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POLÍTICA DE COOKIES

La empresa Marni Group S.r.l. con domicilio social en Italia, Via Sismondi Gian Carlo 70/B, 20133 Milán, (en adelante, la "**Empresa**", "**Marni**" o el "**Responsable del tratamiento de datos**"), en calidad de responsable del tratamiento de datos, proporciona la siguiente información en relación con los datos de navegación y el funcionamiento de las *cookies*, dentro del sitio web www.marni.com (en adelante, el "**Sitio**"), también con arreglo a las disposiciones facilitadas por la Autoridad Italiana de Protección de Datos ("Garante").

Este aviso hace referencia al Sitio de la Empresa y no a otros sitios web de terceros que puedan ser consultados por los usuarios a través de enlaces.

Para obtener más información sobre la política adoptada por la Empresa en la gestión del Sitio, consulte el aviso de información disponible en el [enlace](#) siguiente.

1. Cookies

1.1. *Cookie*

Las *cookies* suelen ser pequeños archivos de texto que los sitios web (denominados editores o "primeras partes") visitados por el usuario u otros sitios web o servidores web (denominados "terceros") colocan y almacenan (directamente en el caso de los editores e indirectamente, p. ej. a través de ellos, en el caso de los "terceros") en un dispositivo terminal disponible para el usuario. Los terminales referidos son, por ejemplo, un ordenador personal, una tableta, un teléfono inteligente o cualquier otro dispositivo capaz de almacenar información.

El software para la navegación por Internet y el funcionamiento de estos dispositivos, como los navegadores, puede almacenar *cookies* y luego transmitirlos nuevamente a los sitios que las generaron con motivo de una posterior visita del mismo usuario, manteniendo así un registro de su interacción previa con uno o más sitios web.

La información codificada en las *cookies* puede incluir datos personales, como una dirección IP, nombre de usuario, identificador único o dirección de correo electrónico, pero también puede contener datos de carácter no personal, como la configuración de idioma o información sobre el tipo de dispositivo de un usuario al navegar por el sitio.

Por consiguiente, las *cookies* pueden realizar una variada gama de funciones importantes, como llevar a cabo la autenticación informática, supervisar sesiones, almacenar información sobre configuraciones específicas de los usuarios que acceden al servidor, facilitar el uso de contenido en línea, etc. Por ejemplo, se pueden usar para realizar un seguimiento de los artículos de un carrito de la compra en línea o la información empleada para completar un formulario informático. Las *cookies* de autenticación son especialmente importantes siempre que hay que verificar quién accede a determinados servicios, como los servicios bancarios. Si, por un lado, es a través de las *cookies* que es posible, entre otras cosas, permitir que las páginas web se carguen más rápidamente, así como redirigir la información en una red (conforme, por lo tanto, con las obligaciones estrictamente relacionadas con el funcionamiento de los sitios web), nuevamente es a través de las *cookies* que también es posible transmitir "publicidad comportamental" y medir la eficacia del mensaje publicitario.

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1.2. Tipos de *cookies*

Las *cookies* pueden tener diferentes características en términos temporales y por lo tanto ser consideradas en función de su duración (de sesión o permanentes), o desde un punto de vista subjetivo (según si el editor actúa de forma independiente o por cuenta del "tercero"). No obstante, la clasificación que se adapta primordialmente a las necesidades de protección del usuario distingue dos macrocategorías:

- ***Cookies técnicas***, utilizadas con el único propósito de *"realizar el envío de comunicaciones a través de una red electrónica, o según sea estrictamente necesario para el proveedor de un servicio de la sociedad de la información solicitado explícitamente por el suscriptor o usuario para proporcionar el servicio"* (véase el artículo 122(1) del Código de Privacidad); estas *cookies* pueden instalarse en el terminal del usuario sin el consentimiento del usuario, dependiendo, según el caso, de la necesidad de ejecutar una solicitud del usuario o del legítimo interés de la Empresa;
- ***Cookies de elaboración de perfiles***, que se utilizan para rastrear acciones específicas o patrones de comportamiento recurrentes en el uso de las funciones ofrecidas (patrones) hasta sujetos específicos, identificados o identificables, con el fin de agrupar los diferentes perfiles dentro de grupos homogéneos de diferentes tamaños, de modo que sea posible enviar mensajes publicitarios dirigidos, es decir, de acuerdo con las preferencias expresadas por el usuario al navegar por Internet; este tipo de *cookies* solo se puede descargar en el terminal de usuario con el consentimiento de este.

