

# クッキーの方針について

Marni Group S.r.l.（以下「当社」、「マルニ」、または「データ管理者」）は、イタリアの Via Sismondi Gian Carlo 70/B, 20133 Milano に登記上の事務所を有し、データ管理者として、イタリアのデータ保護局（「Garante」）の指示に基づき、ウェブサイト [www.marni.com](http://www.marni.com)（以下「サイト」）内のナビゲーションデータおよびクッキーの運用に関して次の情報を提供します。

以下の通知は当社のサイトを対象としたものであり、リンクを通じてユーザーが参照できるサードパーティーの他のウェブサイトを対象としたものではありません。

当サイトの運営で当社が採用しているその他の方針については、こちらの[リンク](#)から情報通知をご覧ください。

## 1. クッキー

### 1.1. クッキー

クッキーとは、通常ユーザーが訪問したウェブサイト（いわゆる発行元、または「ファーストパーティー」）、または他のウェブサイトやウェブサーバー（いわゆる「サードパーティー」）がユーザーの利用する端末装置に（発行元の場合は直接、「サードパーティー」の場合は間接的に）設置し保存する小さいテキストファイルです。端末装置とは、パーソナルコンピューター、タブレット、スマートフォンなど、または情報を保存できるその他のあらゆるデバイスを指します。

インターネット閲覧ソフトやブラウザなどのデバイス操作により、クッキーを保存し、その後、同じユーザーが訪問した場合、クッキーを生成したサイトにそのクッキーを送信することができます。このようにして、1つ以上の複数のウェブサイトで過去のやりとりを記録することができます。

コード化されたクッキーの情報には、IP アドレス、ユーザー名、一意の識別子、メールアドレスといった個人情報を含んでいるだけでなく、言語設定やサイトの閲覧に使用しているデバイスの種類などの非個人情報も含まれることがあります。

したがって、クッキーは、コンピュータの認証、セッションの監視、サーバーにアクセスするユーザーの特定な設定情報の保存、オンラインでのコンテンツ使用の円滑化など幅広い重要な機能を行うことができます。また、オンラインショッピングのカート内の商品やコンピュータ上のフォーム入力に使用した情報を追跡するときにも利用することができます。例えば、オンラインショッピングのカート内の商品やコンピュータ上のフォーム入力に使用した情報を追跡するときにも利用することができます。認証用クッキーは、銀行サービスなどの特定サービスにアクセスするユーザーを確認する必要がある場合、特に重要です。さらに、クッキーを利用すると、ウェブページを早く読み込んだり、ネットワークの情報経路をたどったり、ウェブサイトの運営に関する厳しい義務に従うこともできます。また、クッキーを利用することで、「行動ターゲティング広告」を行うことができ、広告メッセージの効果を測定することもできます。

### 1.2. クッキーの種類

クッキーは、時間的に異なる特徴を持つ場合があります、期間（セッションまたは永続的）、または主観的な観点に（発行者が独立して行うか、「サードパーティー」の代わりに行うかで異なります。）応じて分けられます。しかし、主にユーザー保護のニーズを満たす分類は、次の2つの大きなカテゴリに基づいて分けられます。

- **テクニカルクッキー**は、「電子的通信ネットワーク上での通信の送信を実行するため、または契約当事者やユーザーに明示的に要求された情報社会サービスの提供者がそのサービスを提供するために、厳密に必要な範囲内で通信の送信を実行するため」(プライバシー法 第 122 (1)参照)、これを唯一の目的として、使用されるクッキーです。これらのクッキーは、ユーザーの要求の実行、または当社の正当な利益に基づいて、ユーザー機器にユーザーの承認なく設置される場合があります。
- **プロファイリングクッキー**は、提供された機能（パターン）を使用するとき、特定の行動や繰り返しの行動パターンを特定の、識別される、または識別可能なテーマまで追跡していき、様々な分析結果を様々なサイズの同種の集団に分類します。すると、ユーザーの関心に合わせたターゲット広告のメッセージを送信することができます。この種類のクッキーは、ユーザーの同意があった場合のみユーザー端末にダウンロードされます。

