

Cookie Policy

Italian legislation requires website operators, in certain cases, to inform users about cookies and other monitoring methods that may be used to record certain data each time users access a website. Since the site <https://meridianocongress.com> (the "Site") also uses such tools, with this policy we intend to make known the procedures we follow to collect this information.

This document is addressed to all those who interact with web services accessible via computer of Meridiano Congress International, with registered office in Via Sapri n. 6, 00185 - Rome (RM) (the "Data controller").

The Data controller, to facilitate relations with data subjects, has appointed a Data Protection Officer (the "DPO"), identifying SAPG Legal Tech S.r.l. with registered office in Via Durini n. 15, 20122 - Milan (MI).

As provided for by art. 38 of the GDPR, you may freely contact the DPO for all matters relating to the processing of your Personal Data and/or should you wish to exercise your rights as provided for in this Policy, by sending a written communication to the following e-mail address: dpo.privacy@sapglegal.com

What are cookies, web beacons and similar technologies

Like almost all websites, we use small data files that are stored on your device to record certain data whenever you access or interact with our web services (such as: sites, mobile apps, applications and tools).

The specific names and types of cookies, web beacons and other similar technologies used may change over time. To help you better understand the Data controller's rules and use of these technologies, we provide below some terms with their definitions.

Cookies - Small text files (usually consisting of letters and numbers) that are stored in the memory of your browser or device when you visit a site or view a message. Cookies allow a site to recognize a particular device or browser. Cookies can be disabled or removed using the tools available in most browsers. Cookie preferences must be set separately for each browser you use, as each browser offers specific features and options.

The different types of cookies are listed below.

- **Technical cookies:** this type of cookie comes from the website displayed and can be permanent or temporary; they can be used to store information that will be reused the next time you visit the site. They can be useful to make browsing websites quick and easy (for example, they help facilitate certain procedures when shopping online, when authenticating to restricted areas, in recognizing the language used to read information on the web). Depending on the service they have to perform, they can be temporary (they are removed from the computer when the browser is closed), or permanent (they remain stored on the computer even after closing the browser).

- **Profiling cookies:** these are designed to create profiles on the user and are used to send advertising messages in line with the preferences expressed by the same during online navigation.
- **Third party cookies:** these are installed by a site other than the one you are visiting. These cookies are sent to your browser by third party companies for their own purposes such as profiling, advertising delivery or social interaction.

Web beacons - Fragments of code that allow a website to transfer or collect information through a request for a graphical image; may be used for a variety of purposes, such as analyzing website usage, monitoring and reporting on advertisements, and personalizing advertisements and content.

Similar Technologies - Technologies that store data in your browser or device using locally shared objects or local storage, such as flash cookies, HTML 5 cookies, and other web application software methods. These technologies work in all browsers. In some cases, the use of local storage cannot be fully managed by browsers but requires management through specific tools.

Categories of cookies used by the Data controller

The Data controller informs you that it uses technical, statistical analysis, advertising, personalization and profiling cookies on the Site, using all the technical measures to ensure maximum compliance with the rules of European and national law on the protection of personal data.

Technical cookies

Technical cookies come from the website you are viewing and may be permanent or temporary; they are used to store information that will be reused the next time you visit the site.

These cookies are useful to us in order to make it quick and easy for you to navigate our sites or to store your login credentials for our services. Where applicable, we protect cookies and other similar technologies to ensure that only the Data Controller and/or our authorized service providers can interpret them by assigning a unique code. Your personal data is not stored in cookies or other similar technologies used.

The use of these cookies may be operationally necessary for the operation of sites, services, applications and tools. This includes technologies that allow you to access the sites, services, applications and tools required to prevent fraudulent activity and improve security or to use other features such as shopping carts, saved searches or similar functions.

[Google Analytics](#)

The Data controller, in addition to the cookies referred to in the table of this cookie policy, also uses the free Google Analytics platform to collect and monitor the performance of the Site in order to generate detailed reports.

