



COOKIE POLICY

related to the website www.eduenhancement.com

This Cookie Policy refers to the use of cookies by the website www.eduenhancement.com and its sub-domains (hereinafter "**website**") owned by Edu Enhancement (hereinafter "**Edu**").

Edu use cookie technology to make the use of our website easier and to better adapt it to your interests and needs as User.

Furthermore, cookies can also be used to speed up your future experiences and activities on our website.

To ensure maximum transparency in the use of our website, we inform you that www.eduenhancement.com specifically uses technical, analytical and profiling cookies, both first-party and third-party; this means that:

- the ownership of some cookies is directly on our website, while for others it belongs to third-party websites;
- our website may transfer data to third parties and use profiling cookies;
- the technical cookies we use do not require your consent, as they are necessary to guarantee the correct functioning of the minimum technical performances of our website;
- the storage of cookies remains until the duration of the User session for some cookies, while for others it has a term of persistence better indicated in the table in the section "*which cookies we use (further specific)*" below.

We also remind you that by using our website you consent to the use of cookies in accordance with this policy: if you do not intend to accept our use of cookies you can refuse to give consent through the banner that appears on your first access to our website.

You can revoke your consent at any time, through the instructions indicated in the section "*how to disable cookies*" of this policy and/or by recalling the banner mentioned.

Finally, we inform you that if deactivate some categories of cookies, your best User experience within our website could be affected.

What is a Cookie?

Cookies are technical elements consisting of small text strings and used by web applications within communications in the HTTP and HTTPS protocols: they are very useful because they facilitate the connection between the client (User device) and the server (website visited by the User).

At each subsequent visit to that particular website, cookies are sent by the client (User) alternatively:

- to the server of that particular website, which will recognize the client, making the connection faster (if the ownership of the cookies belongs directly to the website visited, the cookies are defined as first-party);
- to the server of that particular website, which will recognize the client, making the connection faster, through the use of cookies that do not originate directly but through another website that recognizes the User (if the ownership of the cookies belongs indirectly to the visited website, cookies are defined as third party).

Cookies are useful because they allow a website to recognize the User's device. They have different purposes such as, for example, allowing the User to navigate efficiently between pages, remembering his favorite sites and, in general, improving the browsing experience. They also help ensure that the advertising content displayed online is more targeted to a User and his interests. Depending on the function and use, cookies can be divided into technical cookies, analysis and profiling cookies.

Technical Cookie

Technical cookies are those whose use does not require the User's consent. These cookies are essential to allow you to navigate through a website and use all its functions. Without these cookies, which are absolutely necessary, a website cannot provide certain services or functions and navigation would not be as easy and easy as it should be. A cookie of this type is also used to store a User's decision on the use of cookies on the website.

Technical cookies are essential and cannot be disabled using the functions of this website, but, in general, cookies can be completely disabled in your browser at any time.



Analytical Cookie

Analytical cookies are cookies that allow the collection of technical information about the User for the processing of reports and statistics relating to the use of a website and allow to improve its operation.

These are also referred to as performance cookies and, for example, show the pages of the website most visited by the User, allow you to check which are the recurring patterns of use of a website, help to understand all the difficulties encountered in using the site web and to show the effectiveness of advertising implemented on the website.

If first-party analytical cookies do not require User consent, even if, in general, they can be completely disabled in your browser at any time (as for technical cookies).

If from a third party (e.g. cookies offered by Google Analytics), however, the information to the User and his consent freely given for their use is required.

To allow us to use third-party analytical cookies (as indicated in the specific table in the "*which cookies we use (further specification)*") section of this policy), you can give and withdraw your consent at any time using the banner to enter your first access to our website or following the instructions given in the "*how to disable cookies from your browser*" section of this policy.

Profiling Cookie

These cookies allow you to remember the choices that Users make on the website and the services expressly requested to provide the most advanced and personalized services (e.g. advertising cookies).

The use of these cookies requires the acquisition of the User's consent in accordance with the regulations in force on data protection (art. 6, § 1, letter A of the 2016/679 EU Regulation).

Consent is acquired, for example, through a banner visible to Users on the first visit on the website: this consent can be revoked at any time by following the instructions present in the cookie policy of the visited website.

