

COOKIES MIMIMILANO.COM

Definition of cookies

Cookies are small text files which the websites visited by the user, such as mimimilano.com ("the website"), send to its terminal, in which they are stored in order to be later resent to the same websites during the next visit by the same user. Cookies allow efficient operation of the site and improve its performance, also provide information to the owner of the site for statistical purposes or advertising, mainly to customize the browsing experience remembering user preferences (eg. language, to recognize the user at the next visit, etc..). The user can decide whether to accept cookies using the browser settings.

When connecting for the first time to any page of the website, the user shall notice that a short note concerning the use of cookies appears. By closing this note using the dedicated button or clicking out of the banner space that contains it and by continuing browsing, the user allows us to use the cookies in compliance with the modalities described in this Cookie Policy.

Our website uses various types of cookies and similar technologies, each of which has a specific function.

Web surfing cookies

The web surfing cookies are technical: they are necessary for the operation of the website, to allow the user to navigate the website and to use its functionalities. From the first access these cookies allow the site to work properly and allow the user to view the content on the device, they recognize the user as unique compared to others who at that time are visiting the website (for example to recognize the language and the country from which the user has chosen to connect or any other customization choice).

Functionality cookies

These cookies, according to the request made by the user or providing a service not specifically requested but offered, allow to be recognized at the future accesses: in the case of websites that request registration, these cookies allow for example the user to be recognized and to access to services offered in dedicated areas (for example shopping area) or to avoid that a certain service previously offered and rejected is offered again to a particular user. These can be mimimilano.com or partner cookies, have the duration of a session or be persistent. The functional cookies are not essential to the functioning of the website but it improves the quality and experience of navigation.

Analytical cookies

These cookies collect information on how a visitor uses the website (such as the pages visited) and do not collect information that can identify the user. All information collected is aggregated in an anonymous form and are only used to improve the functionality of the website. The website uses some third-party services that, in a totally independent way, install their cookies. In particular, the site also includes certain components transmitted by Google Analytics, a web traffic analysis service provided by Google, Inc. ("Google"). Again it comes to third-party cookies collected and managed anonymously to monitor and improve the performance of the host website (also called performance cookie). Google Analytics uses cookies to gather and analyze anonymous information on the behavior of website usage (including IP address). This information is collected by Google Analytics, which processes data in order to prepare reports for mimimilano.com about the activities on the website. The website does not use (and do not allow third parties to use) the analysis tool of Google to track or collect personally identifiable information. Google will not associate IP address with any other data held by Google or seek to link an IP address with the identity of a user. Google can also communicate this information to third parties where required to do so by law or where such third parties process the information on Google's behalf.

For more information, please refer to the link below:

<https://www.google.it/policies/privacy/partners/>

How to disable cookies and manage preferences?

Most browsers are configured to accept, control or possibly disable cookies through the settings. However, don't forget that disabling cookies or those functional navigation can cause malfunctions of the website and/or limit the service offered.

Further information about cookies can be found on the websites: www.allaboutcookies.org and www.youronlinechoices.eu.

Here below the path to follow to manage cookies by the following browsers:

IE: <http://windows.microsoft.com/it-it/windows7/block-enable-or-allow-cookies>

Safari: <http://support.apple.com/kb/PH19255>

Chrome: <https://support.google.com/chrome/answer/95647?hl=it-IT&hlrm=fr&hlrm=en>

Firefox: <http://support.mozilla.org/it-IT/kb/enable-and-disable-cookies-website-preferences>

The user can selectively disable the action of installing Google Analytics on the browser component of the opt-out, provided by Google. To disable the action of Google Analytics, please refer to the link below: <https://tools.google.com/dlpage/gaoptout>

Duration of cookies

Some cookies (session cookies) remain active only until the browser is closed or at the execution of the logout command. Other cookies "survive" after the browser has been closed and remain available for future visits to the website. These cookies are known as persistent and their duration is set by the server at the time of their creation. In some cases the deadline is fixed, in other cases the duration is indefinite.

mimimilano.com does not use persistent cookies of unlimited duration.