that you visit. We use remarketing for similar purposes. For this to happen Google will read a cookie that is already in your browser or place a cookie in your browser when you visit our website or other websites using remarketing.
You can opt-out of Google's use of cookies and remarketing at this link https://support.google.com/ads/answer/2662922?hl=en%20or%20you%20can%20opt-out%20using%20the%20Network%20Advertising%20Initiative%20opt-out%20page%20at%20http://optout.networkadvertising.org/#!/

Facebook Remarketing
Third parties, including Facebook, may use first-party cookies, third-party cookies, web beacons, and other storage technologies to collect or receive information from our services and elsewhere on the Internet, and use that information to provide measurement services and target ads. With Facebook remarketing, you may see our ads on Facebook after you have used our services. For this to happen Facebook uses unique cookies that are activated and placed in a visitor's browser when they land on a webpage. To opt-out of Facebook's collection and use of information for ad targeting visit https://www.facebook.com/help/568137493302217

Changes
From time to time, we may make changes to this cookies policy. If we decide to do so, we will post the changes on our website, so that you are always aware of what cookies we use and how we use them. If we need to, we will e-mail you with details of those changes and/or ask you to confirm that you are happy with them.

If you have any questions relating to our use of cookies, then please contact us at wecare@animcontemporanea.com or +39 366 2760273