

# M A R N I

## COOKIE POLICY

La società Marni Group S.r.l., con sede legale in Italia, via Sismondi Gian Carlo 70/B, 20133, Milano (di seguito, la “Società”, “Marni” o il “Titolare”), in qualità di Titolare del trattamento, fornisce di seguito le informazioni relative al funzionamento dei cookie, all’interno del sito [www.marni.com](http://www.marni.com) (di seguito, il “Sito”), anche sulla base delle indicazioni fornite dal Garante per la protezione dei dati personali (“Garante”).

L’informativa che segue è resa per il Sito della Società e non anche per altri siti web di soggetti terzi eventualmente consultati dall’utente tramite link.

La presente Cookie Policy va letta in aggiunta all’Informativa Privacy reperibile al seguente [link](#), a cui si rinvia per ogni altra informazione sul trattamento dei dati personali.

### **1. Cookie**

#### **1.1. Cookie**

I cookie sono di regola stringhe di testo che i siti web (cd. publisher o “prima parte”) visitati dall’utente ovvero siti o web server diversi (cd. “terze parti”) posizionano ed archiviano – direttamente, nel caso dei publisher e indirettamente, cioè per il tramite di questi ultimi, nel caso delle “terze parti” – all’interno di un dispositivo terminale nella disponibilità dell’utente medesimo. I terminali cui ci si riferisce sono, ad esempio, un personal computer, un tablet, uno smartphone, ovvero ogni altro dispositivo in grado di archiviare informazioni.

I software per la navigazione in Internet e il funzionamento di questi dispositivi, ad esempio i browser, possono memorizzare i cookie e poi trasmetterli nuovamente ai siti che li hanno generati in occasione di una successiva visita del medesimo utente, mantenendo così memoria della sua precedente interazione con uno o più siti web.

Le informazioni codificate nei cookie possono includere dati personali, come un indirizzo IP, un nome utente, un identificativo univoco o un indirizzo e-mail, ma possono anche contenere dati non personali, come le impostazioni della lingua o informazioni sul tipo di dispositivo che una persona sta utilizzando per navigare nel sito.

I cookie possono dunque svolgere importanti funzioni tra le più disparate, compresi l’esecuzione di autenticazioni informatiche, il monitoraggio di sessioni, la memorizzazione di informazioni su specifiche configurazioni riguardanti gli utenti che accedono al server, l’agevolazione nella fruizione dei contenuti online etc. Possono ad esempio essere impiegati per tenere traccia degli articoli in un carrello degli acquisti online o delle informazioni utilizzate per la compilazione di un modulo informatico. I cookie cd. “di autenticazione” sono di particolare importanza ogni qualvolta sia necessaria una verifica in ordine al soggetto che accede a determinati servizi, come ad esempio quelli bancari. Se da un lato è tramite i cookie che è possibile consentire, tra l’altro, alle pagine web di caricarsi più velocemente, come pure instradare le informazioni su una rete - in linea dunque con adempimenti strettamente connessi alla operatività stessa dei siti web -, sempre attraverso i cookie è possibile anche veicolare la pubblicità comportamentale (c.d. “behavioural advertising”) e misurare poi l’efficacia del messaggio pubblicitario.

#### **1.2. Tipologie di cookie**

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I cookie possono avere caratteristiche diverse sotto il profilo temporale e dunque possono essere considerati in base alla loro durata (di sessione o permanenti), ovvero dal punto di vista soggettivo (a seconda che il

publisher agisca autonomamente o per conto della “terza parte”). Tuttavia, la classificazione che risponde principalmente alle esigenze di tutela dell’utente è quella che si basa su due macro categorie:

- i **cookie tecnici**, utilizzati al solo fine di “*effettuare la trasmissione di una comunicazione su una rete di comunicazione elettronica, o nella misura strettamente necessaria al fornitore di un servizio della società dell’informazione esplicitamente richiesto dal contraente o dall’utente a erogare tale servizio*” (cfr. art. 122, comma 1 del Codice Privacy italiano); questi cookie possono essere installati sul terminale dell’utente senza il consenso di quest’ultimo, basandosi, a seconda dei casi, sulla necessità di dar corso ad una sua richiesta ovvero sull’interesse legittimo della Società;
- i **cookie di profilazione**, utilizzati per ricondurre a soggetti determinati, identificati o identificabili, specifiche azioni o schemi comportamentali ricorrenti nell’uso delle funzionalità offerte (pattern) al fine del raggruppamento dei diversi profili all’interno di cluster omogenei di diversa ampiezza, in modo che sia possibile inviare messaggi pubblicitari sempre più mirati, cioè in linea con le preferenze manifestate dall’utente nell’ambito della navigazione in rete; questa tipologia di cookie può essere scaricata sul terminale dell’utente solo previo consenso di quest’ultimo.

