

# Cookie Policy of www.rollon.com

This document informs Users about the technologies that help this Website to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with this Website.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate.

For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Website uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers - in the linked privacy policies of the respective third-party providers or by contacting the Owner.

## **Activities strictly necessary for the operation of this Website and delivery of the Service**

This Website uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service. The legal basis for operating these trackers is our interest in operating our website in a proper technical manner and securely (Art. 6 | 1 f GDPR).

## **Other activities involving the use of Trackers**

All Trackers described from here onwards (within the categories of "Experience Enhancement", "Measurement" and "Targeting and Advertising" including their respective subcategories) are not (solely) technically required, but moreover operated to optimize our website, learn about your preferences and for purposes of tracking and/ or analyzing. These Trackers made use of basing on your express consent (Art. 6 | 1 a GDPR), for which we ask by way of our consent management and which you may revoke anytime. However, please be informed that not providing your consent or revoking it later may result in limited access to

our website's content. How the single (kinds of) Trackers we use are working in detail is described in the following sections.

## **Experience enhancement**

This Website uses Trackers to provide a personalized user experience by improving the quality of preference management options, and by enabling interaction with external networks and platforms.

- **Displaying content from external platforms**

This type of services allows you to view content hosted on external platforms directly from the pages of this Website and interact with them.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

### **YouTube video widget (Google Inc.)**

YouTube is a video content visualization service provided by Google Inc. that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location).

Place of processing: US – [Privacy Policy](#).

### **Vimeo video (Vimeo, LLC)**

Vimeo is a video content visualization service provided by Vimeo, LLC that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Data, User Data (such as e.g. IP-address, location).

Place of processing: US – [Privacy Policy](#).

### **Google Maps widget (Google Inc.)**

Google Maps is a maps visualization service provided by Google Inc. that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location).

Place of processing: US – [Privacy Policy](#).

### **Google Site Search (Google Inc.)**

Google Site Search is a search engine embedding service provided by Google Inc. that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location).

Place of processing: US – [Privacy Policy](#).

### **Xing (New Work SE)**

Xing is a platform for global professional networking that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, personal basic data, pictures, location)

Place of processing: EU – [Privacy Policy](#)

### **LinkedIn (LinkedIn Ireland Ulimited Company)**

LinkedIn is a platform for global professional networking that allows this website to incorporate content of this kind on its pages.

Personal Data Processed: Usage Data, User Data (such as e.g. IP-Address, personal basic data, pictures, location)

Place of processing: US, EU – [Privacy Policy](#)

## **Measurement**

This Website uses Trackers to measure traffic and analyze User behavior with the goal of improving the Service.

- **Analytics**

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.

### **Google Analytics (Google Inc.)**

Google Analytics is a web analysis service provided by Google Inc. (“Google”). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location. Please note that according the terms of use and privacy poicy of Google it cannot be excluded that Google may link your personal data in relation to your visit on our website to your Google account even if you are not logged into it while browsing our website) according to Google’s privacy policy.

Place of processing: US – [Privacy Policy](#) – [Opt Out](#).

### **Google Ads conversion tracking (Google Inc.)**

Google Ads conversion tracking is an analytics service provided by Google LLC or by Google Ireland Limited, depending on the location this Website is accessed from, that connects data from the Google Ads advertising network with actions performed on this Website.

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location) according to Google's privacy policy.

Place of processing: US – [Privacy Policy](#).

### **HubSpot Analytics (HubSpot, Inc.)**

HubSpot Analytics is an analytics service provided by HubSpot, Inc.

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location) according to HubSpot's privacy policy. HubSpot may be used to connect your activities when surfing our website to the data we may process about your company. Connecting this data allows us to identify which products and/ or services may be of interest for your company due to your previous use of our website and customer history and therefore to optimize our product portfolio as well as our website.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#) .

- **Anonymized analytics services**

The services contained in this section allow the Owner, through the use of third-party Trackers, to collect and manage analytics in an anonymized form.

### **Google Analytics with anonymized IP (Google Inc.)**

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

This integration of Google Analytics anonymizes your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location) which is anonymized as described before and according to Google's privacy policy.

