

# Cookie Policy

Camera Nazionale della Moda Italiana, with registered office in Milan (MI) - 20122, Piazza Duomo, 31. C.F. 80181570583 (hereinafter “**CNMI**”), provides to the user the following information relating to navigation Data and to the functioning of cookies and other tracking tools, within the website milanofashionweek.cameramoda.it (“**Site**”), also in accordance with the decision of the Italian Data Protection Authority “*Identification of simplified procedures for the information and acquisition of consent for the use of cookies*” of 8 May 2014 (“**Decision**”) and subsequent measures and clarifications made on the subject. For the purposes of this notice, therefore, the term “cookie” will also refer to the other tracking tools used by the Site, as better described below.

The following notice is provided for the CNMI's Site and not for other websites of third parties that may be consulted by the User through links.

This Cookie Policy should be read in addition to the Privacy Policy available at the following link <https://prod.milanofashionweek.cameramoda.it/en/privacy-policy/> to which you can refer for any other information on the processing of personal data.

## **Purposes of the processing**

CNMI may collect and process, during the navigation on the Site, some information, also automatically such as through the installation of cookies in the User's device, to provide and complete the different services and functionalities offered by the Site. CNMI may also process the above information to keep track of the User's visits to the Site, including by sharing such information with third parties.

## **Processing's Methods**

### **Navigation Data**

The computer systems and software procedures, aimed at the functionality of the Site, acquire, during their normal functioning, some personal data whose transmission is implicit in the use of Internet communication protocols. This information is not collected to be associated with identified subjects, but by their own nature could, through processing and association with data held by third parties, allow the users to be identified. This category of data includes the IP addresses of the computers used by users, who connect to the Site, the URI addresses (Uniform Resource Identifier) of the resources requested, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response given by the server (successful, error, etc..) and other parameters related to the user's operating system and computer environment.

This data is used for the only purpose of obtaining anonymous statistical information on the use of the Site and to check its correct functioning and it is deleted immediately after processing. The data may be used to determine responsibility in the event of any computer crimes against the Site: except for this eventuality, the data itself is kept for the time defined by applicable laws for the time strictly necessary to provide the user with the service required to guarantee the transmission of the communication.

## **Cookies**

Cookies are short text files that are downloaded to the user's device when he/she visits a website. On each subsequent visit, cookies are resent to the website that originated them (first-party cookies) or to another website that recognizes them (third-party cookies).

Cookies are useful because they allow a website to recognize a user's device. They have various purposes such as, for example, to allow to navigate efficiently between pages, to remember your favourite sites and, in general, to improve browsing experience. They also help to ensure that the advertising content displayed online is more targeted to the user and his/her interests.

The information recorded on the user's device may be reused during the same visit to the Site (session cookies) or afterwards, even after several days (persistent cookies). Cookies are stored, according to the user's preferences, by the individual browser on the specific device used (computer, tablet, smartphone).

## **Types of cookies**

Depending on their function and purpose, various types of cookies can be distinguished.

### **A) Technical Cookies**

Technical cookies are those used for the sole purpose of performing computer authentication or session tracking and the storage of specific technical information regarding the user who accesses the Site. Among these technical cookies, we point out the essential cookies, also called "*strictly necessary*" because the Site would not function without them.

These cookies are used exclusively by CNMI and are therefore first-party cookies. They are saved on the user's computer only during the current browser session. A cookie of this type is also used to memorize the user's decision on the use of cookies on the Site.

Essential technical cookies cannot be disabled using the Site functions.

The installation of such cookies does not require the prior consent of the users. These cookies can be deactivated through the browser settings. All browsers allow you to change the settings of cookies. You can usually find these settings in the "options" or "preferences" menu of the user's browser. To understand these settings, the following links may be useful. Or you can use the "Help" option in your browser for more information.

- [Cookie settings in Explorer/Edge](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari and iOS](#)

If the use of cookies is blocked, the service offered to the user through the Site will be limited, influencing, in this case, the user's experience of the Site.

Below, for each strictly necessary technical cookie used, we indicate: name, purpose and storage time.

<b>Cookie's name</b>	<b>Purpose</b>	<b>Storage time</b>
ARRAffinity	Strictly necessary. Routes the request made through a web browser to the same machine in the DXC cloud environment. See ARRAffinity - Microsoft Azure. This cookie is deleted when you close your browser.	1 year
__cfuid	Strictly necessary. Speeds up page loading times and overrides any security restrictions that may be applied to a browser based on the IP address from which it comes. Persistent (1 year from creation). See CloudFlare cookies.	1 year

### **B) Profiling Cookies**

Profiling cookies, in general, are designed to create profiles related to the user and they are used to send advertising messages in line with the preferences expressed by the user while surfing the web.

This Site, however, does not use profiling cookies, either from the first or from third parties.

### **C) Third party cookies**

This Site acts as an intermediary for third party cookies used to provide additional functionality to visitors and to simplify the use of the Site.

This Site has no control over cookies entirely managed by third parties and has no access to the information collected through these cookies. The information on the use of these cookies and their purpose, as well as on how to disable them, is provided directly by the third parties on the following pages.

It should be noted that the tracking of users does not generally lead to their identification, unless the user has already subscribed to the service and is also already logged in, in which case it is understood that the user

has already given his/her consent directly to the third party at the time of subscription to the relevant service (for example Facebook).