Las *cookies* también se pueden utilizar para evaluar la eficacia de un servicio de la sociedad de la información prestado por un editor, para el diseño de un sitio web o para ayudar a medir su "tráfico", es decir, el número de visitantes, también posiblemente desglosado por área geográfica, tiempo de conexión u otras características. Estos identificadores, definidos como ***cookies analíticas***, pueden incluirse en la categoría de *cookies técnicas*, y como tal pueden usarse sin el consentimiento previo del sujeto en cuestión, bajo estas condiciones:

- Solo se utilizan para producir estadísticas agregadas y en relación con un solo sitio o una sola aplicación móvil;
- para las *cookies* de terceros, está enmascarado al menos el cuarto componente de la dirección IP;
- el tercero se abstiene de combinar estas *cookies* analíticas con otros tratamientos (archivos de clientes o estadísticas de visitas a otros sitios, por ejemplo) o transmitirlos a terceros.

Si no se cumplen estas condiciones, las *cookies* analíticas también requieren el consentimiento del usuario para poder ser descargadas.

Por último, las *cookies* también pueden utilizarse para habilitar la interacción y la facilidad de compartir contenido en las redes sociales y/o habilitar el envío de anuncios dirigidos en función de las preferencias del usuario (***cookies de redes sociales***); estas *cookies* también requieren el consentimiento del usuario.

2. Lista de *cookies* utilizadas por el Sitio

Este Sitio utiliza *cookies* con fines técnicos, analíticos y estadísticos, para mejorar la interacción del usuario con el Sitio a través de las redes sociales y para personalizar el envío de comunicaciones informativas y publicitarias de acuerdo con los intereses del usuario (elaboración de perfiles).

2.1. *Cookie técnica*

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A continuación, se indican el nombre, el objetivo de uso y la duración de cada una de las *cookies* técnicas utilizadas en el Sitio.

COOKIE NAME	TYPE	DESCRIPTION	FIRST PARTY/THIRD PARTY	DURATION	PROVIDER
_vapi#	Technical	Store technical information from api	FIRST PARTY	Session	marni.com
aa_newrep	Technical	Analytics cookies used by Tealium to keep tracking user behavior	FIRST PARTY	29 days	marni.com
aa_prev_page	Technical	Analytics cookies used by Tealium to keep tracking user behavior	FIRST PARTY	1 day	marni.com
adms_channel	Technical	Analytics cookies used by Tealium to keep tracking user behavior	FIRST PARTY	29 days	marni.com
cookieconsent_status	Technical	cookie jars so if you're not happy with us using these cookies then you may adjust your browser settings to suit	FIRST PARTY	1 year	marni.com
fb_test	Technical	Analytics cookies used by Tealium to keep tracking user behavior	FIRST PARTY	Session	marni.com
gvsC	Technical	Analytics cookies used by Tealium to keep tracking user behavior	FIRST PARTY	Session	marni.com
prod_find_method	Technical	Analytics cookies used by Tealium to keep tracking user behavior	FIRST PARTY	Session	marni.com
rCookie	Technical	Analytics cookies used to keep tracking user behavior	THIRD PARTY	4315 days	img.riskified.com
rCookie	Technical	Analytics cookies used to keep tracking user behavior	THIRD PARTY	Session	img.riskified.com
rskxRunCookie	Technical	Analytics cookies used to keep tracking user behavior	THIRD PARTY	4315 days	img.riskified.com
rskxRunCookie	Technical	Analytics cookies used to keep tracking user behavior	THIRD PARTY	Session	img.riskified.com
rc::c	Technical	Analytics cookie to optimize video showing	THIRD PARTY	Session	google.com

Para instalar dichas *cookies*, no se requiere el consentimiento previo de los usuarios. Estas *cookies* pueden desactivarse y/o eliminarse mediante los valores de configuración del navegador. Todos los navegadores

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modernos permiten modificar los valores de configuración de las *cookies*. Normalmente, estos valores de configuración se encuentran en el menú de "*opciones*" o "*preferencias*" del navegador del usuario. Para entender estos valores de configuración, pueden ser útiles los siguientes enlaces. O bien, se puede utilizar la opción "*Ayuda*" del navegador para más información:

- [Impostazioni dei cookie in Explorer/Edge](#)
- [Impostazioni dei cookie in Firefox](#)
- [Impostazioni dei cookie in Chrome](#)
- [Impostazioni dei cookie in Safari e iOS](#)

En caso de bloqueo del uso de las *cookies*, se limitará el servicio ofrecido al usuario mediante el Sitio, lo que influirá en la experiencia de uso del Sitio.

