

Last Update: April 20, 2025

Art. 1 – General Premise and Legal Value of the Cookie Policy

This Cookie Policy is an integral part of the Privacy Policy and the General Terms and Conditions of Sale. Every user accessing the website www.marciaro.com ("Website") is bound by the content of this Policy, even without registering, signing up, or making a purchase. By continuing to browse the site, the user expressly accepts the terms set out herein, including the use of cookies.

Art. 2 – What Are Cookies?

Cookies are text strings that websites visited by the user send to their device (usually to the browser), where they are stored to be retransmitted to the same websites during the next visit. Cookies can serve several purposes, including authentication, session tracking, preference storage, and data collection for statistical purposes.

Art. 3 – Types of Cookies Used

The website www.marciaro.com uses the following categories of cookies:

a) Technical and Functional Cookies (Always Active):

Essential for the proper functioning of the website. Without them, some parts of the site may not work properly. No consent is required for these cookies.

b) Analytical Cookies (Anonymized):

Used exclusively to collect aggregated statistical data about the use of the website, in anonymous form. They do not allow user identification.

c) Profiling and Marketing Cookies from Third Parties (Only if Authorized):

Used to track users and show relevant ads. The site does not use direct profiling cookies but may integrate third-party plugins (e.g., Google, Facebook), which are responsible for their own policies.

Art. 4 – Information Obligation and Consent Management

The user is informed of the presence of cookies through a banner displayed upon first access to the site. The user may accept all cookies, refuse non-essential ones, or manage preferences individually.

Art. 5 – Cookie Duration

Cookies may be temporary (session cookies, deleted when the browser is closed) or persistent (stored until a predefined expiration). The maximum duration is 24 months, unless consent is renewed.

Art. 6 – Withdrawal of Consent and Cookie Deactivation

At any time, the user may manage their cookie preferences through their browser settings or by clicking on the "Manage Cookies" link located in the website footer. Disabling technical cookies may negatively affect the browsing experience.

Art. 7 – Third-Party Cookies

The site may contain elements and services provided by third parties (e.g., videos, maps, fonts). The use of cookies by such providers is governed by their respective policies, which users are encouraged to consult directly.

Art. 8 – Data Processing and Responsibility

Data collected through cookies may be processed by the data controller and appointed subjects (e.g., IT technicians, consultants), always in compliance with current regulations. MARCIARO shall not be held liable for any unlawful processing by external third parties unrelated to its organization.

Art. 9 – Changes to This Cookie Policy

The Data Controller reserves the right to modify this Policy at any time. Changes will become effective upon publication on the website. Users are responsible for periodically reviewing this text. Continued use of the site implies acceptance of any modifications.

Art. 10 – Jurisdiction and Competent Court

For any dispute, the Court of Rome shall have exclusive jurisdiction. The user expressly waives any alternative jurisdiction.

Art. 11 – Advanced Protection Clause

The user acknowledges that, even in the presence of non-essential cookies, the browsing experience may be limited or suboptimal if full consent is not given. The Data Controller is not liable for any malfunction resulting from the arbitrary deactivation of cookies by the user.

Data Controller: MARCIARO

Via Riccione, 3 Ardea, Rome – Italy

Contact email for any information regarding privacy or cookie use: vendite@marciaro.com

