

Cookie policy of Crossmedia srl Cookie Policy pursuant to the Cookie Guidelines and other tracking tools - June 10, 2021

1. Introduction Under Regulation (EU) 2016/679 (hereinafter referred to as the "Regulation"), this page describes the methods of processing the personal data of users who visit the website of the Cattedrale dell'Immagine, accessible via the internet at the following address www.cattedraledellimmagine.it. This information does not concern any other websites, pages, or online services accessible through hyperlinks that may be published on the websites but refer to resources outside the domain of Crossmedia srl.
2. Data Controller The processing of personal data is carried out by Crossmedia srl, as the Data Controller. For any inquiries or requests related to the processing of your personal data, you can contact us by sending a request using the following contact details. Company Name: Crossmedia srl Registered Address: Via di Santo Spirito 11, 50122 Contact Data Protection Officer: amministrazione@ctcrossmedia.com
3. Types of Data Processed and Purposes of Processing Necessary Cookies This Website uses Cookies commonly referred to as "technical" or other similar Tracking Tools to perform activities strictly necessary to ensure the operation or provision of the Service. Third-party Tracking Tools and Tag Management This type of service is functional to the centralized management of tags or scripts used on this Website. The use of such services involves the flow of User Data through them and, if applicable, their retention. • Google Tag Manager is a tag management service provided by Google Ireland Limited. Personal Data Processed Tracking Tools Location of Processing Ireland – Privacy Policy.

Other activities involving the use of Tracking Tools This Website uses Tracking Tools to provide a personalized user experience, allowing better management of personal settings and interaction with external networks and platforms. Interaction with social networks and external platforms This type of service allows for interactions with social networks or other external platforms directly from the pages of this Website. Interactions and information acquired from this Website are, in any case, subject to the User's privacy settings for each social network. This type of service could, however, collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out of the respective services to ensure that the data processed on this Website is not linked to the User's profile. AddThis (Addthis Inc.) AddThis is a service provided by Oracle Corporation that displays a widget enabling interaction with social networks and external platforms and sharing of content from this Website. Depending on the configuration, this service may display widgets belonging to third parties, such as social network managers on which to share interactions. In this case, even third parties providing the widget will be aware of the interaction made and the Usage Data related to the pages where this

service is installed. Personal Data Processed Cookie and Usage Data Location of Processing USA – Privacy Policy

Storage Duration UID: 2 years __atuvc: 2 years __atuvs: 30 minutes

Tweet button and Twitter social widgets (Twitter, Inc.) The Tweet button and Twitter social widgets are services for interacting with the Twitter social network provided by Twitter, Inc. Personal Data Processed Cookie and Usage Data Location of Processing USA – Privacy Policy

Storage Duration personalization_id: 2 years

Like button and Facebook social widgets (Facebook, Inc.) The "Like" button and Facebook social widgets are services for interacting with the Facebook social network provided by Facebook, Inc. Personal Data Processed Cookie and Usage Data Location of Processing USA – Privacy Policy

Storage Duration _fbp: 3 months

Displaying content from external platforms This type of service allows for displaying content hosted on external platforms directly from the pages of this Website and interacting with them. If a service of this kind is installed, it is possible that, even if Users do not use the service, the same service may collect traffic data relating to the pages where it is installed. • YouTube Video Widget (Google Inc.) YouTube is a video content display service operated by Google Inc. that allows this Website to integrate such content within its pages. Personal Data Processed Cookie and Usage Data Location of Processing USA – Privacy Policy

Storage Duration PREF: 8 months VISITOR_INFO1_LIVE: 8 months YSC: session duration

Measurement This Website uses Tracking Tools to measure traffic and analyze User behavior to improve the Service. Statistics The services contained in this section allow the Data Controller to monitor and analyze traffic data and serve to track User behavior. • Google Analytics (Google Inc.) Google Analytics is a web analytics service provided by Google Inc. ("Google"). Google uses the Personal Data collected for the purpose of tracking and examining the use of this Website, compiling reports, and sharing them with other Google services. Google may use Personal Data to contextualize and personalize the ads of its advertising network. Personal Data Processed Cookie and Usage Data Location of Processing USA – Privacy Policy – Opt Out

Storage Duration AMP_TOKEN: 1 hour _ga: 2 years _gac*: 3 months _gat: 1 minute _gid: 1 day

Facebook Ads conversion tracking (Facebook pixel) (Meta Platforms Ireland Limited) Facebook Ads conversion tracking (Facebook pixel) is a statistical service provided by Meta Platforms Ireland Limited that links data from the Meta advertising network with actions taken within this Website. The Facebook pixel tracks conversions that can be attributed to Facebook, Instagram, and Audience Network ads. Personal Data Processed Usage Data and Tracking Tools Location of Processing Ireland – Privacy Policy

Storage Duration _fbp: 3 months fr: 3 months

Meta Events Manager (Meta Platforms Ireland Limited) Meta Events Manager is a statistical service provided by Meta Platforms Ireland Limited. By integrating the Meta pixel, Meta Events Manager can provide the Data Controller with information about traffic and interactions on this Website. Personal Data Processed Usage Data and Tracking Tools Location of Processing Ireland – Privacy Policy

Storage Duration _fbp: 3 months

Targeting and Advertising This Website uses Tracking Tools to provide personalized commercial content based on User behavior and to manage, deliver, and track advertising. Interaction with social networks and external platforms This type of service allows for interactions with social networks or other external platforms directly from the pages of this Website. Interactions and information acquired from this Website are, in any case, subject to the User's privacy settings for each social network. This type of service could still collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out of the respective services to ensure that the data processed on this Website is not linked to the User's profile. AddThis (Addthis Inc.) AddThis is a service provided by Oracle Corporation that displays a widget enabling interaction with social networks and external platforms and sharing of content from this Website. Depending on the configuration, this service may display widgets belonging to third parties, such as social network managers on which to share interactions. In this case, even third parties providing the widget will be aware of the interaction made and the Usage Data related to the pages where this service is installed. Personal Data Processed Usage Data and Usage Data Location of Processing USA – Privacy Policy

