



# THE SPECIALIFT

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## COOKIE POLICY – CMCLIFT.COM WEBSITE

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#### Privacy documents to comply with European Regulation 2016/679 GDPR

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## COOKIE POLICY – CMCLIFT.COM WEBSITE

### 0 Preamble

This information is provided with reference to the cmclift.com website.

### 1 About cookies and their use

A cookie is a small text file that a website browsed by users sends to their terminal (computer, mobile device such as smartphone or tablet) where it is stored and then transmitted back to that website on a subsequent visit to the website.

Cookies are distinguished from each other based on:

- The entity that installs them on the user's terminal, depending on whether it is the operator of the site that the user is browsing (so-called "first-party cookies") or a different site, which installs cookies through the first site (so-called "third-party cookies")
- The purpose of each cookie: some cookies allow the website that installed them to remember, for example, the preferences expressed by the user when browsing or to purchase or to authenticate to access reserved areas (so-called "technical cookies")

Other cookies allow the website that installed them to monitor the user's browsing also for the purpose of sending advertising and/or offering services in line with the preferences expressed by the user when browsing the website (so-called "profiling cookies"). Only profiling cookies require the user's prior consent to their use.

Through the cmclift.com website there are installed first and third-party technical cookies and profiling cookies and/or other first and third-party markers, as better described in the table below.

### 2 How to grant consent to profiling cookies

On the first visit to the cmclift.com website, the user can accept all cookies by doing any of the following:

- Closing the banner by clicking on the X or "OK" in the banner itself or
- Accessing another area of the site or by clicking on any page element (image or link) outside the banner

On the occasion of the first visit to the website, if the user does not perform any of the actions described in the banner but accesses the extended information from the banner, the user can:



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- Deny consent to the installation of cookies by clicking on the appropriate section found in the tables below of the description of each type of cookie (referred to as “Opt-Out”) in the appropriate “change cookie settings” section and then selecting the relevant category of cookie to which consent should be granted or denied
- On subsequent visits to the websites, by accessing the extended information through the “Privacy and cookies” link in the footer of each page of the website and denying consent to cookies by clicking on the appropriate switch in this section through the “change cookie settings” item and then selecting the relevant category of cookies to grant or deny consent (referred to as “Opt-Out”).

In any case, through the browser settings, the user can:

- Manage the relevant cookie preferences directly within the browser thereof, preventing the installation thereof
- Delete from one’s browser cookies that have already been installed, including cookies that have saved the consent, if any, given by the user to the sites’ installation of cookies. Users can find information on how to manage cookies via their browser at the following addresses: google chrome, mozilla firefox, apple safari and microsoft windows explorer

### 3 Technical cookies that do not require the prior consent of the User

Technical cookies are used to enable the operation of the site and/or to provide users with a service or function that the users have expressly requested.

They therefore ensure the normal browsing and use of the Website, also allowing the user to save the preferences expressed by the user and thereby optimize the user’s navigation. The cmclift.com website uses both first-party and third-party technical cookies.

The technical cookies used by the cmclift.com website can be divided into the following subcategories:

- “User input” cookies: session cookies used to keep track of the data provided by the user by filling in the appropriate online forms (for example, the forms provided for the request for quotation or information)
- Authentication cookies: cookies used to identify users after the log-in and allow them to authenticate and access the content and/or functionality for which such log-in is necessary (e.g. access to the personal area)
- Other functionality cookies: cookies that are used to activate specific features of the website and to store the choices made by the user regarding the display of the pages of the website
- “Cookie consent”: cookie that documents the expression of the consent of the user to the installation of profiling cookies by carrying out one of the actions described in the banner/short information, recognizes the user at the second access to the site so as not to request the consent to the installation of cookies again and has a duration of 12 months.



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### 4 Statistics

The services covered by this category enable the controller to monitor and analyse traffic data and are used to keep track of user behaviour.

### 5 Other types of Cookies or third-party tools that may make use of them

Some of the services listed below may not require the user's consent or may be managed directly by the data controller - depending on what is described - without the help of third parties.

If the tools listed below include services managed by third parties, these may - in addition to what is specified and also without the data controller's knowledge - carry out tracking activities on the user. For detailed information on this, we recommend that you consult the privacy policies of the services listed.

Youtube.com  
Google.com

### 6 Cookies used

Cookies	Cookie type	Duration	Description
VISITOR_PRIVACY_METADATA	Strictly necessary – third party – Youtube.com	Six months	This cookie is used to store the user's consent and privacy choices for your interaction with the website. Records visitor consent data with regard to various privacy policies and settings, ensuring that your preferences are complied with in future sessions.
_gcl_au	First party – targeting	Three months	Used by Google AdSense to test the efficiency of advertisements on websites using its services.
YSC	Third party – targeting – Youtube.com	Session	This cookie is set by YouTube to track views of embedded videos.
VISITOR_INFO1_LIVE	Third party – targeting – Youtube.com	Six months	This cookie is set by YouTube to track user preferences for YouTube videos embedded on the sites; it can also determine whether the website visitor is using the new or old version of the YouTube interface.



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wp-wpml_current_language	First party – technical/functionality	Session	Stores the current language. By default, this cookie is set only for logged in users. If you enable the language cookie to support the AJAX filter, this cookie will also be set for users who are not logged in.
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## 7 Definitions and legal references

### Personal data (or Data)

Any information relating to a natural person, identified or identifiable, including indirectly, by reference to any other information, including a personal identification number, shall constitute personal data.

### Usage data

This is personal data collected automatically via the website, including: IP addresses or domain names of the computers used by the user logging into the website, the addresses in Uniform Resource Identifier (URI) notation, the time of the request, the method used to submit the request to the server, the size of the file received in response, the numeric code indicating the status of the response from the server (success, error, etc.) the country of origin, the characteristics of the browser and operating system used by the visitor, the different timing of the visit (e.g. time spent on each page) and the details of the itinerary followed within the site, with particular reference to the sequence of the pages browsed, parameters related to the user's operating system and IT environment.

### User

The natural person/legal entity browsing the website.

### Data subject

The user to whom the personal data relate

## 8 Data Controller

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