Google Analytics uses a simple JavaScript code to collect data, which is added to each page and places a cookie in your browser. The cookie, in turn, sends a hit to the Data controller's Google Analytics that reports every interaction you've had on the Site, in order to record information about the page you visited. With this activity, libraries are created that use HTTP cookies to "remember" what you did on previous pages and during your interactions with the Site.

Statistical analysis cookies

Google Analytics collects information regarding the number of your visits to the Site, your behaviour in relation to the way you interact with the various active elements, or how much time you spend on the Site.

This set of cookies are processed in aggregate and anonymous form to monitor the areas of the Site most visited, improve content and assess the proper functioning, also allow you to make analysis "cross-device" in order to offer users a consistent experience across different devices used.

- "_ga"

This is the main cookie used and allows the Data controller to distinguish you from any other user. It is stored on your browser for a maximum duration of 2 years.

Personalization and profiling cookies

Thanks to the features of Google Analytics, we use the cookies generated by your activity on the Site to carry out personalization and profiling activities in order to offer you content or advertisements in line with your interests.

Even when these cookies are installed by a site other than the one you are visiting (third parties), they are sent to your browser on behalf of the Data controller and for purposes indicated by the Data controller.

Advertising cookies

Through Google Analytics we use cookies to deliver advertising using services or technologies provided to the Controller by third party companies (third parties). These companies are suppliers to the Controller and act on behalf of the Controller for purposes and purposes defined and shared with the Controller.

Cookies from third parties independent of the Data controller

These cookies are installed on your browser by companies and third parties other than the Controller who act with purposes independent and autonomous from the Controller.

These cookies, including social network cookies, are used by these companies to analyze navigation, activities and preferences of users and / or to profile them independently of the needs of the services we are providing. Among these cookies you will also find those of companies that adhere to the IAB (Interactive Advertising Bureau), the self-regulatory

organization that develops standards and represents operators acting in the field of online advertising.

- **Facebook Ads**

Facebook Ads conversion tracking, through the Facebook pixel, is a statistical analysis service provided by Facebook Inc. that links data from the Facebook Ads network with the actions performed within the Data controller's Site. The Facebook pixel monitors conversions that can be attributed to Facebook Ads, Instagram and Audience Network ads.

Web beacon pixel

Data Controller informs you that the emails it sends may contain a "web beacon pixel" that allows it to know whether the emails have been read and can verify whether people have clicked on links in the email. Data Controller also informs you that it may use this information for various purposes, including, determining which emails are of most interest to users and asking if users who do not open the emails wish to continue receiving them. The pixels will be deleted when you delete the email. From that point on, the Controller cannot obtain any data, but retains the data it already has.

Cookies management

In compliance with the directives of the legislative decree n. 196/2003 and s.m.i. ("Privacy Code") and, in particular, its articles 13.3 and 122.1, with reference to the provision of Identification of the simplified procedures for the cookie policy and the acquisition of consent for the use of cookies of 8 May 2014, you can change at any time your preferences and any consent given to the installation of cookies - profiling and advertising - directly through the CMP ("Consent Management Platform") accessible at the bottom left of the screen. The CMP adopted by the Data controller and installed on the Site complies with the best international standards of the sector, as identified in version 2.0 of the Transparency & Consent Framework issued by IAB Europe (International Advertising Bureau).

The Data controller will keep track of the User's consent through a special technical cookie, considered by the Privacy Guarantor as a "not particularly invasive" tool. Through the CMP, the User can deny his consent and/or modify his options regarding the use of cookies by the Data controller's website at any time.

If consent has already been given but you want to change cookie permissions, you must delete them through your browser, as indicated below, otherwise those already installed will not be removed. In particular, keep in mind that it is not possible in any way to control third party cookies, so if you have already given consent, you must proceed to delete cookies through your browser (dedicated section) or by asking the opt-out

directly to third parties or through the site <http://www.youronlinechoices.com/it/le-tue-scelte>

If you want to know more, you can consult the following sites:

- <http://www.youronlinechoices.com/>
- <http://www.allaboutcookies.org/>
- <https://www.cookiechoices.org/>
- <http://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/3118884>

Your rights

You have the right at any time to exercise the rights recognized by Art. 15 et seq. of the GDPR and, in particular, to obtain a copy of the processed data, their updating, information about their origin, purpose and method of treatment, their rectification or integration, their cancellation, transformation into anonymous form or blocking for processing in violation of the law and to oppose for legitimate reasons to treatment.

