

## Cookie Policy

### July 2020 version

We hereby wish to inform you that we shall process your personal data in accordance with the provisions of Regulation (EU) 2016/679 (hereinafter referred to as "Regulation") and the eventual, specific local legislation related to personal data protection.

Hereinafter you shall find all the information related to our procedures for the collection - by means of cookies and/or other analytics technology - of the data provided upon visiting our website (hereinafter also referred to as "Website").

This Cookie Policy is complementary to the general Privacy Policy available on the Website at this [LINK](#).

### 1 - What are cookies?

Cookies are small text files that the websites viewed by the user send to your device (personal computer, tablet, smartphone, etc.), and are newly sent to the same websites upon the subsequent visit. It is indeed thanks to cookies that a website memorizes your actions and preferences (including but not limited to login data, language selected, character size, and other viewing options) so that they shall not be specified every time the user newly visits the website or navigates from one website page to the other.

Therefore, cookies are used to perform IT authentication, session analytics, and memorization of data concerning the activity of users accessing a website and that may contain a single authentication code which allows the website to track the user's navigation on the same for statistical or advertising purposes.

Throughout navigation, the user's computer may also receive cookies from websites or web servers other than the ones the user is visiting (the so-called "third party cookies"). Certain operations may not be performed without the use of such cookies that, in certain cases, are thus technically necessary for the website functioning itself.

We care to specify that cookies allow the identification of the device on which the Website is accessed, but not identification of the user.

### 2 - Cookie types and purposes

There are different types of cookies, each with its own characteristics, functions, and amount of time they may remain in the user devices:

- a) session cookies, automatically erased upon closing the browser;
- b) persistent cookies, which remain on your device until a set time of expiry.

In accordance with Italian law, express consent to the use of cookies is not always requested to the user. In particular, consent is not required for "technical cookies", namely cookies used strictly to send a communication through an electronic network, or strictly for the purpose to provide a service expressly requested by the user. In other words, such cookies are essential for the Website operation or necessary to perform the actions requested by the user.

Moreover, the website may use the following cookies:

- navigation or session cookies (for authentication);
- functionality cookies, which allow user navigation on the basis of a series of selected criteria (i.e. language, products selected for purchase) in order to improve the service provided itself;
- analytics cookies, only where they are used directly by the Website manager to collect aggregate data concerning the number of users and how the same visit the Website.

Vice versa, as far as cookie profiling is concerned – thus the use of cookies to create user profiles and to send the user advertising based upon the preferences selected by the same throughout online navigation – prior consent by the user is always required.

### **3 - Types of cookies used by our Website**

We have classified the cookies we use, based upon their type of usage, as follows:

#### **3.1 Technical cookies**

The Website uses first-party cookies, session cookies, and persistent cookies to provide you with a safe and efficient navigation of the Website, and to improve the services provided by the Website itself.

Such cookies allow, for example, the recognition of the language selected and the country from which you connect to the Website. By recognizing you upon access, such cookies avoid that you shall provide your data every time. Finally, functionality cookies are functional to the improvement of your navigation experience.

These cookies are necessary for our Website's operation and may not be disabled without compromising the Website functioning itself.

"Third party" cookies are related to services provided by third parties. They are used for different purposes, including the analysis of trends in marketing campaigns and/or to supply customized ads on our Website and on web-partner websites. This operation is called retargeting and is based upon navigation activity. The third party provides such services in

exchange of data related to the user's visit of our website. For such reasons, even third-party cookie suppliers shall respect the provisions of the related legislation. For additional information, please follow the links to web pages of the third-party websites, in which you may find the cookie consent forms and the related notices.

At the moment, our Website uses own cookies (first-party) and third-party cookies.

### 3.1.1 Navigation and session cookies

No cookies of this kind used.

### 3.1.2 Functionality and analytics cookies

Cookie	Domain name	Description	Duration
_ga	wetaxiconnect.it	Google analytics	2 years
_gid	wetaxiconnect.it	Google analytics	2 days
__stripe_mid	wetaxi.it	Stripe: online payments	1 year
__stripe_sid	wetaxi.it	Stripe: online payments	1 day
_ga	wetaxi.it	Google analytics	2 years

### 3.1.3 Profiling cookies

Cookie	Domain name	Description	Duration
_gat_gtag_UA_159058203_1	wetaxiconnect.it	Google analytics	1 day
_fbp	wetaxiconnect.it	Facebook	3 months
_fbp	wetaxi.it	Facebook	3 months

## 4 - Management of preferences related to cookies

### 4.1 Mode of acceptance

As specified in the short notice in the banner, you may give your consent to the use of cookies in a simplified form by:

- Clicking the specific button ("Ok"/"I agree"/"I give consent").

### 4.2 Withdrawal or issue of consent

You may choose, at any time, to accept or deny the use of cookies:

- i. by modifying the settings of your browser, choosing which cookies you wish to deny consent for. In order to access the browser settings, we invite you to view the procedures specified for:



**Wetaxi S.r.l.**  
VAT N. 11291250014  
2 Via Agostino da Montefeltro, 10134 Turin (Italy)  
[info@wetaxi.it](mailto:info@wetaxi.it)  
[www.wetaxi.it](http://www.wetaxi.it)

- Chrome
- Internet Explorer
- Firefox
- Safari
- Opera

We hereby specify that the complete disabling of cookies on the browser may compromise the suitable operation of some of our Website sections, including regular navigation on the web pages and loss of advertisement customization throughout navigation;

- ii. by withdrawing consent by means of the specific "opt-out" procedure provided by the third party (where available).

## **5 – Contact information**

### **Data Controller**

Wetaxi S.r.l.

with registered office at 2 Via Agostino da Montefeltro – 10134 – Turin, Italy

VAT N. 11291250014

[privacy@wetaxi.it](mailto:privacy@wetaxi.it)

### **Data Protection Officer (“DPO”):**

[dpo@wetaxi.com](mailto:dpo@wetaxi.com)