
COOKIES POLICY

What are “cookies”?

Cookies are short text files sent from a website to the user's web browser. On each successive visit cookies are re-sent to the site that originated them (first-party cookies) or to another website that recognises them (third party cookies). Cookies are useful because they allow websites to identify the user's device. They have several functionalities, such as allowing the visitor to surf efficiently through pages, remembering favourite websites and, in general, improving the web browsing experience.

They also contribute to guaranteeing that visualised online advertising material is better targeted and more in line with user's interests (behavioural targeting).

Use of cookies by la Rinascente

Just like most other websites, visiting the website of la Rinascente also entails the use of cookies to improve user experience. The cookies used on la Rinascente website are “technical”, i.e. aimed at rendering the visit to the website more efficient, and third-party cookies.

The following types of cookies are used:

- **Session cookies (or in-memory):** temporary cookies that allow users to access personalised services and improve overall user experience of the website

- **Google Analytics cookies:** both session and persistent cookies allow the collection of data concerning the navigation history of the user on the website and in this way improve the user experience and target web content. The data collected in this way does not contain personal information as the data are obtained and processed anonymously. More specifically we use Google Analytics* in accordance with the [the terms and conditions stated on this page](#).

- **Social media cookies:** these cookies are directly set by the social media domains that are hosted through links to their official pages, sharing buttons and links (including video and maps). The use of these buttons, features and functionalities implies that the data are shared with these sites. Consequently, the management of cookies and how to delete them is set by the same websites: users are kindly requested to view the data protection and privacy policy of each website in question.

- [Facebook](#)

- [Twitter](#)

- [Instagram](#)

We do not use behavioural advertising cookies (targeting cookies) that profile users' web browsing habits.

Find out more: <http://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/3118884>

You can enable and block all or selected cookies, or delete cookies that have already been set, by changing the settings on the Help menu of your web browser. However, in doing so, you need to be aware that you might lose some functions of the website.

Enabling and disabling cookies is your choice

You automatically agree to the use of the mentioned cookies just by surfing our website.

If you wish to restrict or block browser cookies from our website or third-party cookies, you can do this through your browser settings. You can change the settings and choose to accept all cookies, the pop-up window requires your explicit acceptance, or refuse all cookies indiscriminately.

If you want to manage cookies, you need to modify the settings by going to the toolbar of the web browser.

Here are the links to web content that provide comprehensive information on how to manage cookies on the most popular desktop browsers:

- Mozilla Firefox: [delete cookies; block all web browser cookies](#)

- Google Chrome: [manage your cookies](#)

- Safari: [manage your cookies](#)

- Internet Explorer: [manage your cookies](#)

You can block cookies used by Google Analytics by visiting the Google webpage ([Google GaOptOut](#)) and downloading and installing the add-on for your web browser.

Please note that if you modify or personalise the cookie preferences, you will need to change the settings on each device and for every web browser you use to surf the Internet.

In order to allow the website to function correctly, enjoy all the features and enhance the overall user experience, we strongly recommend you accept the use of cookies from our page and third parties.

If you have any questions or comments about the our Cookie Policy, please contact us:

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