

MARAZZI GROUP

FULL COOKIE POLICY STATEMENT PURSUANT TO THE MEASURE ISSUED BY THE ITALIAN DATA PROTECTION AUTHORITY ON 8 MAY 2014, AND ART. 13 OF REGULATION (EU) 2016/679 ON DATA PROTECTION (GDPR)

By means of this cookie policy statement, the Data Controller, as defined below, wishes to inform users concerning the purposes and procedures regarding the processing of their personal data deriving from the use of cookies by this domain <https://www.marazzitile.co.uk/> (the "Site"), in accordance with the "Simplified procedures for information and consent concerning the use of cookies" measure issued by the Italian Data Protection Authority on 8 May 2014 and pursuant to art. 13 of the General Regulation (EU) 2016/679 on Data Protection ("GDPR").

1. IDENTITY OF THE DATA CONTROLLER

The Data Controller is Marazzi Group S.r.l. a Socio Unico, with registered office at Viale Regina Pacis 39 - 41049 Sassuolo (Modena, Italy), in the person of its current legal representative (the "Data Controller" or "Marazzi").

To exercise your rights, or for any information concerning them and/or this Privacy Policy Statement, you may contact the Data Controller by writing to: privacy@marazzigroup.com

The Data Controller has appointed a Data Protection Officer ("DPO"), whom you can contact to exercise your rights, as listed in point 7 below, as well as to receive any information concerning them and/or this Policy Statement, by writing to: dpo@marazzigroup.com.

2. WHAT COOKIES ARE AND WHAT THEY ARE FOR

Cookies are small strings of text that the sites the user visits send to his terminal (normally the browser), where they are stored to be retransmitted to the same sites the next time the same user visits them. When the user is browsing the Website, his terminal may also receive cookies sent by other sites or web servers ("third parties"), which may carry materials (such as images, maps, sounds, specific links to pages in other domains, etc.) present on the Website he is visiting.

Cookies are used for a variety of purposes: IT authentication; session monitoring; the storage of data on specific configurations relating to users who access the server; storage of preferences, etc.

In order to regulate these devices correctly, it is necessary to distinguish between the various types of cookies.



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3. TYPES OF COOKIES

It is possible to distinguish between various types of cookies on the basis: (A.) of the party which installs the cookies; (B.) of the duration of the processing; (C.) of the purpose of the processing.

- A. Depending on the party which installs the cookies on the user's terminal, a distinction is made between:
 - a) "*first-party cookies*", installed directly by the manager of the website visited by the user;
 - b) "*third-party cookies*" installed by the manager of another website, which installs the cookies via the first. This Website only uses temporary or permanent *third-party cookies* in anonymous formats, for the sole purpose of enabling the Data Controller to utilise web analytics services supplied by third parties.

- B. On the basis of the duration of the processing, there is a distinction between:
 - a) "session cookies", which are stored temporarily during the browsing session and automatically erased from the user's terminal after the browser is shut down;
 - b) "*persistent cookies*", which persist on the user's terminal until a set expiry date (for example, until the end of the year) or until they are erased.

- C. With regard to the type of processing, the distinctions between:
 - a) "*technical cookies*", used for the sole purpose of enabling the user to browse and utilise the website correctly (e.g. normal display or scrolling of pages, etc.);
 - b) "*profiling cookies*", which create profiles relating to the user, and are used to send targeted advertising messages in line with the preferences shown by the user when browsing the Internet. Unlike technical cookies, profiling cookies are not necessary for the correct operation of the Website and they may not be used without the user's consent.