Place of processing: US – [Privacy Policy](#) – [Opt Out](#).

## **Targeting & Advertising**

This Website uses Trackers to deliver personalized marketing content based on User behavior and to operate, serve and track ads.

- **Advertising**

This type of service allows User Data to be utilized for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on this Website, possibly based on User interests.

This does not mean that all Personal Data is used for this purpose. Information and conditions of use are shown below.

Some of the services listed below may use Cookies or other Identifiers to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User's interests and behavior, including those detected outside this Website. For more information, please check the privacy policies of the relevant services.

In addition to any opt-out feature offered by any of the services below, Users may opt out by visiting the [Network Advertising Initiative opt-out page](#).

**Users may also opt-out of certain advertising features through applicable device settings, such as the device advertising settings for mobile phones or ads settings in general.**

#### **Google Ad Manager (Google Ireland Limited)**

Google Ad Manager is an advertising service provided by Google Ireland Limited that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with. In order to opt out from being tracked by various advertising networks, Users may make use of [Youronlinechoices](#). In order to understand Google's use of data, consult [Google's partner policy](#).

This service uses the "DoubleClick" Cookie, which tracks use of this Website and User behavior concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: [Google Ad Settings](#).

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location) as described in Google's Privacy Policy.

Place of processing: Ireland – [Privacy Policy](#).

- **Remarketing and behavioral targeting**

This type of service allows this Website and its partners to inform, optimize and serve advertising based on past use of this Website by the User.

This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioral targeting activity.

Some services offer a remarketing option based on email address lists.

In addition to any opt-out feature provided by any of the services below, Users may opt out by visiting the [Network Advertising Initiative opt-out page](#).

**Users may also opt-out of certain advertising features through applicable device settings, such as the device advertising settings for mobile phones or ads settings in general.**

### **Google Ads Remarketing (Google Inc.)**

Google Ads Remarketing is a remarketing and behavioral targeting service provided by Google LLC or by Google Ireland Limited, depending on the location this Website is accessed from, that connects the activity of this Website with the Google Ads advertising network and the DoubleClick Cookie.

Users can opt out of Google's use of cookies for ads personalization by visiting Google's [Ads Settings](#).

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location).

Place of processing: US – [Privacy Policy](#) – [Opt Out](#).

### **Google Ad Manager Audience Extension (Google Ireland Limited)**

Google Ad Manager Audience Extension is a remarketing and behavioral targeting service provided by Google Ireland Limited that tracks the visitors of this Website and allows selected advertising partners to display targeted ads across the web to them.

Personal Data processed: Usage Data, User Data (such as e.g. IP-address, location).

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

### **Google Display & Video 360 (previously Doubleclick Bid Manager)**

On this website, we use the Display & Video 360 tool from Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, which collects data for analysis, marketing and optimization purposes, in order to improve our marketing measures and our website. Display & Video 360 uses the data collected to link advertising contacts and clicks on ads to the subsequent use of our website. This allows us to determine whether Internet users who have seen our advertisements visit our website or which products they are interested in. This helps us to use our advertising budget more efficiently. We may also use the data collected to deliver advertising based on your interests (e.g. products viewed).

Pseudonymous online identification numbers (such as cookie IDs or IP addresses) are used for data collection. During this process, no unique user-related data such as names or addresses is stored. All IDs used by us only allow us to recognize your terminal device and your web browser. We will not use the collected data to personally identify you as a user of our website unless you have expressly given your consent.

Please be aware that Google may link registered data with visits to this website by users who are registered with Google. To learn more about how Google handles your

data, you can view Google's data privacy policy by clicking on the following link: [https://privacy.google.de/intl/de/take-control.html?categories\\_activeEl=sign-in](https://privacy.google.de/intl/de/take-control.html?categories_activeEl=sign-in)  
At the following link you will find an explanation of how to deactivate the collection of data by Google on your computer or your mobile end device: <https://support.google.com/ads/answer/7395996>

### **Campaign Manager (previously DoubleClick by Google)**

This website continues to use the Campaign Manager online marketing tool from Google. Campaign Manager uses cookies to display relevant ads for users, to improve reports on the campaign performance, or to prevent a user from seeing the same ads more than once. Google uses a cookie ID to determine which ads are shown in which browser, therefore preventing them from being shown more than once. In addition, the Campaign Manager can use cookie IDs to detect so-called conversions, which are relevant for ad queries. This is the case, for example, if a user sees a Campaign Manager ad and later visits the website of the company placing the ad and purchases something on the website. According to Google, Campaign Manager cookies contain no personal information.