To exercise these rights, you can contact the Data Controller at the following e-mail address: privacy@meridiano.it

How to disable/delete cookies through the browser configuration

Below, to help you manage your preferences, we report the procedures for disabling/deleting cookies through the main browsers.

Google Chrome

- After starting the browser, click on the menu in the browser toolbar next to the url entry window for browsing
- Select Settings
- Click on Show Advanced Settings
- In the "Privacy" section click on the Content Settings button
- In the "Cookies" section you can change the following settings related to cookies:
 - Allow local data to be saved
 - Change local data only until you close your browser
 - Prevent sites from setting cookies
 - Block third-party cookies and site data
 - Manage exceptions for certain websites
 - Delete one or all cookies

For more information, please visit [this page](#)

Mozilla Firefox

- After launching the browser, click on the menu on the browser toolbar next to the url entry window for browsing
- Select Options, Privacy panel and click on Show Advanced Settings
- In the Privacy section click on Content Settings button
- In the Tracking section you can change the following settings related to cookies:
 - Require sites not to perform any tracking
 - Tell sites that you are willing to be tracked
 - Do not communicate any preference regarding the tracking of personal data
- From the History section you can:
 - Enable "Use custom settings" to select to accept third-party cookies (always, from the most visited sites, or never) and to keep them for a specified period (until they expire, when Firefox closes, or to ask each time)
 - Remove individual stored cookies

For more information, please visit [this page](#)

Safari

- After launching the browser, click on Safari, select Preferences and click on Privacy
- In the Cookies and website data section select 'Block all cookies' or 'Manage website data' to see which sites have stored cookies and remove all or part of them

For more information, please visit [this page](#).

Safari iOS (mobile devices)

- After launching your browser, tap on Settings and then Safari
- Tap on Block Cookies and choose from the options: "Never", "Third-party and advertisers" or "Always".
- To clear all cookies stored by Safari, tap on Settings, then Safari and then Clear Cookies and Data

For more information, please visit [this page](#).

Opera

- After launching the browser, click on Preferences, then Advanced and finally Cookie
- Select one of the following options:
 - Accept all cookies
 - Accept cookies only from the site you are visiting: third-party cookies and cookies that are sent from a domain other than the one you are visiting will be rejected
 - Never accept cookies - all cookies will never be saved

For more information, please visit [this page](#)

List of cookies on the 's website

Source	Domain name of Cookie	Type of Cookie	Cookie Policy
Turn	r.turn.com	Profiling	https://www.turn.com/trust/consumer-opt-out
G o o g l e Analytics	G o o g l e - analytics.com	Statistica l Profiling	https://support.google.com/analytics/answer/6004245
G o o g l e Adwords	googleadservices	Statistica l Profiling	https://support.google.com/analytics/answer/6004245
DoubleClick	DoubleClick.net	Profiling	http://www.google.com/intl/i
Criteo	Criteo.com	Profiling	http://www.criteo.com/it/privacy/
Zanox	Zanox.com	Profiling	http://www.zanox.com/it/riguardo-a-zanox/privacy_policy/
Facebook	Facebook.com	Profiling	https://www.facebook.com/about/privacy/cookies
Amazon	A m a z o n - adsystem.com	Profiling	http://www.amazon.it/gp/dra/info
Adobe Target/ test&target	Adobetag.com	Profiling	http://www.adobe.com/privacy/opt-out.html

Juiceadv	Juiceadv.com	T h i r d p a r t y Cookie	https://juiceadv.com/privacy.asp
Sojern	Sojern.com	Profiling	http://www.sojern.com/priv
Xaxis	Mookie.com	Profiling	https://www.xaxis.com/stat
Sépage	www.sepage. com	Profiling	http://www.sepage.com/