COOKIES ON OUR SITE

Navigation data

This website implicitly acquires, using Internet communications protocols, for and in the course of its normal operations, some personal data on the users who access the site, like IP address, domain names of the computers used for access, MAC addresses assigned by network and wireless card manufacturers, etc.

This information is not collected for the purpose of identifying users, but this could be done by associations and processing, including cross-referencing with third-party data; statistical information is obtained from this data on site usage and operations and further information in cases of establishing responsibility related to computer crimes.

What are cookies?

Cookies are small text strings that the websites visited by a user install on the user's terminal; these strings are then re-transmitted to the site that installed them upon further visits by the user. When the user also receives cookies sent by other sites or web servers during site navigation, those cookies are called third-party cookies.

Cookies are installed for various purposes, possibly including the performance of computer authentications, navigation session monitoring, and language choice.

First-party cookies and third-party cookies

The cookies that are installed directly by Rosa Alpina Srl are called 'First-party cookies', and the cookies that are installed and acquired by a site other than the one the user is navigating are called 'Third-party cookies'.

Third-party cookies may include social media buttons (or social media plug-ins), which allow the site to interact with the most popular social media sites, such as Facebook, Instagram, LinkedIn, Twitter, etc., or Google Analytics cookies, which are necessary to implement YouTube iframes, etc. As regards third-party cookies, it is the responsibility of the third parties installing those cookies to provide statements and information on the handling of the data collected.

Types of cookies

Technical cookies

These are normally installed directly by the site administrators and are cookies that allow communications between the site and the user. They can be navigation cookies or session cookies, used to ensure normal navigation and use of the site and normally persisting for as long the site is being navigated, or functional cookies, which allow better use of the site, like cookies related to the choice of language used on the site, adding selected items to an online shopping cart, etc.

As these cookies are necessary for the functioning of the site, it is not necessary to obtain prior consent for their installation on the user's terminal.

Analytical cookies

These are cookies that allow the collection of user information, for example, the number of users who visit the site and how they visit the site, in a more or less aggregated form. One of the best-known tools for obtaining such statistical reports is Google Analytics, a service provided by Google Inc.

Analytical cookies are similar to technical cookies when the information collected is in aggregate form and it is not possible to identify the habits of an individual user; regarding Google Analytics cookies specifically, it will be necessary to anonymise, at least partially, the IP address of the user who visits the site and to prevent data being shared with Google. When this anonymization and prevention of sharing is not possible, these cookies fall under the category of profiling cookies.

Profiling cookies

These are used to track a user's preference and offer him/her advertising messages based on those preferences. These cookies are especially invasive, and it is necessary to obtain the user's consent before installing them on the user's terminal.

First access banner

In the event cookies other than technical cookies are used, the Act of 8 May 2014 by the Garante Privacy requires the site to provide a banner when a user first accesses the site (called a short notice) that summarises information on the processing methods the site uses for cookies, with a reference to its full privacy policy.

Rosa Alpina Srl has provided this banner: by clicking on any point other than the banner itself, the user accepts the installation of cookies and decides to continue using the site. It has also provided a specific cookie that records the user's choice regarding cookie installation for 365 days; this means that the user will see the cookie only one time, and if he/she should later wish to change the choice made, he/she can do this by following the instructions under the section 'Procedures for disabling cookies'.

List of cookies installed by Rosa Alpina Srl

Our website installs the following cookies:

Nome cookie	Percorso	Durata	Funzione
IDE	doubleclick.net	13 months	Google Analytics
fr	facebook.com	3 months	
_gid	rosalpina.it	24 hours	Google Analytics
_fbp	rosalpina.it	3 months	
_gat	rosalpina.it	1 minute	Google Analytics
_ga	rosalpina.it	2 years	Google Analytics
apnid	sojern.com	3 months	AppNexus ID of traveler
gid	sojern.com	2 years	Google ID of traveler
cid	sojern.com	2 years	Google ID of traveler

	www.facebook.com	Session	
83d321909178a652b15792 38ebc37f79	www.rosalpina.it	Session	Technical cookie of joomla
AltCookX	www.rosalpina.it	30 days	Saves the cookie box acceptance
resolution	www.rosalpina.it	Session	Saves the screen resolution to show optimized images
ASP.NET_SessionId	intranet.hogast.it	Session	Widget Hogast Click to Pay
WidgetSessionId	secure.hogast.it	1 day	Widget Hogast Click to Pay
TravelSessionId	secure.hogast.it	8 months	Widget Hogast Click to Pay
ASP.NET_SessionId	secure.hogast.it	Session	Widget Hogast Click to Pay
PageHistory	secure.hogast.it	8 months	Widget Hogast Click to Pay

Google Analytics cookies have been rendered anonymous and the sharing of this information with Google has been prevented.

Procedures for disabling cookies

Google Chrome: https://support.google.com/chrome/answer/95647?hl=it

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

Mozilla Firefox: https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie

Safari: https://support.apple.com/it-it/HT201265

Links to the privacy policies of the third parties that install cookies

Facebook: https://www.facebook.com/policies/cookies/

Google, DoubleClick: https://www.google.com/intl/it_it/policies/technologies/cookies/

Bing: https://privacy.microsoft.com/it-it/privacystatement

Sojern: https://www.sojern.com/privacy/product-privacy-policy/