The refusal to consent to the use of profiling cookies does not interfere with the possibility of accessing the website, with the exception of the inability to access the functions that use these cookies.

To allow us to use profiling cookies (as indicated in the specific table in the section "*which cookies we use (further specification)*") of this policy) you can lend and revoke your consent at any time by using the banner to enter your first access to our website or following the instructions in the "*how to disable cookies from your browser*" section of this policy.

Third Party Cookie (further specification)

It is also possible to use cookies from different sites or servers ("*third party cookies*"): this is because the site may include elements such as, for example, images, maps, sounds, specific links to web pages in other domains that reside in different servers from the one where you find the requested page.

In other words, these cookies are set directly by operators of sites or servers other than those of the visited website.

Third-party cookies are also used to personalize the advertising exposure according to the User's interest and the frequency of exposure to the message.

This information could be shared with other parties, for example advertisers, who could use their own cookies to collect information on the activities carried out by Users on the website.

Advertisers can use this information to measure the effectiveness of their advertising.

The use of these cookies requires the prior acquisition of the User's informed consent. These cookies are not directly controlled by the operator of the visited website and to withdraw this consent it is necessary to refer to third-party websites or follow the instructions given in the cookie policy of the website visited by the User.

To allow us to use third-party cookies other than technical ones (as indicated in the specific table in the section "*which cookies we use (further specification)*") of this policy) you can give and withdraw your consent at any time through the entry banner on your first access to our website or following the instructions in the "*how to disable cookies from your browser*" section of this policy.



Cookie expiration date

Some cookies (called *session cookies*) remain active only until the browser is closed or User logout. Other cookies (called *persistent cookies*) "survive" when the browser is closed and are also available on subsequent visits by the User: for these cookies the expiration date is set by the server at the time of their creation, in some cases a deadline is set, in others cases, however, is unlimited.

What cookies we use (further specification)

To ensure you the efficiency of our website and to grant you a better User experience, we use, in particular, the cookies listed below:

Nome del Cookie	Conservazione del cookie	Descrizione del cookie
__cfduid	Expiration after 30 days from User's consent	Persistent cookie, http protocol, analytical and third party cookie https://www.cloudflare.com/privacypolicy/
__cfduid	Expiration after 30 days from User's consent	Persistent cookie, http protocol, profiling and third party cookie https://legal.hubspot.com/cookie-policy
_hjIncludedInSample _gat_gtag_UA_146455576_1 _hjid _gid	Expiration at the end of User's session	Session first party cookie
_ga	Expiration after 730 days from User's consent	Persistent cookie, http protocol, analytical and third party cookie (Google – analytics) https://policies.google.com/technologies/ads?hl=it
IDE	Expiration after 390 days from User's consent	Persistent cookie, http protocol, analytical and third party cookie (Google double click) https://policies.google.com/technologies/ads?hl=it
YSC GPS	Expiration at the end of User's session	Session cookie, http protocol, analytical and third party cookie https://policies.google.com/technologies/ads?hl=it
VISITOR_INF01_LIVE	Expiration after 180 days from User's consent	Persistent cookie, http protocol, analytical and third party cookie https://policies.google.com/technologies/ads?hl=it

How to disable cookies from your browser

You can manage cookies through your browser settings.

Most browsers automatically accept cookies but the User can accept or refuse cookies or decide to set a warning before accepting a cookie from the websites visited at any time.

The procedures for managing cookies vary depending on the browser: the "Help" section of the toolbar in most browsers illustrates how to avoid receiving cookies, web beacons and other tracking technologies, how to get notification from the browser of the activation of these technologies or how to disable them completely.

Keep in mind that changing the cookie settings will only affect that particular browser and PC: this means that the operation will have to be repeated on each browser and device on which you want to change the settings.

Also keep in mind that, by deactivating cookies, some websites will not be able to provide profiled services.

This cookie policy may undergo changes over time - also connected to the possible entry into force of new sector regulations, to the updating or provision of new services or to technological innovations - for which the User/visitor is invited to periodically consult this page.



In any case, we process your data in accordance with the current data protection legislation and our constantly updated privacy policy.

Last update

05.07.2020