	<b>INFORMATIVA SULLA PRIVACY</b> <small>(ai sensi e per gli effetti di cui all'art. 12, 13 e 14 del Reg. UE 2016/679)</small>	<b>MDP 08.E</b> Rev. 00 del 27/05/2025
	<b>COOKIE POLICY</b>	

#### Identity and Contact Details of the Data Controller:

**MSM PET FOOD S.r.l.**

**HQ: VIA DELL'AGRICOLTURA 5 - 25028 - VEROLANUOVA (BS)**

**Telephone number: +39 030 9361245**

**e-mail: [info@msmpetfood.com](mailto:info@msmpetfood.com)**

#### WHAT ARE COOKIES?

Cookies are small text fragments, normally consisting of letters and/or numbers, which are sent by the visited website and stored by the software (for example, a web browser) installed on the device used by the user for browsing. Cookies are then retransmitted to the aforementioned website on the user's subsequent visit.

Cookies allow information about a user's visits to a website to be stored and represent a very useful technology, because, for example, they enable websites to function, making them more efficient, and provide useful information to site managers. Without cookies, or other similar technologies, websites would have no way to "remember" visitor information, such as how many items the user has placed in the shopping cart or whether or not they have logged in.

Cookies can be classified according to:

- Duration: **session** or **persistent** cookies
- Source: **first-party** or **third-party** cookies
- Purpose: **technical**, **analytical**, or **profiling** cookies.

Cookies that expire at the end of a browser session (normally when a user closes their browser) are called session cookies and are useful, for example, for storing a user's purchase order or for security purposes, such as when accessing one's internet banking or webmail account. Cookies that, instead, are stored for a more extended period (between one session and the next) are called persistent cookies and are useful, for example, for remembering user preferences or for proposing targeted advertising.

The definition of first-party or third-party refers to the website or domain that installs the cookie. **First-party cookies** are installed directly by the website the user is visiting, while **third-party cookies** are installed by a domain different from the one the user is visiting, for example, in the event that the website incorporates elements from other sites, such as images, social media plugins, or advertising.

It should be specified that the purposes usually carried out by a cookie can also be achieved through other similar technologies, including the use of certain features that allow devices to be identified so that visits to a website can be analyzed. This notice, in fact, applies to any technology that stores or accesses information present on the user's device. Examples in this category could include HTML5 local storage, Local Shared Objects (also called flash cookies), and fingerprinting techniques.


In particular, device **fingerprinting** is a technique that consists of combining a series of information in order to uniquely identify a particular device. Examples of the information that device fingerprinting can detect, associate, or deduce include:

- Data deriving from the configuration of a device;
- Data deducible from the use of particular network protocols;
- JavaScript;
- Information on HTTP headers, clock information;
- Installed fonts;
- Plugins installed in the browser.

It is also possible to combine these elements with further information, such as IP addresses or unique identifiers, etc. From now on, when referring to cookies, this definition will also be considered to include other similar technologies.

#### What are the purposes of the cookies used by this site?

Based on the purpose, the cookies installed on this site are distinguished into **technical cookies**, **analytical cookies**, and **profiling cookies**.

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**Technical cookies** are necessary for the functioning of the website because they enable functions to facilitate user navigation, who, for example, will be able to access their profile without having to log in every time or will be able to select the language they wish to browse the site without having to set it every time.

Technical cookies are considered strictly necessary, because the storage of information is essential to provide a service requested by the user. Therefore, technical cookies cannot be disabled, and their installation does not require the users' prior consent (pursuant to art. 122 of the Privacy Code).

**Analytical cookies**, which can be first-party or third-party, are installed to collect information on the use of the website. In particular, they are useful for statistically analyzing accesses or visits to the site itself and for allowing the controller to improve its structure, navigation logic, and content. The collected information is used to carry out statistical analyzes in order to improve the use of the site and potentially to make the content more interesting and relevant to the user's wishes.

Analytical cookies are not necessary for the functioning of the website; therefore, user consent is required for their installation.

**Profiling cookies**, which can be first-party or third-party, are used to track user navigation, analyze their behavior for marketing purposes, and create profiles regarding their tastes, habits, choices, etc. In this way, it is possible, for example, to transmit targeted advertising messages in relation to the user's interests and in line with the preferences they have expressed in online navigation. Social cookies are also included in this category.

Such cookies can be installed on the user's terminal only if the user has expressed their consent.

Below, the name, whether first-party or third-party, the purpose of use, the third party's link, and the duration are listed for each type of cookie:



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Name	Type	Duration	First-party	Third-Party	Third-party link	Purpose
_ga	Analitico	14 mesi	NO	SI	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	Google Analytics usato per distinguere gli utenti
_lscache_vary	Tecnico	12 mesi	SI	NO		Plugin di cache del browser
cc_cookie	Analitico	6 mesi	SI	NO		Inizializzazione e verifica barra cookie
Sbjs* Wordpress*	Funzionale	1 mese	SI	NO		Funzionalità wordpress
Wp-*	Funzionale	8 mesi	SI	NO		Funzionalità wordpress

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