クッキーは、発行元が提供する情報社会サービスの効果を評価するため、ウェブサイトのデザインため、または「トラフィック」（例えば、訪問者数、場合によっては地域別、接続時間別、その他の特性別など）を測定するために使用されます。**アナリティクスクッキー**と定義されるこれらの識別子は、テクニカルクッキーのカテゴリに含まれる場合があります、次の条件では、ユーザーの事前の同意なく使用することができます。

- このクッキーは集計された統計を作成するために、単一サイトや単一モバイルアプリケーションに関連してのみ使用されます。
- サードパーティー向けには IP アドレスの少なくとも 4 番目のセグメントは、非公開になります。
- サードパーティーは、アナリティクスクッキーを他の処理（例えば顧客ファイルや他のサイトへの訪問者の統計）と組み合わせたり、第三者にそれらを伝えたりすることは避ける必要があります。

これらの条件を満たしていない場合、アナリティクスクッキーもダウンロードするのに、ユーザーの同意が必要となります。

最後に、クッキーはソーシャルネットワーク上での交流やコンテンツを簡単に共有したり、ユーザーの関心（**ソーシャルクッキー**）に基づいたターゲット広告を送信したりするときに使われる場合もあります。これらのクッキーもユーザーの同意を必要とします。

## **2. 当サイトで使用しているクッキーの一覧**

当サイトでは、ソーシャルネットワークを通じて、ユーザーと当サイトのインタラクションを向上させるため、またユーザーの関心事に応じた情報や広告情報の送信をパーソナライズ化するために（プロファイル）、技術的、分析的、統計的目的でクッキーを使用しています。

### **2.1. テクニカルクッキー**

当サイトで使用される各テクニカルクッキーの名称、使用目的、期間は次の通りです。

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

これらのクッキー設置は、ユーザーの事前の同意は必要としません。これらのクッキーは、ブラウザの設定で無効にしたり、削除したりすることができます。すべての最新ブラウザで、クッキーの設定は変更することができます。設定はブラウザのメニューの「オプション」や「環境設定」で確認することができます。これらの設定を確認するには、次のリンクをご覧ください。また、詳細についてはご使用のブラウザの「ヘルプ」のオプションで確認できます。

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

クッキーの使用をブロックする場合、サイトを通じてユーザーへ提供されるサービスが制限され、当社サイトの使用に影響を及ぼします。

## 2.2. その他の種類のクッキー（マーケティングおよびアナリティックスクッキー）

当サイトで使用されるテクニカルクッキー以外の各クッキーの名称、関連するサードパーティー名（発行元クッキーではない場合）、使用目的、期間を下記に示します。

サードパーティーが提供するクッキーの情報やその各クッキーのオプトアウト方法については、サードパーティーが提供する各方針とツールにアクセスして各クッキーをオプトアウトしてください。

次のリンクを利用して、お客様のブラウザに設置されたサードパーティーのクッキー（Facebookを含む Digital Advertising Alliance の WebChoices ツールのメンバーになっている企業）からオプトアウトを実行することもできます。 <https://optout.aboutads.info/?c=2&lang=EN>

また、Your Online Choices が提供する次のツールを利用して、サードパーティーのクッキーからオプトアウトを実行して、お客様の設定を管理することもできます。：  
<https://www.youronlinechoices.com/it/>

### マーケティングクッキー（プロファイリングやソーシャルクッキー）

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 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 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	THIRD PARTY	13 days	spotxchange.com

		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.			
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
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	THIRD PARTY	179 days	demdex.net

		on the website is registered and linked to offline data from surveys and similar registrations to display targeted ads.			
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
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 ad-serving-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
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	THIRD PARTY	Session	doubleclick.net

		device and behavior. It tracks the visitor across devices and marketing channels.			
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 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
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	THIRD PARTY	1 year	criteo.com

		loaded, with the purpose of displaying targeted ads.			
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
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-DiesellT-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

### アナリティカルクッキー（非テクニカル）

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

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 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