Based on the marketing tools that are used, your browser automatically establishes a direct connection to the Google server. We have no control over the extent and further utilization of data collected by means of this tool, and we therefore inform you to the best of our knowledge: Integration of the Campaign Manager allows Google to receive the information that you accessed a particular area of our website or clicked one of our ads. If you are registered for a Google service, then Google can associate the visit with your account. Even if you are not registered with Google or are not logged in, there is a possibility that the provider may obtain and store your IP address.

In addition, the Campaign Manager (DoubleClick Floodlight) cookies that are used enable us to understand whether you perform certain actions on our website after you have accessed or clicked on one of our display/video ads on Google or another platform via Campaign Manager (conversion tracking). Campaign Manager uses this cookie to understand the content with which you interacted on our websites, so we can send you relevant ads at a later time.

You can prevent participation in this tracking process in various ways: a) configuration of a setting in your browser software, in particular the suppression of third-party cookies, which prevents you from receiving ads from third-party providers; b) deactivation of cookies for conversion tracking, by configuring your browser so that cookies from the domain [www.googleadservices.com](http://www.googleadservices.com) are blocked, <https://www.google.de/settings/ads>; this setting will be deleted if you delete your cookies; c) deactivation of interest-related ads from the provider, which are part of the self-regulation campaign "About Ads", via the link <http://www.aboutads.info/choices>; this setting will be deleted if you delete your cookies; d) permanent deactivation in the Firefox, Internet Explorer or Google Chrome browser under the link <http://www.google.com/settings/ads/plugin>; e) configuration of your cookie settings. Please be aware that in this case you may not be able to fully use all functions of this website.

In addition, you can prevent Google from collecting the data generated by the cookies or your use of the website and the processing of this data by downloading and installing the browser plug-in available from <https://support.google.com/adsense/answer/142293?hl=de> under "Display settings",

“Extension for Campaign Manager deactivation”.

For more information about the Campaign Manager please visit

<https://www.google.de/doubleclick> and about data privacy at Google in general:

<https://www.google.de/intl/de/policies/privacy>. Alternatively you can visit the

website of the Network Advertising Initiative (NAI) at

<http://www.networkadvertising.org>. ~~Google has agreed to the terms and conditions of the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>~~

### ~~Campaign Manager (previously DoubleClick by Google) ¶~~

~~This website continues to use the Campaign Manager online marketing tool from Google. Campaign Manager uses cookies to display relevant ads for users, to improve reports on the campaign performance, or to prevent a user from seeing the same ads more than once. Google uses a cookie ID to determine which ads are shown in which browser, therefore preventing them from being shown more than once. In addition, the Campaign Manager can use cookie IDs to detect so-called conversions, which are relevant for ad queries. This is the case, for example, if a user sees a Campaign Manager ad and later visits the website of the company placing the ad and purchases something on the website. According to Google, Campaign Manager cookies contain no personal information. ↵~~

~~Based on the marketing tools that are used, your browser automatically establishes a direct connection to the Google server. We have no control over the extent and further utilization of data collected by means of this tool, and we therefore inform you to the best of our knowledge. Integration of the Campaign Manager allows Google to receive the information that you accessed a particular area of our website or clicked one of our ads. If you are registered for a Google service, then Google can associate the visit with your account. Even if you are not registered with Google or are not logged in, there is a possibility that the provider may obtain and store your IP address. ↵~~