The table below summarises the different types of *technical cookies*

Type of cookie	Function
Navigation Cookies	<i>Navigation cookies</i> improve the browsing experience and enable the website to function correctly by saving browsing preferences and allowing, in particular: <ul style="list-style-type: none">(i) display of contents in each user's language right from the first access. In fact, <i>navigation cookies</i> are able to recognise the country from which the user is accessing the Website and ensure that, whenever he visits it, he will be automatically directed to the version of the Website intended for that specific country;



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	<p>(ii) log-in to the Website and management of individual purchases. <i>Navigation cookies</i> enable the Website to recognise registered users as such at each access.</p> <p><i>Navigation cookies</i> are necessary for the correct operation of the website and for the provision of some services.</p>
Analytical cookies	<p><i>Analytical cookies</i> are used to produce statistics about the number of users and the relative ways in which they browse the website. Using <i>analytical cookies</i>, the data controller collects aggregate information and processes the results of the analyses in anonymous form, to obtain general statistics about the service and its use.</p> <p><i>Analytical cookies</i> are not essential for operation of the website.</p>
Functional Cookies	<p><i>Functional cookies</i> enable the Website to recognise the user on the basis of a number of preset criteria (e.g. language) in order to improve the quality of the service offered. These cookies also enable the Website to recognise the user, if he specifically requests this (for example, by clicking "Recognise me next time") whenever the user visits the Website, so that he will not be obliged to enter his credentials again.</p> <p><i>Functional cookies</i> are not essential for operation of the Website, but they improve its quality and thus the browsing experience.</p>

4. TYPES OF COOKIES USED BY THIS WEBSITE

On the basis of the above definitions, the following is a table listing the *first-party cookies* and *third-party cookies* used by the Website, stating their type, name, duration, domain, the purpose of the processing and the disabling method.

FIRST-PARTY COOKIES

Type of cookie	Name	Duration	Purposes	Disabling methods
<i>Navigation cookies</i>	csrftoken sessionid sessionidacc accounts	csrftoken (one year) sessionid (14 days) sessionidacc (14 days)	These cookies enable the user to browse and use the Site normally and allow the user's browser to connect to the server. These cookies enable the Site to function correctly and allow its contents to be viewed on the device used. Without these cookies some functions requested, such as log-in to the site or creation of an	Cookie deactivation guidelines. <ul style="list-style-type: none"> Internet Explorer: https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies Safari: https://support.apple.com/en-



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			on-line shopping cart, might not be available. Navigation cookies are technical cookies and are necessary for the site's operation.	gb/guide/safari/sfri11471/mac <ul style="list-style-type: none"> • Chrome: https://support.google.com/chrome/answer/95647?hl=EN-EN&hlrm=fr&hlrm=en • Firefox: https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences
<i>Functional cookies</i>	cc_necessary cc_statistics cc_advertising_popup_countries	cc_necessary (1 year) cc_statistics (1 year) cc_advertising_popup_countries (1 year)	These are cookies stored on the computer or other device which record the user's requests and choices to enable them to remind him/her of them, to provide an optimised, personalised browsing experience within the service or access to this site (e.g. password recollection in restricted areas, memorisation of the products in the shopping cart so that they will still be there at the next session, saving of the language selected, display of a video or the possibility of commenting on the blog, etc.). Functional cookies are not essential for operation of the site, but they improve the navigation quality and the user's experience.	<p>Cookie deactivation guidelines.</p> <ul style="list-style-type: none"> • Internet Explorer: https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies • Safari: https://support.apple.com/en-gb/guide/safari/sfri11471/mac • Chrome: https://support.google.com/chrome/answer/95647?hl=EN-EN&hlrm=fr&hlrm=en • Firefox: https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences
<i>Analytical cookies</i>	Google Analytics	_ga (2 years) _gid (one day) _gat_UA-XXXXX	Google Analytics is a web analysis statistical analysis service delivered and managed by Google. The Google Analytics system used on https://www.marazzitile.co.uk/ has been set up with the aim of reducing	<p>The following addresses are useful for a full understanding of the Google Analytics privacy policy:</p> <ul style="list-style-type: none"> • http://www.google.com/analytics/terms/gb.htmlhttps://policies.google.com/privacy?hl=en