### その他のソーシャル機能（プラグインなど）

上記で説明したクッキーに加え、当サイトではプラグインやボタンを組み込み、次のソーシャルネットワークでコンテンツを簡単に共有できます。**Facebook、Instagram、Twitter、YouTube**。ユーザーがプラグインを含む当社のページに訪問すると、ブラウザはプラグインの読み込み先であるソーシャルネットワークサーバーに接続します。そのサーバーは、必要に応じて、ソーシャルネットワークのアカウントに関連付けすることができます。（特に当サイト訪問時にログインしたときや最近ソーシャルプラグインが含まれる当ウェブサイトアクセスしたとき）ユーザーは、ソーシャルネットワークに当サイトの訪問と関連するデータを記録することを希望しない場合、ソーシャルネットワークのアカウントからログアウトして、ソーシャルネットワークがユーザーのブラウザに設置したクッキーを削除する必要があります。

当社およびソーシャルネットワークは、特定の活動と関連して、一般データ保護規則の第 26 条の意味の範囲内で、共同管理者としての役割を果たすこともあります。特にプラグインを通した、ユーザーデータの収集とソーシャルネットワークへのユーザーデータ送信から成り立つ処理の目的と手段について、ソーシャルネットワークと共同で決定する場合は、共同管理者としての役割を果たします。この場合、当社は、共有契約を含むソーシャルネットワークの契約条件を遵守します。

特に、Facebook のプラグインに関しては、当社および Facebook Ireland Ltd（4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland）は、共同管理者としての役割を果たし、関連する共同所有権契約書（「データ管理事業者の補足」）は次のリンクから確認できます。

[https://m.facebook.com/legal/controller\\_addendum](https://m.facebook.com/legal/controller_addendum)。Facebook Ireland は、共同処理後、Facebook Ireland が保管する個人データに関し、一般データ保護規則の第 15～20 条に従ってデータ主体の権利に責任を負います。次の監督機関が Facebook に対して責任を負います。Data Protection Commission, 21 Fitzwilliam Square South, Dublin 2, D02 RD28, Ireland (<https://www.dataprotection.ie/>)。

最後に、想定される共同管理は、いかなる場合であっても、当社が処理の目的および手段を決定していない、ソーシャルネットワークが実施する処理には及ばないものとします。（例 当社サイトがユーザーデータを伝えた後にソーシャルネットワークが実施する操作）

ソーシャルネットワークの情報の収集および使用に関しては、次の各プライバシーポリシーをご覧ください。

- [Facebook](#) ([クッキーポリシーへのリンク](#));
- [Instagram](#) ([クッキーポリシーへのリンク](#));
- [Twitter](#) ([クッキーポリシーへのリンク](#));
- [YouTube](#) ([クッキーポリシーへのリンク](#)).

## **3. データ保護の権利**

各ユーザーは、要求の根拠をなす法的前提条件の存在に従って、当社から次の情報を取得する権利を有しています。

- 自身に関する個人データへのアクセス
- 個人データの削除
- 当社の保持する個人データの訂正
- 同意に基づく処理のとき、その同意の撤回
- 個人データの処理の制限
- ユーザーが当社へ提供した個人データを、構造化され、一般的に利用される機械可読性のある形式（ポータビリティ）でコピーし、別のデータ管理者へ当該個人データを送信すること。

異議を述べる権利: 上記に記載された権利に加えて、お客様は、自身の特別な状況と関連する根拠により、当社の正当な利益に基づいて行われたお客様の個人データの処理、およびマーケット目的としたお客様の個人データの処理に対し、いつでも異議を述べる権利を有します。

ユーザーが前述の権利を行使する場合、当社の責任でユーザーが当該権利を有していることを確認し、原則的に1か月以内にその旨を通知されることとします。

お客様の個人データ処理が、適用されるデータ保護の法律を違反していると思われる場合、次のウェブサイト <https://www.garanteprivacy.it/> をご覧になり、イタリアのデータ保護局へ苦情を申し立てる権利、または法的手段を取る権利を有します。

## 4. お問い合わせ先

データ管理者である当社へのお問い合わせは以下となります。

Marni Group S.r.l.

with registered office in Italy, Via Sismondi Gian Carlo 70/B, 20133 Milano

電話番号 : 390271055555

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

お客様の権利を行使する場合は、上記住所までご連絡ください。

当社のデータ保護責任者への連絡は、次のメールアドレスまでお願いいたします。: [dpo@otb.net](mailto:dpo@otb.net)

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