



## COOKIE POLICY

The Wegreenit Company ("Wegreenit" or "We") provides the extensive notice pertaining to the cookies installed on the website [www.wegreenit.co.uk/](http://www.wegreenit.co.uk/) ("Website"). Cookies are used on our website and in our emails to offer users a better service and experience. This document describes the categories of cookies that we use and share with our partners, their purpose and how to modify your preferences. In case Wegreenit gathers your personal data, said gathering is regulated by our Privacy Policy, available for consultation at the following link: [https://wegreenit.co.uk/wp-content/uploads/2022/06/PRIVACY-POLICY\\_sito-wegreenit-1.pdf](https://wegreenit.co.uk/wp-content/uploads/2022/06/PRIVACY-POLICY_sito-wegreenit-1.pdf)

### WHAT ARE COOKIES?

Cookies are small data files stored by a browser on a computer's hard disk. Each time a user returns to our Website, the browser sends us these cookies so that we can offer a personalized experience, which reflects their preferences and facilitates access to our services.

### WHICH COOKIES DO WE USE?

The cookies we use allow us to recognize the users returning to our website and their data, in order to avoid having to insert the same information multiple times. Additionally, they allow us to analyse the traffic models of the users visiting our Website in order to improve user experience.

### TECHNICAL COOKIES

Technical cookies may be used to allow users to take advantage of the services requested through our Website. Without these cookies, it wouldn't be possible to supply the services requested. For example, technical cookies can be used to:

- allow users to access secure areas on our Website without having to repeatedly login;
- remember the user's actions (for example, the completion of a form) when they return to a page's previous session.

### ANALYTICAL COOKIES

Analytical cookies may be used to obtain information on the use of the Website, of ad inserts and of emails to inform us of potential errors. Additionally, these cookies provide us with detailed technical information, such as the last page visited, the number of pages visited, if an email has been opened, which parts of the Website or of the emails are clicked on by users and the length of time between clicks. This information could be matched with user details such as IP address, domain, or browser; however, it is analysed alongside other people's information so as not to identify a specific user. For example, these cookies may be used by our Website to:

- analyse and improve the design performance of our Website, ad inserts, and emails;
- quantify the response to our ad inserts and make them more effective;
- calculate the number of errors that occur on our Website to improve the service and handle potential claims.

### FUNCTIONAL COOKIES

These cookies are not necessary, but they enable the use of various useful functions on our Website.

For example, they may be used on our Website to:

- remember the preferences selected by a user during previous visits, such as country/language, interests, and Website presentation (layout, character size, colours and so on). This way, the user will not have to insert this information again;
- remember the answers to questions posed by our Website, for example regarding customer satisfaction survey participation, so that they will not be presented to the user again;
- determine if a service has already been offered to the user;
- provide information that enables optional services.

#### TARGETING AND PROMOTIONAL COOKIES

These cookies may be used on our Website to publish personalized ads based on the user's interests. Targeting and promotional cookies provide detailed information on the user's navigation of our Website (for example, a person's most viewed products or services). Additionally, they allow us to recognise a user returning to our Website and/or a website that is part of one of our promotional partner's network. As a result:

- our promotional partners can offer users of the websites within their network ads on products and services they have already seen;
- it is possible to limit the number of times a specific ad is shown to a user and calculate the effectiveness of an ad campaign;
- these cookies can be stored and used by us and/or our promotional partners.

#### THIRD-PARTY COOKIES

When a user uses our Website, some cookies We do not control may be stored. This happens, for example, if the user visits a page containing content from a third-party website. Consequentially, the user will receive cookies from these third-party services. The cookies do not contain personal information unless the user hasn't accessed the account. For example, third-party cookies could come from:

- Google Analytics;
- YouTube;
- LinkedIn;
- Facebook;
- other social networks;
- trusted operators;

We do not control the storage or access of these cookies. For further information on the use of cookies from third-parties, consult the notice on the privacy and cookies of the services in question.

#### HOW TO MODIFY COOKIE SETTINGS

Most browsers allow you to delete cookies from the computer's hard disk, to block cookie acceptance or to receive a notice before a cookie gets stored.

#### WHAT HAPPENS IF YOU DEACTIVATE COOKIES?

However, if the user blocks or deletes a cookie, it could be impossible to reset previously specified preferences and personalised settings and our ability to personalise user experience will be limited.

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