

EXTENDED COOKIE POLICY

The Assicurazioni Generali S.p.A. (“Generali” or “Data Controller”) websites make use of cookies and similar technologies to ensure the proper functioning of procedures, improve users’ navigation experience and carry out profiling activities for commercial purposes.

This document provides for detailed information on the use of cookies and similar technologies, how they are used on the Assicurazioni Generali’s website (“Website”) and on their management modalities.

The use of cookies by the owner of this website, Generali, is part of the Privacy Notice and Privacy and Safety of the referred website.

DEFINITION

Cookies are text files (letters and/or numbers) containing groups of information stored on data subjects’ computer or mobile device every time they visit a website through a browser. At each subsequent visit, the browser sends these cookies to the website which originated them or to another website. Cookies allow websites to store certain information in order to ensure that users can navigate online in a simple and fast way.

Cookies are used for different purposes, have different characteristics and they can be used either by the owner of the website you are visiting, or by third parties.

CATEGORIES OF COOKIES

Type of Cookies	Purposes
Session or browsing cookies	These cookies are necessary for the correct functioning of website and for the use of services contained therein. In their absence, the website or some of its sections may not work properly. Therefore, cookies are always used regardless of user’s preferences. This category of cookies is always sent by our domain. User may delete these cookies by using their browser functions.

Service	Description	Examples
Session cookie	Necessary for the browsing by users	wordpress_logged_in_(hash)
Persistent cookies	It enables the user experience remembering the browsing options selected by users	viewed_cookie_policy

Type of Cookies	Purposes
Analytics cookies	These cookies are used to collect information on the website use, such as the pages visited more frequently. Such cookies do not store users’ identification data, but they collect only aggregated and anonymous data. These cookies are sent by our domain or by third parties’ domains.

Service	Description	Examples	Link
Google Analytics	Recording information on how visitors use our website, the details on the visits to our website and the origin of visitors.	_UTMA, _UTMB, _UTMC, _UTMT, _UTMZ, _GA, _GAT _GID	http://www.google.com/policies/privacy/ http://www.google.it/intl/it/policies/technologies/cookies/ http://www.google.it/intl/it/policies/technologies/managing/

Type of Cookies	Purposes
Cookie for the integration of third parties' functionalities	These cookies are used in relation to the use of functionalities on the website (e.g. icons of social networks for the sharing of contents or for the use of services provided by third parties).

Service	Description	Examples	Link
Google Maps YOUTUBE	Recording of the preferences and information on the users' navigation	APISID, HSID, NID, SID, SAPISID	http://www.google.com/policies/privacy/ http://www.google.it/intl/it/policies/technologies/cookies/ http://www.google.it/intl/it/policies/technologies/managing/
Facebook	Recording of the preferences and information on the users' navigation	ACT, CSM, DATR, FR	Facebook Informativa: https://www.facebook.com/help/cookies/ Facebook (configurazione): accedere al proprio account. Sezione privacy

Type of Cookies	Purposes
Profiling cookie of third parties	These cookies are used to show customized advertising based on the interest and conduct of the user.

Service	Description	Examples	Link
Facebook Google Adwords DoubleClick	Collection of information on the navigation and preferences shown by the user during navigation		https://www.facebook.com/help/cookies/ http://www.google.com/policies/technologies/ads/DoubleClick

It is also possible to find further information on cookies and how to manage them on the websites www.youronlinechoices.com and www.aboutcookies.org.

Note: third parties' cookies may change name, increase or reduce at any time and without notice by the third provider.

CONSENT

The provision of data by the user is optional. Users of Assicurazioni Generali website will provide consent for the provision of data through cookies if they carry out one of the following actions:

- Clicking on the OK button present in the banner;
- Closing the banner through the appropriate the button (X);
- Clicking on any other point on the page.

The user always has the option to withdraw consent, by clicking on the links shown in the table above.

Users may set their browser in order to receive a warning on the presence of cookies and decide if accept or refuse them. Moreover, they may delete such cookies through functions available in every browser for the Internet access.

For example, in Internet Explorer, through the menu Tools-> Internet Options -> Privacy, you can access a control panel where it is possible to accept or not the different types of cookies and remove them.

- Chrome: <https://support.google.com/chrome/answer/95647?hl=it>
- Firefox: <https://support.mozilla.org/it/kb/Gestione%20dei%20cookie>
- Internet Explorer:
<http://windows.microsoft.com/it-it/windows7/how-to-manage-cookies-in-internetexplorer-9>
- Opera: <http://help.opera.com/Windows/10.00/it/cookies.html>
- Safari: http://support.apple.com/kb/HT1677?viewlocale=it_IT

In addition to being able to use the tools provided by the browser to activate or deactivate individual cookies, we inform you that the website www.youronlinechoices.com lists the main providers which work with website operators to collect and use information useful for the purpose of advertising behavioral. You can deactivate or activate all companies or alternatively adjust your preferences individually for each company. To do so you can use the tool you find on the page www.youronlinechoices.com/it/le-tue-scelte to check your preferences on behavioral advertising.

Retention Period

Cookies can be stored for different periods of time depending on the purpose for which they are processed by Assicurazioni Generali, or by third party companies, in compliance with the applicable privacy laws. The temporary first session cookies are active for the whole duration of the session; the permanent first session cookies have a validity period of up to 24 months, whereas for third party's cookies the retention period is indicated by the third parties in the relative websites, accessible through the dedicated links in the table and/or by consulting the websites www.youronlinechoices.com and www.aboutcookies.org.