

COOKIE POLICY STATEMENT

1. Introduction

Mifroma SA, with registered office at rue de Plattiez 11, 1670 Ursy, Suisse, in its capacity as data controller ("Data Controller") hereby publishes the following Cookie Policy for the use of cookies on or through the website accessible at the URL: <https://www.mifromatastecontest.com> ("Site"). Reference should be made to the privacy policy statement for any issues not covered by the Cookie Policy.

By using the Site, users agree to the installation of the "first-party" or "third-party" cookies listed below on their devices.

If all or some cookies are disabled, some of the Site functions might not operate correctly.

2. Definitions

User or Navigator: anyone navigating the Site and able to use the services offered by the Data Controller.

Cookie: a cookie is a file consisting of a single line of text, which can be temporarily saved in the memory of the User's computer ("session" or "temporary" cookie) or placed on its hard drive via the server hosting the web page ("persistent" or "permanent" cookie).

First-party or proprietary cookies: files installed on the user's device directly by the website he/she is visiting.

Third-party cookies: files installed by external sites, by means of code incorporated in the webpage of the site being visited. Third-party cookies include those installed by social media plugins (for contents sharing purposes) or cookies intended for the analysis of the Site use.

Technical cookies: These cookies are necessary for the correct Site functioning, such as for tracking a user's login, and do not collect any personal information.

Function cookies: Basically, these are technical cookies used to save selections made (e.g. the language) or suggest texts in forms to be filled in. These cookies may involve personal information, but without them the Site functions may not work correctly.

Performance cookies: these are mainly technical cookies, used for collecting information which relates not to the user as a person but to his/her navigating behaviour, in order to improve the Site performance. Data is collected in aggregated, anonymous form via automatic analysis tools. In general, their deactivation does not impair the Site operation.

Social media cookies: the use of functions or connections to some social networks (such as Facebook, Twitter, YouTube, Google Maps, etc.) implies the installation of (third-party) cookies. Their deactivation does not impair the Site operation, but it may render the related functions or links unusable.

Profiling cookies: they are installed to collect information about the user's preferences, to allow displaying relevant contents. They may save data concerning navigation on other websites too. In general, they acquire the user's IP address and information which may relate to hi/her person and preferences.

Google Analytics: a web analysis service supplied by Google Inc. ("Google"): this service collects data in anonymous form to allow the Site performance to be improved.

3. Processing procedures

3.1 Introduction

This Site does not use first-party persistent and/or first-party profiling cookies, but only technical cookies and third-party cookies as described below.

3.2 Use of first-party cookies

The Site only uses technical first-party cookies, necessary for Easypromosapp and its extensions in order to maintain the basic Site functions.

3.3 Use of third-party cookies

The Site uses the Google Analytics service, which uses cookies needed for its operation; it also uses additional third-party cookies - please refer to the chart provided in the next paragraph.

3.4 Cookie chart

Technical cookies

Some cookies are used internally and are essential for the proper functioning of the promotion. These include cookies that register whether a user has already participated or not; cookies that monitor and prevent fraud in voting contests; cookies that temporarily save questionnaire responses; and cookies that detect whether a user has been invited by another participant. These cookies are saved only for the duration of one session and are automatically deleted when users close their browsers.

Blocking these cookies precludes the proper functioning of the promotion.

These cookies can be identified by the name *_ep_requests y PHPSESSION.

Analytical cookies

Analytical cookies are used to collect anonymously statistics on the activity of promotion users. The information collected provides us with information such as the number of pages visited; the languages used; the frequency and repetition of visits; the time of visits; the browser used; the referral traffic source,

and so on. Users can exclude their individual activity by means of the exclusion systems provided by the analytical tools or by way of their own browser settings. Google Analytics cookies (<https://analytics.google.com/analytics/web/#/>) are used as the promotion's analytical system.

Social media cookies.

The promotion incorporates spaces and contents which contain social media buttons that enable users to share the promotion across the social networks.

We have no control over the cookies installed by each social network. However, they tend to be technical cookies, used to control the start of the session, or to display a counter showing how many times a certain piece of content has been shared.

We recommend that all users review the privacy and cookies policy of each social network, and if necessary, modify the privacy parameters of each network to limit any tracking that they may attempt to carry out.

4. Purpose of the use of first-party cookies

Technical cookies may be session cookies, used to allow efficient surfing of the Site, to maintain the navigation session and to manage the display of the cookie policy statement and related User's choice. The Data Controller uses data generated by these cookies as an aid to in-house analysis and monitoring of the traffic generated by Users (accesses and pages visited, in particular) and to address improvements in terms of operation and navigation.

5. Use of first-party cookies

Session cookies are strictly limited to the transmission of session identification data, consisting of random numbers generated by the server, which do not allow any personal identification of individual Users. Via Google Analytics Cookies, following data is processed in anonymous way, without the direct acquisition of personal data which could identify the User via Google Analytics Cookies: IP address (which allows geo-localisation too); time and origin of visits; any previous visits by the same user; and other parameters relating to the operating system, IT environment and devices used.

6. Duration of first-party cookies and data generated by Google Analytics

Session cookies are not permanently stored on the User's computer and they disappear when the browser is shut down. Google stores data generated by Google Analytics as specified in the cookie policy statement available at:

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

7. Responsibility

The Data Controller undertakes to use the data generated by Cookies solely for the purposes set out above. The Data Controller is not responsible for data processing by Google using the system described above, and merely notes the assurances provided by the latter, which complies with the data protection provisions of the "Privacy Shield" agreement signed by the European Commission and the United States Department of Commerce. Data generated by cookies about use of the Site by the User (including the IP address) is transmitted to (and stored on) Google servers. Google uses this data to analyse Site navigation behaviours and provide the Data Controller with reports about visits to the Site. Google may also transfer this information to third parties if required by law or if these third parties handle the aforementioned information on behalf of Google. Google's Privacy Policy Statement regarding the Google Analytics service is available for consultation at <http://www.google.com/analytics/learn/privacy.html>. Google's Privacy Policy is available at <http://www.google.com/intl/en/policies/privacy/>. Subject to the obligations on the Data Controller under national law, Google, in its capacity as independent data controller, has sole responsibility (under civil and criminal law) for the processing of data by means of the aforesaid system.

8. Consequences of refusal of consent to processing

As explained on Google website at the link <https://support.google.com/analytics/answer/181881?hl=en> in order to refuse his/her consent to the use of Cookies by Google Analytics, the User must modify his/her browser settings by downloading the additional component for deactivating Google Analytics JavaScript (ga.js, analytics.js, dc.js), available at <https://tools.google.com/dlpage/gaoptout?hl=en>. Disabling Google Analytics Cookies does not restrict in any way the use of the Site, but it does obstruct the Data Controller in its pursuance of the purpose set out above.

9. Managing and erasing cookies

Users can choose to disable the use of all or some cookies by modifying the settings of their browsers so that they block cookies or alert the users before installing them. The related instructions are available at:

Chromium: <http://www.chromium.org>

Tor: <http://www.torproject.org>

Firefox: <https://support.mozilla.org/it/kb/Gestione%20dei%20cookie>

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

Explorer: <https://support.microsoft.com/en-en/help/17442/windows-internet-explorer-delete-manage-cookies#ie=ie-11>

Opera: <http://help.opera.com/Windows/10.00/en/cookies.html>

Safari: <https://support.apple.com/en-en/HT201265>

Srware: <http://www.srware.net>

For further information about opting out from the installation of third-party cookies, visit <http://www.youronlinechoices.com>.