2.2. Otros tipos de *cookies* (*cookies* de *márqueting* y *analíticas*)

A continuación, para cada *cookie* utilizada por el Sitio que no está comprendida en la categoría de *cookies* técnicas, indicamos: nombre, tercero pertinente (si la *cookie* no es de primeras partes), finalidad de uso y duración.

Para toda la información relacionada con las *cookies* suministradas por terceros y para los métodos de exclusión de cada una de las *cookies*, podrá acceder a las políticas respectivas y a la herramienta proporcionada por el tercero para optar por la exclusión de cada una de las *cookies*.

También puede usar el siguiente enlace para ejercer su opción de exclusión de las *cookies* de terceros (es decir, empresas partícipes de la herramienta WebChoices de la Digital Advertising Alliance, como Facebook) instaladas en el navegador: <https://optout.aboutads.info/?c=2&lang=EN>

También puede usar la siguiente herramienta facilitada por Your Online Choices para controlar sus preferencias ejerciendo su opción de exclusión de las *cookies* de terceros: <https://www.youronlinechoices.com/it/>

Cookie de *márqueting* (cookie de elaboración de perfiles y redes sociales)

COOKIE NAME	TYPE	DESCRIPTION	FIRST PARTY/THIRD PARTY	DURATION	PROVIDER
dwac_#	Marketing	Stores the following data for analytics purposes: Session ID, report suite name, shopper's customer ID, source code group ID (encoded), currency mnemonic, and time zone.	FIRST PARTY	Session	marni.com
__atuvc	Marketing	Updates the counter of a website's social sharing features.	FIRST PARTY	13 months	marni.com
__atuvs	Marketing	Ensures that the updated counter is displayed to the user if a page is shared with the social sharing service, AddThis.	FIRST PARTY	1 day	marni.com
_at.cww	Marketing	Used by the social sharing platform AddThis	FIRST PARTY	Persistent	marni.com
_dbefe	Marketing	Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM-campaign-platform used by	THIRD PARTY	Session	contextweb.com

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		website owners for promoting events or products.			
_fbp	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	FIRST PARTY	3 months	marni.com
_gcl_au	Marketing	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	FIRST PARTY	3 months	marni.com
AA003	Marketing	Collects information on visitor behaviour on multiple websites. This information is used on the website, in order to optimize the relevance of advertisement.	FIRST PARTY	3 months	marni.com
ads/ga-audiences	Marketing	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor 's online behaviour across websites.	THIRD PARTY	Session	google.com
anj	Marketing	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	THIRD PARTY	3 months	adnxs.com
APID	Marketing	Collects information on visitor behaviour on multiple websites. This information is used on the website, in order to optimize the relevance of advertisement.	THIRD PARTY	1 year	advertising.com
at-lojson-cache-#	Marketing	Used by the social sharing platform AddThis	FIRST PARTY	Persistent	marni.com
ATN	Marketing	Targets ads based on behavioural profiling and geographical location.	THIRD PARTY	2 years	atdmt.com
at-rand	Marketing	Used by the social sharing platform AddThis	FIRST PARTY	Persistent	marni.com
audience	Marketing	Used to determine whether the video-ads have been displayed correctly on the website - This is done to make video-ads more effective and ensure that the visitor is not shown the same ads more times than intended. The cookie also detects whether the visitor has any Do Not Track preferences.	THIRD PARTY	13 days	spotxchange.com
c	Marketing	Regulates synchronisation of user identification and exchange of user data between various ad services.	THIRD PARTY	1 year	bidswitch.net
cm	Marketing	Identifies if the cookie-data needs to be updated in the visitor's browser - This is determined through third-party ad-serving companies.	THIRD PARTY	Session	rfihub.com
CMDD	Marketing	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	THIRD PARTY	1 day	casalemedia.com
CMID	Marketing	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	THIRD PARTY	1 year	casalemedia.com
CMPRO	Marketing	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that the visitor is shown the same advertisement.	THIRD PARTY	3 months	casalemedia.com