This site uses the following third-party cookies:

Cookie's name	Purpose	Storage time
ai_session	Used with Microsoft Application Insights for collecting statistical usage and telemetry information. Unique anonymous session identifier cookie.	1 hour
ai_user	Used with Microsoft Application Insights for collecting statistical usage and telemetry information. Unique user identifier cookie for counting the number of users accessing an application over time.	1 year
TIPMix	Used in Azure during deployments to pin a user session to a deployment slot.	Coincides with the user session
x-ms-routing-name	Used in Azure during deployments to route to deployment slots.	Coincides with the user session
ASP.NET_SessionId	Session cookie sent to the web browser. Used when you open the browser and then go to a website that implements ASP.NET session state. This cookie is deleted when you close your browser.	Coincides with the user session
EPI:NumberOfVisits	Used if you are using the <b>Number of Visits</b> personalization criterion. This cookie is not set if you remove it from all of your visitor groups.	1 year
.EpiServerLogin, EpiDPCKEY, .ASPXRoles	Only used if you log in to a website. You should clearly state on the login page that cookies are used if you log in.	Coincides with the user session
_epiXSRF _RequestVerificationToken _RequestVerificationToken	& Used by our security components. &	Coincides with the user session
ImageEditorFileSize	Used by the Image Editor.	Coincides with the user session
_utma, _utmb, _utmc, _utmz	Google Analytics cookies that are commonly used on Episerver websites. These third-party cookies are used to collect information about how visitors use the website.	_utma - 2 years _utmb e _utmc - Coincides with the user session _utmz - 6 months  Source: <a href="http://www.analytcs-plus.it/guida-i-cookie-di-google-analytics/">http://www.analytcs-plus.it/guida-i-cookie-di-google-analytics/</a>
.EpiForm_VisitorIdentifier	Functionality-related. Identifies the form submission to the site when a visitor submits data to via an Episerver form. Stores a GUID which is the visitor identifier. Persistent (90 days from creation).	90 days
.EpiForm_BID	Functionality-related. Identifies the form submission made to the site when a visitor submits data via an Episerver form. Stores a GUID as the browser ID. Persistent (90 days from creation).	90 days
EpiForm_{FormGuid}:{Username}	Functionality-related. Stores partial form submissions so that a visitor can continue with a form submission upon return. One cookie is created for each form and each logged in visitor. Stores the current submission status of the form (formGuid, submissionID, and if submission is finalized or not). Persistent (90 days from creation).	90 days

With specific reference to Google Analytics, Social Plugin and Widgets we provide the following additional information.

**Google Analytics:** used to verify the number of visits to the different pages of the Site, the duration of the visits, the number of unique visitors and the origin of the user who lands on the Site. The information is combined with information collected from other sites in order to create a comparative picture of the use of the Site compared to other sites in the same category.

Data collected: browser identification, date and time of interaction with the Site, page of origin, IP address.

The data collected does not allow the personal identification of users, and is not cross-referenced with other information relating to the same person. They are processed in aggregate form and anonymized (truncated at the last octet). According to a special agreement (DPA), Google Inc. (data processor) is forbidden to cross-reference such data with data obtained from other services.

Further information about Google Analytics's cookies can be found on [Google Analytics Cookie Usage on Websites](#).

You can selectively disable (opt-out) the collection of data by Google Analytics by installing the [appropriate component provided by Google on your browser \(opt-out\)](#).

**Social Plugin**: This Site also incorporates plugins and/or buttons to allow easy sharing of content on your favourite social networks. When you visit a page on our Site that contains a plugin, your browser connects directly to the servers of the social network from where the plugin is loaded, which server can track your visit to our website and, if it is necessary, associate it with your social account, particularly if you are logged in at the time of your visit or have recently browsed one of the websites containing social plugins. If you do not want the social network to record data about your visit to our website, you must log out from your social account and probably delete the cookies that the social network has installed in your browser.

Plugins are installed on this Site with advanced privacy protection functions for users, which do not send cookies or access cookies on the user's browser when the page is opened, but only after the user clicks on the plugin.

The collection and use of information by such third parties is governed by their respective privacy policies to which please refer.

- [Facebook \(link cookie policy\)](#)
- [Twitter \(link cookie policy\)](#)
- [LinkedIn \(link cookie policy\)](#)

**Widgets**: Graphical components of a program user interface, which is aimed at facilitating the user in the interaction with the program itself. For example, Facebook, Google+, Twitter's cookies are widgets.

### **Data protection rights**

Each user, subject to the conditions provided by the GDPR, is entitled to request:

- access to personal data concerning him/her, as well as their rectification;
- the erasure of personal data concerning him/her;
- the rectification of personal data concerning him/her;
- the limitation of the processing of personal data concerning him/her;
- the copy of personal data concerning him/her provided to CNMI, in a structured, commonly used and readable format (portability) and the transmission of such personal data to another data controller.

**Right to object**: users have the right to object in whole or in part to the use of personal data processed by the data controller, if the conditions provided by GDPR are met.

If the user exercises any of the above-mentioned rights, it will be the responsibility of the data controller to verify that he/she is authorized to exercise the same and it will be acknowledged, as a rule, within one month. In the event that the user believes that the processing of his/her personal data is in breach of the applicable legislation on the protection of personal data, he/she has the right to lodge a complaint with the personal Data Protection Authority, using the available references on the website [www.garanteprivacy.it](http://www.garanteprivacy.it), or to take appropriate legal action.

### **Contacts**

To exercise your rights you can contact CNMI by email: [privacy@cameramoda.it](mailto:privacy@cameramoda.it), telephone: 02/7771081, or by sending a registered letter with return receipt to CNMI (Piazza Duomo 31, 20122 - Milan) or a PEC message to: [cnmi@wifipec.it](mailto:cnmi@wifipec.it).