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		X-XX (1 minute)	the cookies' identifying power and the functions which allow the third party to cross-correlate information have also been disabled. With these settings, cookies of this kind are equivalent to technical cookies. Analytical cookies are not essential for operation of the Site.	Users may refuse the use of cookies at any time by selecting the appropriate settings on their browsers. By using this website, users consent to the use of their data by Google in the manner and for the purposes set out above. Google's privacy policy statement regarding the Google Analytics service is available at https://marketingplatform.google.com/intl/en_uk/about/ .
<i>Anal ytical cooki e</i>	Google Tag Manage r	_dc_gtm_UA-XXXXX-XX (expires with the browser session)	Google Tag Manager is a statistical service supplied by Google Inc., which enables the Data Controller to monitor and analyse traffic data and keep track of Users' behaviour on the Site.	Google Tag Manager: <ul style="list-style-type: none"> • http://www.google.com/intl/en/policies/privacy/

THIRD-PARTY COOKIES

Type of cookie	Name	Duration	Purposes	Third party privacy policy statements/ Disabling procedures / Consent forms
<i>Navigatio n cook ies</i>	New Relic	JSESSIONID (single session)	New Relic is a website performance monitoring service and the cookie is used to monitor page load time.	https://docs.newrelic.com/docs/browser/new-relic-browser/page-load-timing-resources/new-relic-cookies-used-browser
<i>Anal ytica l cook ie</i>	Hotjar	_hjIncludedInSessionSample (expires with the browser session)	Cookie which allows browsing behavioural data to be aggregated for the purposes of web page optimisation. These data are acquired in anonymous form.	<ul style="list-style-type: none"> • https://www.hotjar.com/legal/policies/privacy The page below explains how to deactivate this cookie: • https://www.hotjar.com/legal/compliance/opt-out
<i>Anal ytica</i>	Hotjar	_hjDonePolls	Hotjar cookie that is set when a visitor	<ul style="list-style-type: none"> • https://www.hotjar.com/legal/policies/privacy



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<i>/ cookie</i>		(1 year)	completes a survey using the on-site Survey widget. It is used to ensure that a survey that has already been filled in does not reappear.	The page below explains how to deactivate this cookie: <ul style="list-style-type: none"> • https://www.hotjar.com/legal/compliance/opt-out
<i>Analytics / cookie</i>	Google Adwords	_gac_UA_XX XXXXX X-XX (3 mesi)	It contains information about the campaign for the user. By linking Google Analytics and Google Ads accounts, the conversion tags on the Google Ads website will read this cookie unless you disable it.	To learn more, Users are kindly requested to view the relative privacy policy statements at the following web addresses: Google Adwords: <ul style="list-style-type: none"> • https://support.google.com/adspolicy/answer/143465?hl=en-GB • https://policies.google.com/technologies/ads?hl=en • https://policies.google.com/privacy?hl=en <p>Users may deactivate Google's use of cookies by changing the settings available at the following addresses: https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en For guidance on identifying and disabling the profiling cookies used on the Site please go to: <ul style="list-style-type: none"> • http://www.youronlinechoices.com/ </p>
<i>Profiling cookies</i>	Google Adwords, Google Dynamic Remarketing	_gcl (3 months) _gads, _gac (3 months) NID, SID, IDE (six	These cookies allow the creation of user profiles and are used to send advertising messages in line with the preferences expressed by the user when browsing the web. While users are browsing this Site,	To learn more, Users are kindly requested to view the relative privacy policy statements at the following web addresses: Google Adwords: <ul style="list-style-type: none"> • https://support.google.com/adspolicy/answer/143465?hl=en-GB



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		months) test_cookie (expires with the browser session)	these cookies are useful for showing them products of interest to them or similar to those displayed. This type of cookie is not essential for operation of the Site.	<ul style="list-style-type: none"> • https://policies.google.com/technologies/ads?hl=en • https://policies.google.com/privacy?hl=en <p>Google Dynamic Remarketing:</p> <ul style="list-style-type: none"> • https://policies.google.com/technologies/ads?hl=en • https://policies.google.com/privacy?hl=en <p>Users may deactivate Google's use of cookies by changing the settings available at the following addresses: https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en For guidance on identifying and disabling the profiling cookies used on the Site please go to: <ul style="list-style-type: none"> • http://www.youronlinechoices.com/ </p>
<i>Profiling cookies</i>	Facebook custom audience	_fbp (3 months) fr (3 months) oo (5 years) ddid (28 days) _fbc (3 months)	Facebook custom audience is a remarketing and behavioural targeting service supplied by Facebook, Inc. which connects activity on this Website to the Facebook advertising network and enables the Data Controller and its business partners to communicate to and optimise and deliver advertising based on Users' past use of this Site.	<p>To learn more:</p> <ul style="list-style-type: none"> • https://en-gb.facebook.com/policies/cookies/ <p>To deactivate Facebook's use of cookies, Users should access their accounts / Privacy section.</p>
<i>Profiling</i>	Pinterest	_pinterest_session	It is the Pinterest login cookie and it is used to store a user's login	<p>To learn more:</p> <ul style="list-style-type: none"> • https://policy.pinterest.com/en/cookies/



