

Cookie Policy

This site uses cookies. This policy page is valid for the website LMRprecious.it and explains in detail the cookies we use and how these allow us to offer our website visitors a better browsing experience. If you continue to browse through our website, this implicitly means you accept our use of cookies through your browser.

What is a cookie?

A cookie is a brief text file sent by the website you have visited to your browser. A cookie allows the website to receive feedback on your site activity, such as your default language and other settings. This can make a successive visit to our site easier, and increases the utility of the website in your favour. Cookies have an important role. Without them, navigating the Web would be a more frustrating experience. There are various types of cookies and ways of using them. Cookies can be distinguished by the function they play, their length of existence and who adds them to a website.

How are cookies used?

Our website uses the following types of cookies:

- **Technical cookies**

Some cookies are indispensable for the correct operation of our website, since they allow the loading of the web page and the correct operation of all of the essential functional aspects of the website. Other technical cookies add functions and help or personalize the overall experience of your browsing activity on our website.

- **Static cookies by third-parties**

These are the cookies that allow us to monitor and analyse the behaviour of all users of our sites. Through these cookies, we are able to monitor how navigation occurs within the website and we can create profiles of the types of users on our site in order to make improvements based on the analysis of this data. These cookies (offered by third parties) give us *fully anonymous/aggregate data* on site activity which means we cannot identify any single user.

In particular, Google Analytics, an analytical system offered by Google Inc., uses cookies that are saved on your computer which then make it possible to analyse how you navigate through a website. The information generated by these cookies on the use and navigation of a site are then sent to Google's servers in the United States. Google uses this information to monitor and examine how each user goes in and around a website, creating reports on the activity on the website and to offer services tied to the activity of the website. Users who don't want these types of cookies on their computer can actually opt-out from having them saved on their computers by installing the plug-in "Google Analytics Opt-out Browser Add-on" offered by Google here: <https://tools.google.com/dlpage/gaoptout>. To activate this add-on, which blocks your computer from sending any information about your visit to Google, you have to follow instructions on the page, then restart your browser.

Read this page to learn how to refuse or delete cookies installed by Google:

<http://www.google.com/intl/en/privacypolicy.html>

Read this page to read Google's privacy policy: <http://www.google.co.uk/intl/en/policies/privacy/>

- **Profiling cookies by third-parties**

We use various providers on our website that can install cookies directly to make sure their services work correctly. If you wish to have more information on which ones are present and how to disable/uninstall them, keep reading and follow the links in this section.

In addition, by going to <http://www.youronlinechoices.com/>, you can find information about how behavioral advertising works and have the possibility of turning on or off specific companies among the list of providers listed who work with website providers to collect and use information to provide online behavioral advertising.

These cookies memorize the information based on browsing activity to deliver advertising that reflects these interests.

We also utilize Google Adwords tools and remarketing lists for ads in the Display network of Google Adwords. We use cookies installed by Google (separate ones for Google Analytics and Google Adwords) and other third-party cookies (including ones by DoubleClick) combined together to inform, optimize and publish ads based on previous visits to our website. This means that providers (such as Google) then publish our promotional material on other websites that the user visits across the Web.

Some of our cookies work to create a user profile while others offer anonymous statistical data on browsing activity on our website; this function can be disabled through your browser.

These cookies (third-party advertising services) are used to publish personalized ads and content based on browsing activity on our site. Below you can find the privacy pages for each service and the opt-out option where it is possible to disable the use of third-party profiling cookies.

Google Adwords (Remarketing and Conversion Campaigns/ Remarketing and Conversion Cookies) -

DoubleClick – Privacy Policy (<https://www.google.com/intl/it/policies/technologies/ads/>) - [Opt-out option](https://www.google.com/settings/ads/anonymous?sig=ACi0TChxe4SPsz4FkzOk4PFcVaE6phYSktU2ZCJGtWbGZ7iPE3HWqt10xjc2BHi4kZ8X NtwFeu6Pa7F9IepqbhPwGKuqm921iY05h09Igjsej2I06KtTjk&hl=it) (<https://www.google.com/settings/ads/anonymous?sig=ACi0TChxe4SPsz4FkzOk4PFcVaE6phYSktU2ZCJGtWbGZ7iPE3HWqt10xjc2BHi4kZ8X NtwFeu6Pa7F9IepqbhPwGKuqm921iY05h09Igjsej2I06KtTjk&hl=it>)

Addthis - Privacy Policy (<http://www.addthis.com/privacy>) - [Opt-out option](http://www.addthis.com/privacy/opt-out) (<http://www.addthis.com/privacy/opt-out>)

Social Media Cookies

These third-party cookies are used to integrate various tools used by main social media platforms within the website. In particular, they permit you to register and login on our site with your own Facebook account (on our Forum).

Facebook - [Privacy Policy](https://www.facebook.com/about/privacy/) (<https://www.facebook.com/about/privacy/>)

Facebook offers sponsored ads based on your own browsing activity on Facebook as well as interests. For further details: https://www.facebook.com/help/cookies?ref_type=sitefooter

Web beacons

We use Web beacons; these elements are images found on a page or email whose function is to monitor the online activity of users that visit our site or that receive our newsletter.

The objective of using this technology is to monitor user activity, identifying the pages visited within the site and time spent browsing/reading.

HOW TO DISABLE COOKIES ON YOUR BROWSER

All of the main web browsers are initially set up to accept cookies automatically. The user can modify these settings to block cookies or to receive an alert message when cookies are sent to your device. There are various ways to manage cookies. The user should refer to instruction manuals or the help sections of their

browser to learn how to regulate or change their browser settings.

Chrome: <https://support.google.com/accounts/answer/61416?hl=it>

Firefox: <https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookies>

Internet Explorer: <http://windows.microsoft.com/it-it/windows7/block-enable-or-allow-cookies>

Opera: <http://help.opera.com/Windows/10.00/it/cookieess.html>

Safari: <https://www.apple.com/legal/privacy/it/cookies/>

If you use any other browser not listed above, check your browser settings for a tab that lets you manage cookies.

Between today's many devices (from computers to smartphones to tablets), the user will have to check their web browser and settings on each device to ensure they are all aligned to reflect your own preferences as far as cookies go.

Please keep in mind that a full block of profiling cookies does not mean you are blocking ads from appearing on your web browser, you are simply ensuring that they are no longer personalized based on your browser activity.

If you want to learn more about cookies, check out www.allaboutcookies.org

Contacting us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us: precious@LMRprecious.it