~~In addition, the Campaign Manager (DoubleClick Floodlight) cookies that are used enable us to understand whether you perform certain actions on our website after you have accessed or clicked on one of our display/video ads on Google or another platform via Campaign Manager (conversion tracking). Campaign Manager uses this cookie to understand the content with which you interacted on our websites, so we can send you relevant ads at a later time. ↵~~

~~You can prevent participation in this tracking process in various ways: a) configuration of a setting in your browser software, in particular the suppression of third-party cookies, which prevents you from receiving ads from third-party providers; b) deactivation of cookies for conversion tracking, by configuring your browser so that cookies from the domain [www.googleadservices.com](http://www.googleadservices.com) are blocked, <https://www.google.de/settings/ads>; this setting will be deleted if you delete your cookies; c) deactivation of interest-related ads from the provider, which are part of the self-regulation campaign “About Ads”, via the link <http://www.aboutads.info/choices>; this setting will be deleted if you delete your cookies; d) permanent deactivation in the Firefox, Internet Explorer or Google Chrome browser under the link <http://www.google.com/settings/ads/plugin>; e) configuration of your cookie settings. Please be aware that in this case you may not be able to fully use all functions of this website. ↵~~

~~In addition, you can prevent Google from collecting the data generated by the cookies or your use of the website and the processing of this data by downloading and~~

~~installing the browser plug-in available from <https://support.google.com/adsense/answer/142293?hl=de> under “Display settings”, “Extension for Campaign Manager deactivation”.  
For more information about the Campaign Manager please visit <https://www.google.de/doubleclick> and about data privacy at Google in general: <https://www.google.de/intl/de/policies/privacy>. Alternatively you can visit the website of the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>. Google has agreed to the terms and conditions of the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>~~

## **How to manage preferences and provide or withdraw consent**

There are various ways to manage Tracker related preferences and to provide and withdraw consent, where relevant:

Users can manage preferences related to Trackers from directly within their own device settings, for example, by preventing the use or storage of Trackers.

Additionally, whenever the use of Trackers is based on consent, Users can provide or withdraw such consent by setting their preferences within the cookie notice or by updating such preferences accordingly via the relevant consent-preferences widget, if available.

It is also possible, via relevant browser or device features, to delete previously stored Trackers, including those used to remember the User’s initial consent.

Other Trackers in the browser’s local memory may be cleared by deleting the browsing history.

With regard to any third-party Trackers, Users can manage their preferences and withdraw their consent via the related opt-out link (where provided), by using the means indicated in the third party’s privacy policy, or by contacting the third party.

### **Locating Tracker Settings**

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings, such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings, view and look for the relevant setting).

## **Advertising industry specific opt-outs**

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

## **Owner and Data Controller**

Rollon S.p.A. Via Trieste 26 20871 Vimercate (MB) C. Fiscale e P. Iva 05999150963 Cap. Sociale € 11.365.026,00 REA MB-1857623

Contact details of the Data Protection Officer (e-mail address): [dpo@rollon.com](mailto:dpo@rollon.com)

**Owner contact email:** [privacy@rollon.com](mailto:privacy@rollon.com)

Since the use of third-party Trackers through this Website cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by this Website.

## **Definitions and legal references**

### **Personal Data (or Data)**

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

### **Usage Data, User Data**

Information collected automatically through this Website (or third-party services employed in this Website), which can, subject to the respective supplier's privacy policy e.g. include: the IP addresses or domain names of the computers utilized by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special

reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

### **User**

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

### **Data Subject**

The natural person to whom the Personal Data refers.

### **Data Processor (or Data Supervisor)**

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

### **Data Controller (or Owner)**

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

### **This Website (or this Application)**

The means by which the Personal Data of the User is collected and processed.

### **Service**

The service provided by this Website as described in the relative terms (if available) and on this site/application.

### **European Union (or EU)**

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

### **Cookie**

Cookies are Trackers consisting of small sets of data stored in the User's browser.

### **Tracker**

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

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## **Legal information**

This privacy statement has been prepared based on provisions of multiple legislations, including Art. 13/14 of Regulation (EU) 2016/679 (General Data Protection Regulation).

This privacy policy relates solely to this Website, if not stated otherwise within this document.