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CMPS	Marketing	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	THIRD PARTY	3 months	casalemedia.com
CMRUM3	Marketing	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	THIRD PARTY	1 year	casalemedia.com
CMST	Marketing	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	THIRD PARTY	1 day	casalemedia.com
criteo_write_test	Marketing	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	FIRST PARTY	1 day	marni.com
csync	Marketing	Optimises ad display based on the user's movement combined and various advertiser bids for displaying user ads.	THIRD PARTY	13 months	smartadserver.com
cto_lwid	Marketing	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that the visitor is shown the same advertisement.	FIRST PARTY	13 months	marni.com
cto_tld_test	Marketing	Used to identify the visitor across visits and devices. This allows the website to present the visitor with relevant advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.	FIRST PARTY	1 day	marni.com
demdex	Marketing	Via a unique ID that is used for semantic content analysis, the user's navigation on the website is registered and linked to offline data from surveys and similar registrations to display targeted ads.	THIRD PARTY	179 days	demdex.net
dpm	Marketing	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	THIRD PARTY	179 days	demdex.net
dwsid	Marketing	This cookie is set to count the number of times a specific visitor is shown a specific ad – the cookie enables the advertisers to differentiate the specific ads shown and thereby making the advertising more efficient.	FIRST PARTY	Session	marni.com
eud	Marketing	Registers user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.	THIRD PARTY	1 year	rfihub.com
euds	Marketing	Registers anonymised user data, such as IP address, geographical location,	THIRD PARTY	Session	rfihub.com

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		visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.			
everest_g_v2	Marketing	Used for targeted ads and to document efficacy of each individual ad.	THIRD PARTY	2 years	everesttech.net
everest_session_v2	Marketing	Used for targeted ads and to document efficacy of each individual ad.	THIRD PARTY	Session	everesttech.net
fr	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	THIRD PARTY	3 months	facebook.com
fr/b.php	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	THIRD PARTY	Session	facebook.com
https://cx.atdmt.com /	Marketing	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	THIRD PARTY	Session	cx.atdmt.com
i	Marketing	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.	THIRD PARTY	1 year	openx.net
ibs:dpid	Marketing	This cookie is set by the audience manager of the website to determine the time and frequencies of visitor data synchronization - cookie data synchronization is used to synchronize and gather visitor data from several websites.	THIRD PARTY	Session	demdex.net
id	Marketing	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	THIRD PARTY	1 year	mookie1.com
id	Marketing	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	THIRD PARTY	1 year	yieldlab.net
IDE	Marketing	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking on one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	THIRD PARTY	1 year	doubleclick.net
IDSYNC	Marketing	Identifies if the cookie-data needs to be updated in the visitor's browser - This is determined through third-party advertising-companies.	THIRD PARTY	1 year	advertising.com
KRTBCOOKIE_#	Marketing	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	THIRD PARTY	3 months	pubmatic.com
loc	Marketing	Geolocation, which is used to help providers determine how users who share information with each other are geographically located (state level).	THIRD PARTY	13 months	addthis.com
mako_uid	Marketing	Collects data on user visits to the website, such as what pages have been accessed. The registered data is used to categorise the user's interest and demographic profiles in terms of resales for targeted marketing.	THIRD PARTY	1 year	eyeota.net

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mbox	Marketing	This cookie is used to collect non-personal information on the visitor's behavior and non-personal visitor statistics, which can be used by a third-party ad-targeting agency.	FIRST PARTY	1 day	marni.com
mdata	Marketing	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	THIRD PARTY	1 year	mookie1.com
MUID	Marketing	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	THIRD PARTY	1 year	bing.com
MUIDB	Marketing	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.	THIRD PARTY	1 year	bing.com
mxpim	Marketing	Collects unidentifiable data that is sent to an unidentifiable source. The source's identity is kept secret by the company, Perfect Privacy LLC.	THIRD PARTY	2 years	mxptint.net
na_id	Marketing	Used to recognize the visitor upon re-entry. This allows the website to register the visitor's behaviour and facilitate the social sharing function provided by Addthis.com.	THIRD PARTY	1 year	addthis.com
ONPLFTRH	Marketing	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	THIRD PARTY	Session	eyeota.net
ouid	Marketing	Sets an ID-string for the specific visitor. This is used to recognize the visitor upon re-entry. This allows the website to register the visitor's behaviour and facilitate the social media sharing function provided by Addthis.com.	THIRD PARTY	1 year	addthis.com
pagead/1p-conversion/#	Marketing	Tracking Cookie for the purpose of targeted advertising	THIRD PARTY	Session	google.com
pagead/1p-user-list/#	Marketing	Tracking Cookie for the purpose of targeted advertising	THIRD PARTY	Session	google.com
pid	Marketing	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	THIRD PARTY	13 months	smartadserver.com
PUBMDCID	Marketing	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	THIRD PARTY	3 months	pubmatic.com
pxrc	Marketing	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.	THIRD PARTY	2 months	rlcdn.com
r/collect	Marketing	This cookie is used to send data to Google Analytics about the visitor's device and behavior. It tracks the visitor across devices and marketing channels.	THIRD PARTY	Session	doubleclick.net
rlas3	Marketing	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	THIRD PARTY	1 year	rlcdn.com
rud	Marketing	Registers user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display	THIRD PARTY	1 year	rfihub.com

