

Cookie Policy

This notice is intended to explain the procedures followed to collect, through cookies and/or other tracking technologies, the information provided by users when they visit <http://www.palladium-group.de>.

Introduction to cookies and other tracking tools

Generally speaking, cookies are files that store information about your navigation on the website. Cookies will store some details that may help you enjoy your browsing experience (for example, it allows us to ensure that the information on the site in your future visits responds to your preferences).

At the same time, cookies help us to understand some relevant details about the use of our site - for example, to identify most visited pages and contents, and for how long. Through these tools, we can make the site more responsive to your requests and more comfortable to navigate.

Consent to the installation of cookies

European legislation requires operators of websites that use cookies or other similar technologies to inform the user about the types of cookies. In certain cases, the law requires us to request an express consent from you.

There are mainly three types of cookies.

The website operator usually installs **technical cookies** to guarantee the usual browsing and use of the website (allowing, for example, to make a purchase or authenticate to access restricted areas).

Analytics cookies, similar to technical cookies when used directly by the site operator, are used to collect information in an aggregate form on the number of users and how they visit the site.

Profiling cookies are used to create user profiles and to send advertising messages in line with the preferences expressed by the user when surfing the web.

Cookies can also be distinguished between first-party and third-party cookies (it depends on the subject who manage the cookie and receive the information). We have a first-party cookie if the tool is controlled by the owner of the site, who is then responsible for providing information and indicating how to block the tracking. We talk about third-party cookie when they are managed by a third party other than the site owner. For these cookies, the obligation to inform and indicate the methods for any blockage lies with the third party, while the owner of the site is obliged to insert on the site the link to the site of the third party where these elements are available.

In our case, the Website uses certain tools that allow the installation of third-party analytics cookies. In particular, the following services are concerned:

Cookie Name: Google Analytics (Google Inc.).

Domain: google-analytics.com

Purposes: Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google uses the Personal Data to track and examine the use of the website, compile reports and share them with other services developed by Google. These cookie collect aggregate information that does not trace back to the individual user's identity. Anonymisation works by shortening the IP address of the Users within the borders of the member states of the European Union or in other countries participating in the agreement on the European Economic Area. Only in exceptional cases, the IP address will be sent to Google's servers and shortened within the United States.

Place of processing: United States

Privacy Policy: <https://policies.google.com/privacy?hl=fr>

These cookies are called persistent and the server sets their duration when they are created. In some cases, an expiry date is set; in other cases duration is unlimited. However, these are cookies that do not trace the user's profile and do not collect data on the user's behavior:

Cookie name: ga - Duration: 2 years

Cookie name: gid – Duration: session

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Cookie name: gat - Duration: session

Cookie name: 1P_JAR - Duration 1 month

The user can disable Google Analytics in selective mode by installing the Opt-out Add-on provided by Google on their browser. To disable Google Analytics, please refer to the link shown below:
<https://tools.google.com/dlpage/gaoptout?hl=fr>

Technical Cookies Required

wordpress_test_cookie is a WordPress cookie that guarantees the correct functioning of the CMS, ie the engine on which the website is based. Identify the user and understand if he is an admin user or an external visitor. Duration: session

The website does not use profiling cookies.

Nature of data provision

The user authorizes use of the cookies by continuing to navigate the website, after reading the banner. The provision of Data is optional.

The user can manage cookie settings from his browser: You can then modify the settings so that cookies are deleted or not saved on your computer or mobile device without your explicit consent. Since each browser has different settings, you will have to check the "Help" menu of your browser to understand how to correctly change cookies-related settings.

Check the following link for more information on setting up your browser:

Chrome: <https://support.google.com/chrome/answer/95647?hl=fr>

Firefox: <https://support.mozilla.org/fr/kb/cookies-informations-sites-enregistrent>

Internet Explorer: <https://support.microsoft.com/it-it/help/17442/windows-internet-explorer-delete-manage-cookies>

Safari per OSX: <https://support.apple.com/fr-fr/guide/safari/sfri11471/mac>

Safari per iPhone, iPad o iPod: <https://support.apple.com/fr-fr/HT201265>

Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

The user can give his consent to the use cookies of the website. You can accept all or some cookies, or reject them all. Should you decide to disable cookies, you will not have access to many features that make the websites more efficient and some of our services will not work properly. However, the usability of public content is also possible by completely disabling cookies.

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