COOKIE POLICY

related to the <u>Lifeed</u> web site

Dear **User**,

this Cookie Policy refers to the use of cookies in <u>Lifeed</u> web site (hereinafter the "**Site**") owned by L.B.V. S.r.l. (hereinafter "**LBV**") and its subdomains, forming integral part of our Privacy Policy.

When you visit the Site, it may store or retrieve information through your browser, mainly in the form of cookies.

To ensure maximum transparency in the use of cookies, we inform you that:

- the ownership of some cookies is directly owned by LBV (first-party cookies), while for others it belongs to third-party domains (third-party cookies);

- some cookies are deleted when the browser closes, while others (persistent cookies) have longer deadlines, from a few minutes to full months, depending on the functions they perform.

By using our Site, you consent to the use of cookies in accordance with this Cookie Policy. You can choose not to allow certain types of cookies by selecting "Cookie Settings" on the banner that appears on the first access to the Site and change the default settings of the different categories. However, blocking certain types of cookies may affect your experience on the Site and the services we are able to offer.

What are Cookies?	Cookies are technical elements consisting of small text strings and used by web applications within communications in the HTTP and HTTPS protocols: they are very useful since they facilitate the connection between the client (user's device) and the server (website visited by the user)

We use cookies to recognize your preferences or your device and to make the Site work as you expect. They have different purposes such as, for example, allowing the user to navigate efficiently between pages, remembering his items saved in the cart and, in general, improving the browsing experience. They also help ensure that advertising content displayed online is more targeted at a user and their interests.

Depending on the function and use, cookies can be divided into: technical, functional, analytical and marketing-profiling cookies.

Lifeed Technical cookies	Description	Duration
cookies.js	Determines whether the visitor has accepted the cookie consent box. This ensures that the cookie consent box will not be presented again upon re-entry.	Session
OptanonConsent		1 year
wc_cart_hash_#	Stores a visitor shopping cart	Persistent
wc_fragments_#	Stores visitor login information so they don't have to continue logging in if the browser is closed	Session

Technical cookies are constantly enabled and are necessary to perform the basic features of the Site. These cookies allow you to recognize the User who uses the Site during a single session or, if requested, also in subsequent sessions. These cookies determine whether the visitor has accepted the cookie consent box, resolve security issues and ensure compliance with current regulations.

As they are essential to the proper functioning of the Site, technical cookies cannot be disabled through the functions of the banner. You can set your browser to block or have alerts about these cookies, but as a result some parts of the Site will not work.

Lifeed Functional cookies	Description	Duration
_icl_visitor_lang_js	Saves the user's preferred language on the website.	1 day
wpml_browser_redirect_test		Session
lang	Remembers the user's selected language version of a website	Session

Functional cookies are not indispensable to the operation of the Site, but improve the quality and browsing experience since they allow the Site to provide advanced functionality and customization. These cookies, for example, allow you to recognize the user's subsequent logins, so that you do not have to enter login data on each visit, or select your preferred language.

In order to allow us to use functional cookies, you can give your consent through the banner that appears on the first access to the Site. If you do not authorize these cookies, some or all of these services may not work properly.

Lifeed Analytical cookies	Description	Duration
__hssc	Remembers the user's selected language version of a website	1 day
__hssrc	Used to recognise the visitor's browser upon reentry on the website.	Session
__hstc	Used to recognise the visitor's browser upon reentry on the website.	1 years
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_gat	Used by Google Analytics to throttle request rate	1 day
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors – this is done by assigning the visitor an ID, so the visitor does not get registered twice.	1 day
_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website	1 day
_hjid	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	1 day
_hjid		Persistent

_hjIncludedInPageviewSample	Determines if the user's navigation should be registered in a certain statistical place holder.	1 day
collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session
hubspotutk	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	1 year
mailchimp_landing_site	Used to register how the user entered the website – This function is provided by Mailchimp.	27 days

Analytical cookies are cookies that allow you to count visits and traffic sources for the processing of reports and statistics on how users navigate the Site. These cookies, for example, show the pages of the website most visited by users, allow you to verify which are the recurring models of use of a website, help to understand all the difficulties encountered in using the website and to show the effectiveness of the advertising implemented on the Site.

To allow us to use analytical cookies you can give your consent through the banner that appears you on the first access to the Site. All information collected by cookies is aggregated and therefore anonymous.

Lifeed Marketing-profiling cookies	Description	Duration
__ptq.gif	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
_gcl_au	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session
bcookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 years
embed/v3/counters.gif	Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM-campaign-platform used by website owners for promoting events or products.	Session
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking on e of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year
lang	Set by LinkedIn when a web page contains an embedded "Follow us" panel.	Session
lidc	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1 day

pagead/1p-conversion/#	Third party cookies used by Google.	Session
test_cookie	Used to check if the user's browser supports cookies.	1 day
tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session
UserMatchHistory	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor 's preferences.	29 days
VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days
YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session

Marketing-profiling cookies can be set through our site by our advertising partners. They can be used by these companies to create user-related profiles in order to send commercial messages that meet the preferences expressed during the visit. These cookies also allow you to offer our commercial proposal on other websites, this information is totally controlled by third-party companies as described in their respective privacy policies.

To allow us to use marketing and profiling cookies you can give your consent through the banner that appears you on the first access to the Site. If you do not allow these cookies to be used, you will receive less targeted advertising.

Cookies can be deleted following the instructions below.

How can I delete cookies from my browser?	You can manage cookies through your browser settings. Below are the ways offered by major browsers to delete them: • In Internet Explorer, select the Tools button, choose Security, and then select Delete Browsing History. Select the cookies and website data check box, and then select Delete. • In Chrome on your computer at the top right, click More, and then click Settings. In the "Privacy and Security" section, click Cookies and other site data. Click Show all cookies and site data, and then remove all. Confirm by clicking Clear All. • In Firefox, click the Menu button, and then click Library. Click History, and then click Clear recent history. From the Time interval to clear drop-down menu: Select all. Select Cookies and make sure that the other items you want to keep are not selected. Click OK to delete cookies, and then close the Clear All History window. • In Safari, click Safari, from the menu bar at the top, and select Preferences. In the Preferences window, click the Privacy tab, and select Manage Website Data. Then click Remove All.

For more information about cookies and to manage your preferences on third-party profiling cookies, we invite you to visit the website http://www.youronlinechoices.com. Once on the site, by accessing the "Your choices" area you can check the presence and status of the installed third-party cookies and manage their consent.

This Cookie Policy may be subject to changes and/or additions over time, also as a result of changes in applicable legislation. You can view the text of the Privacy Policy constantly updated on Lifeed website in the Cookie Policy section or make an explicit request by contacting the Data Controller or the DPO directly.

Last updated: 10 February 2021