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		based on the user's movement on websites that use the same ad network.			
ruds	Marketing	Registers user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.	THIRD PARTY	Session	rfihub.com
rum	Marketing	Collects data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads	THIRD PARTY	Session	casalemedia.com
sto-id-20480-bh	Marketing	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.	THIRD PARTY	1 day	contextweb.com
syncdata_#	Marketing	This cookie data synchronization is used to synchronize DMP and gather visitor data from several websites.	THIRD PARTY	9 days	mookie1.com
t/v2/activity	Marketing	This cookie data synchronization is used to synchronize DMP and gather visitor data from several websites.	THIRD PARTY	Session	mookie1.com
t_gid	Marketing	This cookie assigns a specific visitor ID, when the visitor interacts with ads or content from the website - this allows the website to target the visitor with similar ads or content.	THIRD PARTY	1 year	taboola.com
t1	Marketing	Collects information on visitor behaviour on multiple websites. This information is used on the website, in order to optimize the relevance of advertisement.	THIRD PARTY	3 months	serving-sys.com
taboola_vmp	Marketing	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	THIRD PARTY	1 year	taboola.com
tap.php	Marketing	Registers data on visitor such as IP addresses, geographical location and advertisement interaction. This information is used to optimize the advertisement on websites that make use of Rubicon Project-services.	THIRD PARTY	Session	rubiconproject.com
test_cookie	Marketing	Used to check if the user's browser supports cookies.	THIRD PARTY	1 day	doubleclick.net
TestIfCookieP	Marketing	Identifies new users and generates a unique ID for each user.	THIRD PARTY	13 months	smartadserver.com
tr	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	THIRD PARTY	Session	facebook.com
tt_viewer	Marketing	Used in context with video-advertisement. The cookie limits the number of times a visitor is shown the same advertisement-content. The cookie is also used to ensure relevance of the video-advertisement to the specific visitor.	THIRD PARTY	1 year	teads.tv

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teads	Marketing	La True Visits Campaign di Teads riguarda gli utenti Teads che attraverso i publisher partner hanno già fornito il consenso per l'installazione dei cookie sul loro terminale. Per questo motivo, Teads richiede l'implementazione di un pixel per monitorare le visite sul nostro sito. I pixel Teads installati sul nostro sito fanno un ping con Teads ogni volta che un utente visita il sito, per permettere a Teads di confermare se lo riconosce o meno. Se l'utente risulta sconosciuto, Teads non compirà nessuna azione perché il pixel rileva solo gli utenti che hanno già accettato i cookie Teads sul loro terminale e acconsentito al tracciamento.	THIRD PARTY	Session	teads.com
tu	Marketing	Used to target ads by registering the user's movements across websites.	THIRD PARTY	29 days	adscale.de
tuuid	Marketing	Collects unidentifiable data, which is sent to an unidentifiable receiver. The receiver's identity is kept secret by Perfect Privacy LLC.	THIRD PARTY	3 months	360yield.com
tuuid	Marketing	Registers whether or not the user has consented to the use of cookies.	THIRD PARTY	1 year	bidswitch.net
tuuid_lu	Marketing	Contains a unique visitor ID, which allows Bidswitch.com to track the visitor across multiple websites. This allows Bidswitch to optimize advertisement relevance and ensure that the visitor does not see the same ads multiple times.	THIRD PARTY	3 months	360yield.com
tuuid_lu	Marketing	Contains a unique visitor ID, which allows Bidswitch.com to track the visitor across multiple websites. This allows Bidswitch to optimize advertisement relevance and ensure that the visitor does not see the same ads multiple times.	THIRD PARTY	1 year	bidswitch.net
tuuid_new	Marketing	Collects information on visitor behaviour on multiple websites. This information is used on the website, in order to optimize the relevance of advertisement.	THIRD PARTY	2 years	clrstm.com
tuuid_new_lu	Marketing	Collects information on visitor behaviour on multiple websites. This information is used on the website, in order to optimize the relevance of advertisement.	THIRD PARTY	2 years	clrstm.com
u2	Marketing	Collects data related to the user's navigation visits to webpages in order to assess the efficacy of ads that are displayed on the website.	THIRD PARTY	3 months	serving-sys.com
uid	Marketing	Creates a unique, machine-generated user ID. AddThis, which is owned by Clearspring Technologies, uses the user ID to make it possible for the user to share content across social networks and provide detailed statistics to various providers.	THIRD PARTY	1 year	addthis.com
uid	Marketing	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	THIRD PARTY	1 year	criteo.com

