



## Information notice pursuant to Article 13 of EU Regulation 2016/679

This information notice is provided pursuant to Article 13 of EU Regulation 2016/679 concerning the protection of natural persons with regard to the processing of personal data and the free movement of such data (hereinafter referred to as the "**Regulation**" or "**GDPR**"), as well as the current privacy regulations in force.

We hereby inform you that **Bitrock S.r.l.**, in its capacity as **Data Controller** (hereinafter referred to as the "Controller"), will process your data collected during navigation on the website <https://bitrock.it/> in compliance with the principles outlined in Article 5 of the Regulation and ensuring the lawfulness of the processing as specified in Article 6 of the same Regulation.

In light of the above, we therefore inform you of the following:

### 1. Identity and contact details of the Data Controller

The Data Controller is **Bitrock S.r.l.**, with its main establishment where the data processing activities are carried out located at Via Tortona 4 - 20144 Milan (MI), and can be contacted at the email address **admin@bitrock.it**.

### 2. Purpose and Legal Basis of the Processing

The processing of your personal data, in addition to the purposes provided for by laws, regulations, or European standards, is aimed at:

- **Ensuring the proper functioning of the website:** This purpose is achieved through technical cookies that are essential for maintaining active sessions, as well as all functions related to languages and dynamic content. In this case, user consent is not required, as specified in the "*Guidelines on cookies and other tracking tools - June 10, 2021.*"
- **Monitoring data traffic and user behavior while browsing the website:** Through temporary cookies, such as Google Analytics, the Controller can acquire information to analyze the website's performance and/or the effectiveness of marketing activities. The legal basis for this processing is the **consent provided by the user** via the cookie banner, which can be updated at any time.

### 3. Categories of Personal Data Processed

The personal data processed are those collected during navigation on the aforementioned websites, for which the user has provided specific consent.

### 4. Use of Cookies

The aforementioned websites use cookies to make their services simple and efficient for users viewing the pages.

Users visiting the website will have minimal amounts of information stored on their devices, whether computers or mobile peripherals, in small text files called "**cookies**", saved in directories used by the user's web browser. There are various types of cookies: some to make the website more efficient and others to enable specific functionalities.

In particular, the cookies on the website allow:

## BITROCK S.r.l.

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[info@bitrock.it](mailto:info@bitrock.it) - [bitrock@pec.it](mailto:bitrock@pec.it) - [www.bitrock.it](http://www.bitrock.it)

Cap.Soc:400.000 € i.v.

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- To store preferences entered by the user;
- To avoid re-entering the same information multiple times during a visit, such as registration data;
- To analyze the use of services and content provided by the website to optimize the browsing experience and services offered.

#### 4.1. Types of Cookies

##### A) Technical Cookies

This type of cookie ensures the proper functioning of certain sections of the website. They are divided into two categories: **persistent** and **session** cookies:

- **Persistent cookies:** These are not deleted when the browser is closed but remain until a pre-set expiration date.
- **Session cookies:** These are deleted every time the browser is closed.

These cookies, which are always sent from the domain of the website for which they are configured, are necessary for the correct display of the site and for the technical services offered. They will therefore always be used and sent unless the user changes the settings in their browser, which could compromise the display of the site's pages.

##### B) Analytical Cookies

Cookies in this category are used to collect information about the use of the website. The aforementioned websites will use this information for anonymous statistical analysis to improve site usability and to make content more relevant and engaging for users. This type of cookie collects anonymous data on user activity and how users arrived at the site. Analytical cookies are sent by the website itself or by third-party domains.

##### C) Third-Party Service Analysis Cookies

These cookies are used to collect anonymous information on user behavior on the website, such as pages visited, time spent on the site, sources of traffic origin, geographic location, age, gender, and interests, for marketing campaign purposes. These cookies are sent by third-party domains external to the website.

##### D) Cookies for Integrating Third-Party Software Products and Features

This type of cookie integrates functionalities developed by third parties within the pages of the website, such as icons and preferences expressed on social networks for sharing website content or using third-party software services (e.g., mapping software and other software offering additional services). These cookies are sent by third-party domains and partner sites that provide their functionalities within the website pages.

##### E) Profiling Cookies

These cookies are necessary to create user profiles to send advertising messages in line with the preferences expressed by users while browsing the website pages.