Storage Duration UID: 2 years __atuvc: 2 years __

atuvc: 30 minutes

Tweet button and Twitter social widgets (Twitter, Inc.) The Tweet button and Twitter social widgets are services for interacting with the Twitter social network provided by

Twitter, Inc. Personal Data Processed Usage Data and Usage Data Location of Processing USA – Privacy Policy

Storage Duration personalization_id: 2 years

Like button and Facebook social widgets (Facebook, Inc.) The "Like" button and Facebook social widgets are services for interacting with the Facebook social network provided by Facebook, Inc. Personal Data Processed Usage Data and Usage Data Location of Processing USA – Privacy Policy

Storage Duration _fbp: 3 months

Advertising This type of service allows the use of User Data for commercial communication purposes. These communications are displayed on this Website in the form of banners and other advertising formats, also related to User interests. This does not imply that all Personal Data is used for this purpose. Data and conditions of use are indicated below. Some of the services listed below may use Tracking Tools to identify the User or use behavioral retargeting techniques, namely displaying personalized advertising based on User interests and behavior, even detected outside this Website. For more information, we suggest checking the privacy notices of the respective services. Generally, services of this kind offer the possibility to opt out of such tracking. In addition to any opt-out feature provided by any of the services listed in this document, Users can learn more about how to disable interest-based advertising in the specific "How to disable interest-based advertising" section in this document. Facebook Lookalike Audience (Meta Platforms Ireland Limited) Facebook Lookalike Audience is an advertising and behavioral targeting service provided by Meta Platforms Ireland Limited using the Data collected through Facebook Custom Audience service to show advertising to Users with behaviors similar to Users who are already on a Custom Audience list based on their previous use of this Website or interaction with relevant content through Facebook applications and services.

Based on this Data, personalized ads will be shown to Users suggested by Facebook Lookalike Audience. Users can choose not to use Facebook Tracking Tools for ad personalization by visiting this opt-out page. Personal Data Processed Usage Data and Tracking Tools Location of Processing Ireland – Privacy Policy – Opt Out

Storage Duration _fbp: 3 months

Facebook Remarketing (Meta Platforms Ireland Limited) Facebook Remarketing is a remarketing and behavioral targeting service provided by Meta Platforms Ireland Limited that links the activity of this Website with the Facebook advertising network. Personal Data Processed Usage Data and Tracking Tools Location of Processing Ireland – Privacy Policy – Opt Out

Storage Duration _fbp: 3 months

Facebook Custom Audience (Meta Platforms Ireland Limited) Facebook Custom Audience is a remarketing and behavioral targeting service provided by Meta Platforms Ireland Limited that links the activity of this Website with Facebook's advertising network. Users can choose not to use Facebook Tracking Tools for ad personalization by visiting this opt-out page. Personal Data Processed Usage Data and Tracking Tools Location of Processing Ireland – Privacy Policy – Opt Out

Storage Duration _fbp: 3 months

Managing Preferences and Giving or Withdrawing Consent There are various ways to manage preferences related to Tracking Tools and to give or withdraw consent when necessary: Users can manage preferences related to Tracking Tools directly through the settings of their devices - for example, they can prevent the use or storage of Tracking Tools. In addition, whenever the use of Tracking Tools depends on consent, the User can give or withdraw such consent by setting preferences within the cookie notice or by updating such preferences through the tracking settings widget, if available. It is also possible to remove previously saved Tracking Tools using specific features of the browser or device. Other Tracking Tools stored in the browser's local memory can be removed by deleting the browsing history. Regarding third-party Tracking Tools, Users can manage preferences and withdraw consent by visiting the respective opt-out link (if available), using the tools described in the third party's privacy policy, or by contacting the third party directly. Users can find information on how to manage Cookies in some of the most commonly used browsers at the following addresses: • Google Chrome • Mozilla Firefox • Apple Safari • Microsoft Internet Explorer • Microsoft Edge • Brave • Opera Users can also manage certain Tracking Tools for mobile applications by disabling them through the specific device settings, such as mobile advertising settings or general tracking settings (Users can check the device settings to find the relevant one).

6. How to Disable Interest-Based Advertising Notwithstanding the above, Users are informed about the possibility of using information available on YourOnlineChoices (EU), Network Advertising Initiative (USA), and Digital Advertising Alliance (USA), DAAC (Canada), DDAI (Japan), or other similar services. With these services, it is possible to manage tracking preferences for most advertising tools. Therefore, the Data Controller advises Users to use these resources in addition to the information provided in this document. The Digital Advertising Alliance also provides an application called AppChoices that helps Users control behavioral advertising on mobile applications.
7. Consequences of Refusing Consent Users are free to decide whether to give consent or not. However, it should be noted that Tracking Tools allow this Website to provide a better experience and advanced functionality to Users (in

line with the purposes outlined in this document). Therefore, without the User's consent, the Data Controller may not be able to provide the corresponding functionalities.

8. Rights of Data Subjects Data subjects have the right to obtain from the Foundation, where applicable, access to their personal data and rectification or erasure of such data or restriction of processing concerning them, or to object to processing (Articles 15 and onwards of the Regulation).
9. Right to Lodge a Complaint Data subjects who believe that the processing of their personal data carried out through this site violates the provisions of the Regulation have the right to lodge a complaint with the Supervisory Authority, as provided for in Article 77 of the Regulation itself, or to take appropriate judicial remedies (Article 79 of the Regulation).