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UID	Marketing	Collects information of the user and his/her movement, such as timestamp for visits, most recently loaded pages and IP address. The data is used by the marketing research network, Scorecard Research, to analyse traffic patterns and carry out surveys to help their clients better understand the customer's preferences.	THIRD PARTY	2 years	scorecardresearch.com
UIDR	Marketing	Collects information of the user and his/her movement, such as timestamp for visits, most recently loaded pages and IP address. The data is used by the marketing research network, Scorecard Research, to analyse traffic patterns and carry out surveys to help their clients better understand the customer's preferences.	THIRD PARTY	2 years	scorecardresearch.com
um	Marketing	Tracking Cookie for the purpose of targeted advertising	THIRD PARTY	3 months	360yield.com
um	Marketing	Registers the user's sharing of content via social media.	THIRD PARTY	1 year	addthis.com
umeh	Marketing	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor 's preferences.	THIRD PARTY	3 months	360yield.com
user	Marketing	Used by Pinterest to track the usage of services.	THIRD PARTY	3 months	ct.pinterest.com
utag_main	Marketing	Used by Tealium Tag Manager to store a unique visitor ID, a session ID and to persist data about the visitor's interaction with the website, e.g. last page viewed	FIRST PARTY	1 year	marni.com
uu	Marketing	Used to target ads by registering the user's movements across websites.	THIRD PARTY	1 year	adscale.de
uuid	Marketing	This cookie is used to optimize ad relevance by collecting visitor data from multiple websites – this exchange of visitor data is normally provided by a third-party data-center or ad-exchange.	THIRD PARTY	1 year	cquotient.com
uuid2	Marketing	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	THIRD PARTY	3 months	adnxs.com
uvc	Marketing	Detects how often the social sharing service, AddThis, encounters the same user.	THIRD PARTY	13 months	addthis.com
w/1.0/sd	Marketing	Registers data on visitors such as IP addresses, geographical location and advertisement interaction. This information is used to optimize the advertisement on websites that make use of OpenX.net services.	THIRD PARTY	Session	openx.net
xtc	Marketing	Registers the user's sharing of content via social media.	THIRD PARTY	13 months	addthis.com
__cq_dnt	Marketing	Analytical cookies that keep track of anonymous or registered users.	FIRST PARTY	Session	marni.com
__cq_seg	Marketing	Analytical cookies that support the personalization of site content. Cookies also used to speed up the loading of pages.	FIRST PARTY	30 days	marni.com
__cq_uuid	Marketing	This cookie name is associated with Predictive Intelligence activity tracking software used on sites built on the Demandware ecommerce platform.	FIRST PARTY	1 year	marni.com
aa_cvpmc_n	Marketing	Cookie contains segment information for customized search functions.	FIRST PARTY	5 year	marni.com

