

COOKIE POLICY

Notice on the use of cookies pursuant to Article 122 of Italian Legislative Decree 196/2003 and the Italian Data Protection Authority's Guidelines of 10 June 2021

Website: www.alberigo.eu

Last updated: 26 May 2026

1. Data Controller

The Data Controller of data collected through cookies is:

AleMar Web S.r.l.

Registered office: Via Sangallo, 178 - 53036 Poggibonsi (SI), Italy

Operational office: Via Dante Alighieri, 8 - 50021 Barberino Tavarnelle (FI), Italy

VAT / Tax Code: 01276690524

E-mail: info@alberigo.eu - Phone: +39 055 0107502

2. What are cookies

Cookies are small text files that visited websites send to the user's terminal (computer, tablet, smartphone), where they are stored to be retransmitted to the same sites on the next visit.

Technologies similar to cookies (web beacons, pixel tags, SDKs, local identifiers, passive fingerprinting) perform similar functions and are subject to the same regulation.

In accordance with the Italian Data Protection Authority's Guidelines of 10 June 2021 (provision no. 231), cookies are divided into two macro-categories: technical cookies and profiling cookies.

3. Categories of cookies used by the website

3.1 Technical cookies

Technical cookies are used for the sole purpose of carrying out the transmission of a communication on an electronic communications network, or to the extent strictly necessary for the provider of an information society service explicitly requested by the user to provide that service.

Legal basis: Article 122(1) of Italian Legislative Decree 196/2003 (Privacy Code), which allows their use without the need for prior user consent.

This category includes:

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Sede legale: Via Sangallo, 178 Poggibonsi (SI)

P.I. e C.F.: 01276690524

Tel.: + 39 0577 160 6003 – Email: info@alemarweb.it

- **navigation or session cookies:** ensure normal browsing and use of the website;
- **analytical cookies treated as technical:** used directly by the website operator to collect aggregate information on the number of users and how they visit the website, provided that the IP address is properly masked and any sharing with third parties is disabled;
- **functionality cookies:** allow the user to browse according to selected criteria (such as language) in order to improve the service.

3.2 Profiling and third-party cookies

Profiling cookies are intended to create user profiles and are used to send advertising messages in line with the preferences expressed by the user during browsing. Third-party cookies are installed by entities other than the operator of the visited website.

Legal basis: free, specific, informed and unambiguous consent of the data subject (Article 6(1)(a) GDPR and Article 122 of the Italian Privacy Code), given through the cookie banner.

Consent may be withdrawn at any time by accessing the cookie management panel available on the website (the "privacy padlock" icon at the bottom left) and has a maximum duration of 6 months, after which it will be requested again on the next access.

4. List of cookies used

Below is the list of cookies installed by the website www.alberigo.eu. The list is updated as of the date indicated; for the complete and real-time list, please refer to the cookie management panel accessible from the website.

Technical cookies (no consent required)

Cookie name	Provider	Duration	Purpose
PHP session cookie	alberigo.eu (first party)	Session	Maintain the user's browsing session.
cookie_consent / acconsento_*	Acconsento.click (first party)	6 months	Store the user's choices regarding cookie consent.
_GRECAPTCHA	Google LLC (reCAPTCHA)	6 months	Distinguish humans from bots to protect forms from spam and abuse. Treated as technical because strictly necessary for form security.

Analytical and profiling cookies (consent required)

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Cookie name	Provider	Duration	Purpose
_ga	Google LLC (Google Analytics)	2 years	Distinguish unique users by assigning a randomly generated client identifier. Statistics on website usage.
_ga_EYPPY36MLH	Google LLC (Google Analytics 4)	2 years	Persist user session state for Google Analytics 4.
_gcl_aud	Google LLC (AdSense/Ads)	3 months	Measure advertising effectiveness and attribute conversions to Google Ads campaigns.
_fbp	Meta Platforms Ireland Ltd. (Facebook Pixel)	3 months	Identify visitors for advertising delivery on Facebook and Instagram and for remarketing.
VISITOR_INFO1_LIVE	Google LLC (YouTube)	6 months	Estimate the user's bandwidth on pages with embedded YouTube videos and display targeted advertising.
VISITOR_PRIVACY_METADATA	Google LLC (YouTube)	6 months	Store the user's consent preferences for YouTube.
YSC	Google LLC (YouTube)	Session	Track views of YouTube videos embedded in the site.
__Secure-ROLLOUT_TOKEN	Google LLC (YouTube)	6 months	Manage gradual rollout of YouTube features and user profiling.

To consult the privacy notices of individual third-party providers:

- **Google (Analytics, Tag Manager, Ads, reCAPTCHA, YouTube):** <https://policies.google.com/privacy>
- **Meta (Facebook Pixel):** <https://www.facebook.com/privacy/policy/>
- **Acconsento.click:** <https://www.acconsento.click/privacy-policy/>

5. Cookie banner and consent management

Upon first access to the website, a banner is displayed informing the user about the presence of cookies and allowing them to freely and informedly make their choices. The banner allows the user to:

- accept all cookies via the "Accept all" button;

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- reject all non-technical cookies via the "Reject all" button, with the same graphic emphasis as the acceptance button;
- customise choices by category via the "Customise" button.

Closing the banner with the "X" button or continued page scrolling is equivalent to rejecting all cookies other than technical ones, in accordance with the Italian Data Protection Authority's guidelines.

The choice expressed by the user is stored for a maximum period of 6 months, after which the banner will be displayed again. The user may modify or withdraw consent at any time by accessing the "Cookie management" panel available on the website ("privacy padlock" icon at the bottom left).

6. Managing cookies via the browser

Independently of the banner, the user may manage or disable cookies by modifying browser settings. Links to instructions for the main browsers are provided below:

- Google Chrome: <https://support.google.com/chrome/answer/95647>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop>
- Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>
- Apple Safari: <https://support.apple.com/en-us/guide/safari/sfri11471/mac>
- Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

Please note that disabling technical cookies may impair the proper functioning of the website.

7. Transfer of data outside the European Union

The use of third-party cookies listed in section 4 may involve the transfer of personal data outside the European Economic Area, in particular to the United States of America. Such transfers take place on the basis of the safeguards provided for in Chapter V of the GDPR, namely:

- the European Commission's adequacy decision of 10 July 2023 on the EU-U.S. Data Privacy Framework, for certified providers;
- Standard Contractual Clauses (SCC) approved by the European Commission.

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8. Rights of the data subject

For the exercise of the rights provided for by Articles 15-22 GDPR, please refer entirely to the indications contained in the Privacy Policy of the website www.alberigo.eu, which forms an integral part of this Cookie Policy.

For any request, you may write to info@alberigo.eu.

9. Complaint to the Supervisory Authority

The data subject has the right to lodge a complaint with the Italian Data Protection Authority (Piazza Venezia, 11 - 00187 Rome, Italy; www.garanteprivacy.it) pursuant to Article 77 GDPR, or with the supervisory authority of their EU Member State of residence.

10. Changes to the Cookie Policy

This Cookie Policy may be modified at any time to reflect regulatory developments, updates to the cookies used, or technical/organisational needs. Updated versions will be published on the website www.alberigo.eu indicating the date of last modification.

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