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<i>cookie</i>		ss (1 year)	status within a web browser. It is updated every time a user logs in (or out) of Pinterest. This cookie contains the user's Pinterest ID (a pseudorandom number), along with the user's authentication tokens (if the user is logged into Pinterest).	To deactivate Pinterest's use of cookies, Users should access their accounts / Privacy section.
<i>Profiling cookie</i>	Pinterest	_pinterest_ct (1 year)	It is the equivalent of the _pinterest_sess cookie for our in-app browser. This cookie is set in the Pinner's in-app browser and is set every time the Pinner views offsite content (e.g. from a third-party website) from the Pinterest app.	To learn more: • https://policy.pinterest.com/en/cookies/ To deactivate Pinterest's use of cookies, Users should access their accounts / Privacy section.
<i>Profiling cookie</i>	Pinterest	_pinterest_mw (1 year)	Cookie set every time offsite content (e.g. from a third-party website) is loaded into the Pinner's mobile browser (e.g. Safari).	To learn more: • https://policy.pinterest.com/en/cookies/ To deactivate Pinterest's use of cookies, Users should access their accounts / Privacy section.
<i>Profiling cookie</i>	Pinterest	_pinterest_rt (1 year)	Cookie set every time the Pinner visits an advertiser's site where the Pinterest tag is installed.	To learn more: • https://policy.pinterest.com/en/cookies/ To deactivate Pinterest's use of cookies, Users should access their accounts / Privacy section.

5. NATURE AND LEGAL BASIS OF THE PROCESSING OF PERSONAL DATA

The use of cookies enables the Data Controller to process the ordinary personal data you contribute when browsing the Website.

Technical cookies do not require your prior consent, since:

- (i) they are necessary for the correct operation of the Site (*navigation cookies*);
- (ii) they only pursue statistical purposes and collect aggregate data, which are processed by the Data Controller in anonymous form (*analytical cookies*);



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- (iii) they enable users to browse the Site in accordance with the characteristics and criteria which they have chosen themselves, in order to improve the service offered (*functional cookies*).

However, your prior consent is necessary for the processing of your personal data by means of:

- (i) profiling cookies;
- (ii) third-party analytical cookies, when the use of these cookies is not conditional on the adoption of tools to reduce the identifying capacity of the cookies used, or the third party has not given a contractual undertaking to use these cookies solely for the provision of services, and to store them separately, without “enriching” them or “cross-matching” them with other data concerning the user at its disposal.

6. HOW TO DISABLE COOKIES AND MANAGE YOUR PREFERENCES

The contribution of your personal data for processing by the cookies on the Website is optional and you are free to choose, in your browser, to either accept or disable cookies.

Each user can choose to disable *navigation cookies*, *analytical cookies*, *functional cookies* or *profiling cookies* by modifying his browser settings. If *navigation cookies* are disabled, the use of the Website itself may be prevented; if *analytical cookies* and/or *functional cookies* are disabled, browsing of the Website will not be prevented, but some of its sections and/or functions may no longer be available. Finally, if *profiling cookies* are disabled users will be able to browse the Website freely, but it will not be possible to examine their habits and/or preferences, and therefore they will not receive messages or images about products or services which might be of interest to them.

The following are the links with the instructions to be followed to change the browser settings, including the cookie disabling guidelines.

- Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- Safari: <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>
- Chrome: <https://support.google.com/chrome/answer/95647?hl=EN-EN&hlrm=fr&hlrm=en>
- Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

With regard to the third-party cookies used on the Website, users may utilise the links in the table above to access more information and exercise an opt-out on the use of individual third-party cookies.

For any query regarding the Site’s use of cookies, users are advised to refer to:

- <https://www.aboutcookies.org/how-to-delete-cookies/>
- <http://www.youonlinechoices.com/>



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7. YOUR RIGHTS AS DATA SUBJECT

With regard to the data processing described in this Cookie Policy Statement, you may exercise the rights listed in this section, established by Articles 15 to 21 of the GDPR. In particular:

- **Management of your data - Right of access** - Article 15 of the GDPR: right to obtain confirmation of whether or not personal data concerning you are being processed and, if this is the case, to obtain access to your personal data - including a copy of them - and communication of the following information:
 - a) purposes of the processing;
 - b) categories of personal data processed;
 - c) recipients or categories of recipients to whom the personal data have been or will be disclosed;
 - d) data storage period or the criteria use to decide this;
 - e) the right to request the data controller for the rectification or erasure of personal data, or the restriction of the processing of personal data concerning the data subject, or the right to object to the said processing;
 - f) the right to lodge a complaint with the competent authority;
 - g) the origin of the personal data, if they have not been collected directly;
 - h) existence of an automated decision-making process, including profiling;
- **Rectification of inaccurate or incomplete data - Right to rectification** - Article 16 of the GDPR: right to obtain, without undue delay, the rectification of inaccurate personal data concerning you or the completion of incomplete personal data.
- **Erasure - Right to erasure** - Article 17 of the GDPR: right to obtain, without undue delay, the erasure of personal data concerning you, when:
 - a) the data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
 - b) you have withdrawn consent and where there is no other legal ground for the processing;
 - c) You have submitted a justified objection to the processing of the personal data;
 - d) the data have been unlawfully processed;
 - e) the data have to be erased for compliance with a legal obligation;
 - f) the personal data have been collected in relation to the offer of information society services referred to in article 8, comma 1 of the GDPR.

The right to erasure does not apply to the extent to which the processing is necessary for compliance with a legal obligation or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller, or for the establishment, exercise or defence of legal claims.

- **Restriction of processing - Right to restriction of processing** - Article 18 of the GDPR: right to obtain restriction of the processing, when:
 - a) the accuracy of the personal data is contested by the data subject;
 - b) the processing is unlawful, and the data subject opposes the erasure of the personal data and requests the restriction of their use instead;



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- c) the data subject needs the personal data for the verification, exercise or defence of a right during judicial proceedings;
- d) the data subject has objected to processing pursuant to Article 21, comma 1 of the GDPR pending the verification whether the legitimate grounds of the controller override his own.
- **Right to data portability** - Article 20 of the GDPR: right to receive the personal data concerning you, which you have provided to the Data Controller, in a structured, commonly used and machine-readable format and the right to transmit those data to another controller without hindrance, if the processing is based on consent and is carried out by automated means. In addition, the right to have your personal data transmitted directly by the Data Controller to the other controller, where technically feasible.
- **Right to object** - article 21 of the GDPR: right to object to the processing of personal data concerning you, unless there are legitimate grounds for the Data Controller to continue the processing;
- **Right to lodge a complaint with the Italian Data Protection Authority** - Garante per la protezione dei dati personali, Piazza Venezia no. 11, 00187, Rome (Italy).

The above rights may be exercised in relation to the Data Controller using the contacts provided in point 1 above. The Data Controller shall examine your request and shall inform you, without undue delay and in all cases within no more than one month of its receipt, concerning the action taken with regard to your request.

The exercise of your rights as data subject is free of charge in accordance with article 12 of the GDPR. However, in the event of requests which are manifestly unfounded or excessive, in particular because of their repetitive character, the Data Controller may charge you a reasonable fee taking into account the administrative costs of dealing with your request or refuse to act on the request.

Please also note that the Data Controller may request further information necessary to confirm the identity of the data subject.

Marazzi Group S.r.l. a socio unico
(Data Controller)

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