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aa_dslv	Marketing	Analytics cookies used for data collection	FIRST PARTY	3 years	marni.com
aa_dslv_s	Marketing	Analytics cookies used for data collection	FIRST PARTY	1 day	marni.com
cq.viewCategory	Marketing	Contains products from the most recently viewed category page.	FIRST PARTY	Session	marni.com
cqcid	Marketing	They are used to help administer and optimize the e-commerce portions of our Website.	FIRST PARTY	2 years	marni.com
cto_lwid	Marketing	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement -	THIRD PARTY	Persistent	doubleclick.net
dw	Marketing	Controls client-side JavaScript for Commerce Cloud tracking features (Analytics, Einstein, ActiveData).	FIRST PARTY	Session	marni.com
dw_dnt	Marketing	Controls client-side JavaScript for Commerce Cloud tracking features (Analytics, Einstein, ActiveData).	FIRST PARTY	Session	marni.com
on/demandware.store/Sites-DieselIT-Site/it_IT/___Analytics-Start	Marketing	This cookie is set by the audience manager of the website to determine the time and frequencies of visitor data synchronization - cookie data synchronization is used to synchronize and gather visitor data from several websites.	THIRD PARTY	Session	demdex.net
v3	Marketing	Used by Pinterest to deliver a series of advertisement	THIRD PARTY	Session	ct.pinterest.com
AWSALB	Marketing	Registers which server cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	THIRD PARTY	6 days	dcode.marni.com

Cookies analíticas (no técnicas)

COOKIE NAME	TYPE	DESCRIPTION	FIRST PARTY/THIRD PARTY	DURATION	PROVIDER
_ga	Statistics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	FIRST PARTY	2 years	marni.com
_gat	Statistics	Used by Google Analytics to throttle request rate	FIRST PARTY	1 day	marni.com
_gid	Statistics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	FIRST PARTY	1 day	marni.com
AMCV_#	Statistics	Unique user ID that recognizes the user on returning visits	FIRST PARTY	2 years	marni.com
AMCVS_#AdobeOrg	Statistics	This cookie is set to make split-tests on the website, which optimizes the website's relevance towards the visitor – the cookie can also be set to improve the visitor's experience on a website.	FIRST PARTY	Session	marni.com

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collect	Statistics	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	THIRD PARTY	Session	google-analytics.com
dextp	Statistics	This cookie is set by the audience manager of the website to determine the time and frequencies of visitor data synchronization - cookie data synchronization is used to synchronize and gather visitor data from several websites.	THIRD PARTY	179 days	demdex.net
dwanonymous_UID{32}	Statistics	This cookie contains a specific ID on the visitor in order to distinguish visitors. This information allows the website to remember the visitor's preferences, settings and secures the functionality of the shopping basket.	FIRST PARTY	179 days	marni.com
PugT	Statistics	Used to determine the number of times the cookies have been updated in the visitor's browser. Used to optimize the website's server efficiency.	THIRD PARTY	29 days	pubmatic.com
s_cc	Statistics	Used to check if the user's browser supports cookies.	FIRST PARTY	Session	marni.com
s_dfa	Statistics	Registers pages with the highest display frequency and what path the user has followed to get each page, with the purpose of optimising the website by making it easier to find any given content.	FIRST PARTY	1 day	marni.com
s_ppv	Statistics	Saves information on what vertical percentage of a page has been displayed to the user.	FIRST PARTY	Session	marni.com
ActivityInfo2	Profiling	Tracking Cookie for the purpose of targeted advertising	THIRD PARTY	3 months	serving-sys.com
OT_690	Profiling	Tracking Cookie for the purpose of targeted advertising	THIRD PARTY	Session	serving-sys.com
OT2	Profiling	Tracking Cookie for the purpose of targeted advertising	THIRD PARTY	3 months	serving-sys.com
img/image-l.gif	Profiling	Analytical cookies that support the personalization of site	THIRD PARTY	Session	img.riskified.com

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		content. Cookies also used to speed up the loading of pages.			
lastRskxRun	Profiling	Analytical cookies that support the personalization of site content. Cookies also used to speed up the loading of pages.	THIRD PARTY	4315 days	img.riskified.com
lastRskxRun	Profiling	Analytical cookies that support the personalization of site content. Cookies also used to speed up the loading of pages.	THIRD PARTY	Session	img.riskified.com
uid_bam	Profiling	Tracking Cookie for the purpose of targeted advertising	THIRD PARTY	18 months	30yearsbold.com

Otras funcionalidades sociales (p. ej., *plugins*)

Además de las *cookies* señaladas anteriormente, el Sitio incorpora también *plugins* y/o botones para que sea fácil compartir contenidos en las siguientes redes sociales: Facebook, Instagram, Twitter y YouTube. Cuando el usuario visita una página del Sitio que contiene un *plugin*, el navegador se conecta a los servidores de la red social desde donde se ha cargado el *plugin*, cuyo servidor puede realizar el seguimiento de la visita al Sitio y, si es preciso, asociarla a la cuenta de la red social, en particular si el usuario está conectado en el momento de la visita o si ha navegado recientemente en uno de los sitios web que contienen *plugins* de la red social. Si el usuario no desea que la red social registre los datos relativos a la visita en el Sitio, debe salir de la cuenta de la red social y eliminar las *cookies* que esta red social ha instalado en su navegador.