For all other types of non-necessary cookies (i.e., those that are not essential to ensure the proper functioning of the site and for which no specific confirmation action is required), consent can be expressed by the user through one or more of the following methods:

- By using specific configurations of the browser or related software programs used to browse the pages of the website.

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- By modifying stored preferences through the specific function of the component displayed as an overlay on each page.

Both of these solutions may prevent the user from using or viewing certain parts of the website.

#### 4.2. Third-party websites and services

The website may contain links to other websites that have their own data protection policies, which may differ from those adopted by the Company. Therefore, the Company is not responsible for these websites.

##### Cookies list

Cookie	Domain	Data retention period
<b>Necessary</b> Google Tag Manager (Google Ireland Limited) iubenda Consent Solution (iubenda srl) iubenda Cookie Solution (iubenda srl) Cloudflare (Cloudflare Inc.) Google reCAPTCHA (Google Ireland Limited)	https://bitrock.it/	- 1 year 1 year - duration of the session
<b>Experience</b> YouTube video widget (Google LLC) Font Awesome (Fonticons, Inc. ) Google Fonts (Google Ireland Limited) Google Maps widget (Google Ireland Limited) Spotify widget (Spotify AB)	https://bitrock.it/	8 months
<b>Measurement</b> Google Analytics 4 (Google Ireland Limited) HubSpot Analytics (HubSpot, Inc.) Meta Events Manager (Meta Platforms Ireland Limited) Google Analytics (Universal Analytics) with anonymized IP (Google Ireland Limited)	https://bitrock.it/	2 years
<b>Marketing</b> LinkedIn conversion tracking (LinkedIn Insight Tag) (LinkedIn Corporation) Facebook Lookalike Audience (Facebook Ireland Ltd) Meta ads conversion tracking (Meta pixel) (Meta Platforms Ireland Limited) LinkedIn Ads (LinkedIn Ireland Unlimited Company) Google Ads conversion tracking (Google Ireland Limited)	https://bitrock.it/	1 - 3 months

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Cookie	Domain	Data retention period
Google Ads Similar audiences (Google Ireland Limited) Google Ad Manager (Google Ireland Limited) Facebook Custom Audience (Facebook Ireland Ltd) Facebook Remarketing (Facebook Ireland Ltd) LinkedIn Website Retargeting (LinkedIn Corporation) Google Ads Remarketing (Google Ireland Limited) Remarketing with Google Analytics (Google Ireland Limited)		

### 4.3. Information about cookies

#### **\_gat**

The \_gat cookie is part of the Google Analytics monitoring and analysis service. This cookie expires 10 minutes after creation or update. It is used to limit the number of requests from analysis scripts to ensure that the user's visits are considered unique.

developers.google.com › cookie-usage

#### **\_gid**

The \_gid cookie is part of the Google Analytics monitoring and analysis service. This cookie expires 24 hours after creation or update. It is used to distinguish users.

developers.google.com › cookie-usage

#### **\_ga**

The \_ga cookie is part of the Google Analytics monitoring and analysis service. This cookie expires 2 years after creation or update. It is used to distinguish users.

developers.google.com › cookie-usage

### How to disable cookies through browser configuration

If you wish to learn more about how your browser stores cookies while browsing, the Company invites you to follow these links on the websites of the respective providers.

[Mozilla Firefox](https://support.mozilla.org/it/kb/Gestione%20dei%20cookie) <https://support.mozilla.org/it/kb/Gestione%20dei%20cookie>

[Google Chrome](https://support.google.com/chrome/answer/95647?hl=it) <https://support.google.com/chrome/answer/95647?hl=it>

[Internet Explorer](http://windows.microsoft.com/it-it/windows-vista/block-or-allow-cookies) <http://windows.microsoft.com/it-it/windows-vista/block-or-allow-cookies>

[Safari 8 o superiori](https://support.apple.com/kb/PH17191?viewlocale=it_IT&locale=it_IT) [https://support.apple.com/kb/PH17191?viewlocale=it\\_IT&locale=it\\_IT](https://support.apple.com/kb/PH17191?viewlocale=it_IT&locale=it_IT)

[Safari su iPhone, iPad, o iPod touch](https://support.apple.com/it-it/HT201265) <https://support.apple.com/it-it/HT201265>

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