Cookie policy and notice

Italian law requires website operators to inform users about cookies and other tracking tools that may be used to record certain data each time users access the site. Since our site also uses such tools, we hereby intend to disclose the procedures followed for collecting this information.

Data Controller and Data Protection Officer

The Data Controller is MFE Advertising with registered office in Milan, via Paleocapa 3 (hereinafter "Controller").

The Data Controller has appointed a Data Protection Officer (hereinafter referred to as the "DPO") with registered office in Viale Europa 48, 20093 Cologno Monzese (MI). The DPO can be contacted for all matters relating to the processing of your personal data and the exercise of your rights under the GDPR at the following contact details: infoprivacy.dpo@mediaset.it

Purposes and legal basis

Your personal data will be collected and processed, with or without the aid of electronic tools, innovative technologies, and any possible software, for the following purposes:

1. To enable the website to function and optimize its performance;
2. 2. To detect and analyze the frequency of visits to our services.

Please note that the provision of data is essential for the purposes referred to in point 1, while for the remaining purposes, the provision is optional but may serve to improve our products and services. You may, however, verify and revoke any consent provided at any time, in accordance with the procedures indicated below for exercising your rights.

Users retain the right to exercise the rights provided for in Articles 15 et seq. of the GDPR at any time and, in particular, to request access to their data, know its origin, request its updating, correction, deletion, limitation, receive the personal data provided to the Data Controller and/or request the Data Controller to transmit it directly to another Data Controller, as well as to object to the processing for legitimate reasons by writing to infoprivacy@mediaset.it.

The legal basis for the processing of personal data for the purposes referred to in point 2 is the consent expressly given by users.

When a user accesses our services, our authorized service providers may use cookies, web beacons, and other similar technologies for advertising purposes and to store information in order to provide you with a better, faster, and safer experience. With this Policy, we intend to provide you with some information about the technologies used and how they are used in our services. Below, we summarize some important aspects to know about the use of these technologies.

What cookies are

As part of our services, we use small data files that are stored on your device ("device") to record certain data each time you access or interact with our services.

The specific names and types of cookies, web beacons, and other similar technologies used may change over time. To help you better understand RTI's rules and use of these technologies, below are some terms and their definitions.

Cookie: text strings that websites (known as Publishers, or "first parties") visited by the user, or different websites or web servers (known as "third parties"), place and store on a terminal device available to the user. The terminals referred to are, for example, a computer, tablet, smartphone, or any other device capable of storing information, including so-called IoT (Internet of Things) devices. Cookies allow a website to recognize a particular device or browser. Cookies can be disabled or removed using the tools available in most browsers and/or those made available by the Data Controller (e.g., Consent Management Platform). Cookie preferences must be set separately for each browser used, as each browser may offer specific features and options.

There are different types of cookies, e.g.:
a) technical cookies: these are used to browse the website or provide a service requested by the user. Without these cookies, some operations could not be performed or would be more complex and/or less secure. They can be permanent or temporary and can be used to store information that will be reused on your next visit to the site;
b) profiling cookies: these are used to create user profiles and are used to send messages or advertising communications in line with the preferences expressed by the user when browsing online;
c) third-party cookies: these are installed by a site other than the one you are visiting. These cookies are sent to the user's browser by third-party companies for their own purposes, such as profiling, advertising, or social interaction.

Cookie used by the Data Controller

You can manage cookies and cookie preferences in your device or browser settings, or on this page. Our cookies have various functions, are useful for ensuring the functioning of our services, and allow us to improve performance. We use cookies and similar technologies that remain on your device only for the duration of your browser session (temporary technical cookies) or for a longer period (permanent technical cookies).

In addition, we use companies that support us in various aspects of our business, such as operations, statistical analysis services. These service providers may place cookies on your device through our services (third-party cookies). They may also collect information, personal data, that allows them to identify your device, such as your IP address or other unique or device codes.
Certain features, services, applications, and tools on the site are only available through the use of these technologies. You can always block, delete, or disable them through your browser, the installed application, or the device used, and also through the tools made available by the Data Controller (e.g., Consent Management Platform). For more information on how to block, delete, or disable these technologies, please refer to the settings of the device or browser used.

Categories of cookie
Technical and statistical cookies

Technical cookies are used to store information that will be reused the next time the service is used. These cookies are necessary to make browsing our sites easy and fast and/or to store your login credentials for our services. Statistical analysis cookies help us understand how many users are browsing and what content is most popular, helping us to improve our services.

The uses of these technologies fall into the following general categories:

1. Strictly necessary. The use of cookies, web beacons, or other similar technologies may be necessary for the operation of sites, services, applications, and tools. This includes technologies that enable you to access our services as requested, prevent fraudulent activity, enhance security, or use other features such as shopping carts, saved searches, or similar functions.

2. Performance cookie. We may use cookies, web beacons, or other similar technologies to evaluate the performance of our services, including as part of analytics to understand how users use our services, determine whether they have interacted with our messaging system or viewed an item or link, or to improve the content, applications, services, or tools of the site.

3. Functionality cookie. We may use cookies, web beacons, or other similar technologies to provide you with advanced features when you access or use our services. These features allow us, for example, to provide you with a better presentation of our content.

Below is the list of the cookies that the Data Controller installs:

Cookie category	Cookie name	Description
Strictly necessary	*iub_storage_available*	This cookie is associated with Iubenda, which is used to store the user's consent status for cookies for the current domain.
Performance cookie (Third Party)	*SameSite*	This cookie is associated with Webtrekk, a German company specializing in marketing analysis and optimization. Its services include monitoring and analyzing user behavior on websites to improve their performance and personalization.
Functionality cookie (First Party)	*wtstp_rla*	This cookie is associated with Equativ and is used to recognize you when you return to our website.
Functionality cookie (First Party)	*wtstp_eid*	This cookie is associated with Equativ and is used to recognize you when you return to our website.
Functionality cookie (First Party)	*wtstp_sid*	This cookie is associated with Equativ and is used to recognize you when you return to our website.

Data retention

Your personal data will be stored for the period necessary to achieve the above purposes and will subsequently be deleted. Specifically:

- Data tracked using technical cookies, for the purposes referred to in point 1, are stored for a period ranging from one day to 24 months, depending on the service used.
- Data tracked using analytical cookies, for the purposes referred to in point 2, are stored for 27 months from collection.

Regarding the retention periods of third-party cookies, we invite you to review the cookie policies of the individual Data Controllers by accessing the links in the sections below or in the Transparency and Consent Framework section of the IAB.

Third-party cookies Independent of the Data Controller

Some cookies are installed on your browser by companies and third parties other than the Data Controller, which act independently.

These cookies, including social network cookies, are used by these companies to analyze users' browsing, activities, and preferences and/or to profile them independently of the needs of the services we are providing to you. Among these cookies, you will also find those of companies that adhere to the IAB (Internet Advertising Bureau), the self-regulatory organization that develops standards and represents operators in the online advertising industry.

For any further information on cookies, please contact the Data Controller at the above addresses.

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