

## **COOKIE POLICY OF THIS WEBSITE**

This cookie policy is intended to provide information on the procedures for collecting, through cookies and/or other monitoring technologies, the information provided by users when visiting this website at the address [www.wemogee.it](http://www.wemogee.it) (the "Website"). The controller of the processing of personal data collected through this website is Samsung Electronics Italia SpA, which is located at Via Mike Bongiorno 9, 20124 Milan (hereinafter also referred to as "the Company").

### **GENERAL INFORMATION ON COOKIES AND OTHER MONITORING TECHNOLOGIES**

We use cookies in some areas of our website. Cookies are files that store information on your hard drive or browser. They allow this website to check if you have previously visited the website. Cookies tell us which pages on the website are visited the most in that they allow us to see which pages are visited and for how long. Using this data we are able to make the website more tailored to your requests and easier to navigate. For example, cookies allow us to ensure, for future visits, that the information on our website better corresponds to your preferences.

You can configure your browser to either accept all cookies, refuse all cookies, or warn you when a cookie has been sent. Each browser is different, therefore click on the "HELP" menu of your browser to learn how to change your cookie preferences. For example, in Microsoft Internet Explorer, you can disable or delete cookies by selecting "Tools/Internet Options", and change the privacy settings by selecting "delete cookies". Note, however, that this website has been designed to use cookies, and any uninstallation may interfere with website operation and does not allow the best use of the website itself.

We do not exchange cookies with external websites or external data providers.

This website and communications generated by use and/or registration on this website, such as promotional emails, may contain electronic images called web beacons. Web beacons generally operate in connection with cookies, and we can use them with cookies in order to, for example:

- Count the number of visitors to the website
- Check if you operated through an email or link, for example where there is a condition for taking part in a competition
- Ascertain how successful a specific advertising campaign or competition has been
- Establish particular levels of interest for particular sections or aspects of the website or for particular products and services available on this website
- Assess the results that advertisements and competitions can have on sales
- Understand how popular a product or service is and the varying levels of interest between particular products and services of Samsung Electronics Italia

### **GENERAL INFORMATION ON THE RULES REGARDING CONSENT TO THE USE OF COOKIES**

Italian legislation (Article 122 of Italian Legislative Decree 196/03 "Personal Data Protection Code" hereinafter simply referred to as the "Code") introduced into our system a European directive requiring website managers who use cookies or other monitoring technologies to inform the user about the types of any cookies used by the website.

Provision No. 229 of May 8 2014 issued by the Italian Data Protection Authority and published in Official Journal No. 126 of June 3 2014, categorized cookies in two macro-categories: "technical" cookies and "profiling" cookies.

#### **a. Technical cookies**

Technical cookies are those used for the sole purpose of "carrying out the transmission of a communication over an electronic communications network, or to the extent strictly necessary for the provider of an information society service explicitly requested by the subscriber or user to provide that service" (see Article 122, paragraph 1, of the Code).

These are not used for other purposes and are normally installed directly by the controller or manager of the website. They can be subdivided into navigation or session cookies that ensure the normal navigation and enjoyment of the website (allowing log in to access the areas reserved for members, for example, or a purchase to be made); cookie analytics, similar to technical cookies when used directly by the website manager to collect aggregated information about the number of users and how they visit the website; functionality cookies, which allow the user to navigate according to a set of selected criteria (for example language, products selected for purchase) in order to improve the service rendered.

No prior consent of users is required for the installation of these cookies.

#### **b. Profiling cookies**

Profiling cookies are designed to create user-related profiles and are used to send advertising messages in line with the preferences expressed by the user in the context of web-browsing. Given the particular invasiveness that such devices may have within the private sphere of users, European and Italian legislation requires the user to be properly informed of their use and therefore express their valid consent.

In this case, Article 122 of the Code applies, which provides that "the storage of information in the terminal equipment of a contractor or user, or access to information already stored, is only permitted provided the contractor or user has given their consent after having been informed with the simplified procedures in Article 13, paragraph 3" (Article 122, paragraph 1, of the Code).

In the same provision the Italian Data Protection Authority also categorized cookies depending on type, operating as controller of the processing of personal data collected by the cookie, distinguishing between first-party and third-party cookies.

##### **1. First-party cookies**

These cookies are managed by the website controller. For these cookies, disclosure obligation is the responsibility of the website controller. The controller is also responsible for instructing how to block cookies.

##### **2. Third-party cookies**

These cookies are managed by a third party other than the website controller. For these cookies, disclosure obligation and instructions for cookie blocking procedures are a matter for the third party, while the website controller is obliged to include a link on the website to the third party's website where available.

For both types of cookie (first or third-party) the gathering of consent, necessary if the cookie is a profiling cookie, takes place through a special banner on the home page of the website.

## CHARACTERISTICS OF COOKIES USED BY THIS WEBSITE

The footnote of this cookie policy contains a list of all the cookies used by this website.

In the first group are listed the so-called technical cookies for which no user consent is required.

If present on this website, the profiling cookies are listed in the second group. For both groups, the following information is provided for each type of cookie:

- Cookie name
- Function performed by the cookie
- Indication as to whether the cookie is first or third-party
- If the cookie is first-party, the blocking procedure instructions
- If the cookie is third-party, the link to access the website of the third-party where the information is reported about the third-party and the processing carried out on personal data collected through cookies and the procedures for blocking cookies

Please note that blocking technical cookies may compromise the functionality of this website.

## LINKS TO OTHER WEBSITES

This website may contain links or references for access to other websites. The Company does not control the cookies/monitoring technologies of other websites to which this cookie policy does not apply.

## HOW TO CONTACT US

For any questions, comments or concerns regarding this cookie policy or the [privacy policy](#) of the website, please contact the Company at the following addresses:

- by email to [sei.privacy@partner.samsung.com](mailto:sei.privacy@partner.samsung.com)
- or by post to Samsung Electronics Italia SpA, Via Mike Bongiorno 9, 20124 Milano, Italy

## UPDATE TO THIS COOKIE POLICY

This cookie policy was updated on April 3 2017. Any updates will always be posted on this page.

## TYPES OF COOKIE USED BY THIS WEBSITE

Name	Function performed by cookie	First-party or third-party cookie	Expiry	<u>For first-party cookies:</u> instructions for cookie blocking procedures  <u>For third-party cookies:</u> link to the third-party website
------	------------------------------	-----------------------------------	--------	---

				for information and instructions for cookie blocking procedures
--	--	--	--	---

***Technical cookies***  
**(cookies for which no prior consent of users is required)**

Google Analytics	This website uses Google Analytics to analyze usage and visits to the website itself.	Google Inc. third-party	Some cookies of this type are automatically removed when the browser is closed. Others remain for a period of 24 months after the last visit to the website.	For more information, please see the: Google Analytics privacy policy at: <a href="http://www.google.com/intl/en/analytics/privacyoverview.html">http://www.google.com/intl/en/analytics/privacyoverview.html</a> The policy on Google's use of cookies is available at: <a href="http://www.google.com/intl/it/policies/technologies/cookies">http://www.google.com/intl/it/policies/technologies/cookies</a> You can disable the functionality of Google Analytics by following the instructions here: <a href="http://tools.google.com/dlpage/gaoptout?hl=it-IT">http://tools.google.com/dlpage/gaoptout?hl=it-IT</a>
------------------	---	----------------------------	--	--