En relación con determinadas actividades, la Empresa y las redes sociales también pueden actuar en calidad de corresponsables del tratamiento de datos, en virtud del artículo 26 del RGPD, en particular cuando la Empresa, a través de un *plugin*, determina conjuntamente con la red social las finalidades y los medios del tratamiento, que consisten en la recogida y la transmisión de los datos del usuario a la red social. La Empresa, en estos casos, cumple las condiciones contractuales de la red social, que pueden incluir acuerdos de corresponsabilidad.

En particular, en lo que respecta a los *plugins* de Facebook, la Sociedad y Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublín 2 (Irlanda) actúan en calidad de corresponsables y el acuerdo de corresponsabilidad pertinente ("*Apéndice sobre responsables*") se puede consultar en el siguiente enlace: https://m.facebook.com/legal/controller_addendum. Facebook Ireland es responsable de los derechos de los interesados en virtud de los artículos 15-20 del RGPD en relación con los datos personales almacenados por Facebook Ireland después del tratamiento conjunto. Para Facebook, es responsable la siguiente autoridad de control: Data Protection Commission, 21 Fitzwilliam Square South, Dublín 2, D02 RD28 (Irlanda) (<https://www.dataprotection.ie/>).

Por último, cabe señalar que la posible corresponsabilidad, en cualquier caso, no se extiende a los tratamientos realizados por las redes sociales en relación con los que la Empresa no determina las finalidades y los medios del tratamiento (por ejemplo, las operaciones realizadas por la red social después de la comunicación de los datos del Usuario por parte del Sitio).

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En relación con la recogida y el uso de la información por parte de las redes sociales, le rogamos que consulte las políticas de privacidad respectivas.

- [Facebook](#) ([enlace de la política de cookies](#));
- [Instagram](#) ([enlace de la política de cookies](#));
- [Twitter](#) ([enlace de la política de cookies](#));
- [YouTube](#) ([enlace de la política de cookies](#)).

3. Derechos de protección de datos

Todo usuario tiene derecho a obtener de la Empresa, siempre que su solicitud respete el fundamento jurídico:

- el acceso a sus datos personales;
- la eliminación de datos personales;
- la rectificación de los datos personales conservados por la Empresa;
- la revocación del consentimiento en casos de tratamientos basados en el consentimiento;
- la limitación del tratamiento de los datos personales;
- la copia de los datos personales proporcionados por los usuarios a la Empresa, en un formato estructurado para uso común y legibilidad automatizada (portabilidad) y la transmisión de estos datos personales a otros responsables del tratamiento de datos.

Derecho de oposición: además de los derechos indicados anteriormente, siempre tendrá derecho a oponerse en cualquier momento, por motivos relacionados con su situación particular, al tratamiento de sus datos personales por la Empresa basado en el interés legítimo de esta y al tratamiento de sus datos personales con fines de marketing.

En caso de que el usuario ejerciese cualquiera de los derechos anteriormente mencionados, será responsabilidad de la Empresa verificar que esté legitimado a ejercerlo y se le comunicará, como norma general, en el plazo de un mes.

Si considera que el tratamiento de sus datos personales infringe la legislación de protección de datos aplicable, tiene derecho a presentar una reclamación ante la Autoridad Italiana de Protección de Datos, usando las referencias disponibles en el sitio web <https://www.garanteprivacy.it/>, o iniciar acciones legales.

4. Datos de contacto

Los datos de contacto de la Empresa, como responsable del tratamiento de datos, son los siguientes:

Marni Group S.r.l.

con domicilio social en Italia, Via Sismondi Gian Carlo 70/B, 20133 Milán;

Teléfono: + 390271055555

Correo electrónico: privacy@marni.com

Para ejercer sus derechos, puede ponerse en contacto con la Empresa por correo electrónico a la dirección anterior.

Puede ponerse en contacto con el responsable de protección de datos de la Empresa en esta dirección de correo electrónico: dpo@otb.net.

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