I cookie possono anche essere utilizzati anche per valutare l’efficacia di un servizio della società dell’informazione fornito da un publisher, per la progettazione di un sito web o per contribuire a misurarne il “traffico”, cioè il numero di visitatori anche eventualmente ripartiti per area geografica, fascia oraria della connessione o altre caratteristiche. Tali identificativi, definiti **cookie analytics**, possono essere ricompresi nella categoria di quelli tecnici, e come tali essere utilizzati in assenza della previa acquisizione del consenso dell’interessato, al verificarsi delle seguenti condizioni:

- vengono utilizzati unicamente per produrre statistiche aggregate e in relazione ad un singolo sito o una sola applicazione mobile;
- viene mascherata, per quelli di terze parti, almeno la quarta componente dell’indirizzo IP;
- le terze parti si astengono dal combinare tali cookie analytics con altre elaborazioni (file dei clienti o statistiche di visite ad altri siti, ad esempio) o dal trasmetterli a terzi.

Se non ricorrono questi presupposti, anche i cookie analytics richiedono il consenso dell’utente per poter essere scaricati.

I cookie, infine, possono anche essere utilizzati per consentire interazioni e una facile condivisione dei contenuti sui social network e/o per consentire l’invio di messaggi pubblicitari mirati sulla base delle preferenze dell’utente (**cookie social**); anche tali cookie richiedono il consenso dell’utente.

## **2. Elenco dei cookie utilizzati dal Sito**

Questo Sito fa uso di cookie per finalità tecniche, per finalità di analisi e statistica, per migliorare l’interattività dell’utente con il Sito tramite social network e per personalizzare l’invio delle informazioni e delle comunicazioni pubblicitarie in funzione degli interessi dell’utente (profilazione).

### **2.1. Cookie tecnici**

Di seguito, per ciascun cookie tecnico utilizzato dal Sito, riportiamo: il nome, lo scopo di utilizzo e la durata.

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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

Per l'installazione dei cookie tecnici non è richiesto il preventivo consenso degli utenti. Tutti i browser consentono comunque di modificare le impostazioni dei cookies. Di solito è possibile trovare queste impostazioni nelle "opzioni" o nel menù "preferenze" del browser dell'utente. Per comprendere queste

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impostazioni, i seguenti link possono essere utili. Oppure è possibile utilizzare l'opzione "Help" nel browser per maggiori informazioni.

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

In caso di blocco dell'uso dei cookie, verrà limitato il servizio offerto all'utente tramite il Sito, influenzando in tale modo l'esperienza di utilizzo del Sito stesso.

## 2.2. Altre tipologie di cookie (cookie di marketing e analitici)

Di seguito, per ciascun cookie utilizzato dal Sito che non rientra nella categoria dei cookie tecnici, riportiamo: il nome, la relativa terza parte qualora il cookie non sia di prima parte, lo scopo di utilizzo e la durata.

Per tutte le informazioni relative ai cookie forniti da terze parti e per le modalità di opt-out dei singoli cookie sarà possibile accedere alle rispettive informative nonché allo strumento predisposto dalla terza parte per effettuare opt-out al singolo cookie.

Si informa che anche tramite il seguente link è possibile esercitare l'opt-out in relazione ai cookie di terze parti (i.e. le società aderenti al WebChoices tool della Digital Advertising Alliance, tra cui anche Facebook) installati sul browser dell'utente: <https://optout.aboutads.info/?c=2&lang=EN>

Anche tramite il seguente strumento fornito da Your Online Choices è possibile controllare le proprie preferenze esercitando l'opt-out rispetto ai cookie di terze parti: <https://www.youronlinechoices.com/it/>

### Cookie di marketing – Cookie di profilazione e social

COOKIE NAME	TYPE	DESCRIPTION	FIRST PARTY/THIRD PARTY	DURATION	PROVIDER
dvac_#	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
__atuvsv	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 website owners for promoting events or products.	THIRD PARTY	Session	contextweb.com
_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	FIRST PARTY	3 months	marni.com

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		efficiency across websites using their services.			
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 thir d-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 s pent 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
CMPS	Marketing	Collects visitor data related to the user's visits to the website, such as the number of visits, average time s pent 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	THIRD PARTY	1 year	casalemedia.com

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		number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.			
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, 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
everest_g_v2	Marketing	Used for targeted ads and to document efficacy of each individual ad.	THIRD PARTY	2 years	everesttech.net

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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
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

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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
oid	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 based on the user's movement on websites that use the same ad network.	THIRD PARTY	1 year	rfihub.com
ruds	Marketing	Registers user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with	THIRD PARTY	Session	rfihub.com



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		the purpose of optimising ad display based on the user's movement on websites that use the same ad network.			
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
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	THIRD PARTY	Session	teads.com

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		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.			
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
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	THIRD PARTY	2 years	scorecardresearch.com

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		and carry out surveys to help their clients better understand the customer's preferences.			
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
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

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cqid	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-DiesellIT-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

## Cookie analitici (non tecnici)

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
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

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

## **Altre funzionalità social (es. plugin)**

Il Sito oltre ai cookie sopra indicati incorpora anche plugin e/o bottoni al fine di consentire una facile condivisione dei contenuti sui seguenti social network: Facebook, Instagram, Twitter, YouTube. Quando l'utente visita una pagina del Sito che contiene un plugin, il browser si collega ai server del social network da dove è caricato il plugin, il quale server può tracciare la visita al Sito e, se del caso, associarla all'account del social, in particolare se l'utente è connesso al momento della visita o se ha recentemente navigato in uno dei siti web contenenti plugin social. Se l'utente non desidera che il social network registri i dati relativi alla visita sul Sito, deve uscire dall'account del social ed eliminare i cookie che il social ha installato nel browser dell'utente.

In relazione a determinate attività, la Società e i social network potrebbero anche agire in qualità di contitolari del trattamento, ai sensi dell'art. 26 del GDPR, in particolare quando la Società, tramite un plugin, determina congiuntamente con il social le finalità e i mezzi del trattamento consistente nella raccolta e nella trasmissione dei dati dell'utente al social. La Società, in tali casi, aderisce alle condizioni contrattuali del social, che potrebbero includere accordi di contitolarità.

In particolare, per quanto riguarda i plug-in di Facebook, la Società e Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublino 2 Irlanda agiscono in qualità di contitolari ed il relativo accordo di contitolarità ("*Appendice sul titolare del trattamento*") è reperibile al seguente link: [https://m.facebook.com/legal/controller\\_addendum](https://m.facebook.com/legal/controller_addendum). Facebook Ireland è responsabile dei diritti degli interessati ai sensi degli articoli 15-20 del GDPR in relazione ai dati personali conservati da Facebook Ireland dopo il trattamento congiunto. La seguente autorità di controllo è responsabile per Facebook: Data Protection Commission, 21 Fitzwilliam Square South, Dublin 2, D02 RD28, Irlanda (<https://www.dataprotection.ie/>).

Si precisa infine che l'eventuale contitolarità, in ogni caso, non si estende a trattamenti svolti dai social network in relazione ai quali la Società non determina finalità e mezzi del trattamento (es. le operazioni svolte dal social network dopo la comunicazione dei dati dell'Utente da parte del Sito).

Con riferimento alla raccolta e all'uso delle informazioni da parte dei social network si rimanda alle rispettive informative privacy.

- [Facebook \(link informative cookie\)](#);
- [Instagram \(link informative cookie\)](#);
- [Twitter \(link informative cookie\)](#);
- [YouTube \(link informative cookie\)](#).

## **3. Diritti in materia di protezione dei dati**

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Ogni utente ha diritto di ottenere dalla Società, previa sussistenza del presupposto giuridico alla base della richiesta:

- l'accesso ai dati personali che lo riguardano;
- la cancellazione dei dati personali;
- la rettifica dei dati personali in possesso della Società;
- la revoca del consenso nei casi in cui il trattamento si basi sul consenso;
- la limitazione del trattamento dei dati personali;
- la copia dei dati personali conferiti dagli utenti alla Società, in un formato strutturato, di uso comune e leggibile da dispositivo automatico (portabilità) e la trasmissione di tali dati personali ad un altro titolare del trattamento.

Diritto di opposizione: oltre ai diritti in precedenza elencati, l'utente ha sempre diritto di opporsi in qualsiasi momento, per motivi connessi alla sua situazione particolare, al trattamento dei suoi dati personali svolto dalla Società per il perseguimento del proprio legittimo interesse e al trattamento dei suoi dati personali per finalità di marketing.

Nel caso in cui l'utente esercitasse uno qualsiasi dei summenzionati diritti, sarà onere della Società verificare che lo stesso sia legittimato ad esercitarlo e sarà dato riscontro, di regola, entro un mese.

Nel caso che l'utente ritenga che il trattamento dei suoi dati personali avvenga in violazione di quanto previsto dalla normativa applicabile in materia di protezione dei dati personali, ha il diritto di proporre reclamo all'Autorità Garante per la protezione dei dati personali, utilizzando i riferimenti disponibili nel sito Internet <https://www.garanteprivacy.it/>, o di adire le opportune sedi giudiziarie.

## **4. Contatti**

I dati di contatto della Società, quale titolare del trattamento, sono i seguenti:

Marni Group S.r.l.

Sede legale in Italia, Via Sismondi Gian Carlo 70/B, 20133 Milano;

Telefono: + 390271055555

Email [privacy@marni.com](mailto:privacy@marni.com)

Per esercitare i Suoi diritti potrà contattare la Società per il tramite degli indirizzi di cui sopra.

I dati di contatto del DPO della Società sono i seguenti: [dpo@otb.net](mailto:dpo@otb.net).

Data ultimo aggiornamento: Ottobre, 2021.