

COOKIE POLICY

Last updated: 11/09/2025

1) Controller and scope

This Cookie Policy applies to www.ladinum.com and is provided by **Trendly di Catarzi Niccolò** (contacts in the Privacy Policy). It complements the Privacy Notice.

2) What cookies and similar technologies are

Cookies and other identifiers (e.g., local storage, pixels) enable site operation, traffic measurement and—subject to consent—ad personalization.

3) Types of cookies used

- **Technical/necessary (no consent):** session, security/load-balancing (e.g., OVHcloud), payment (**Stripe**), widget functionality (e.g., WhatsApp, Calendly, Google Maps).
- **Analytics (with consent): Google Analytics 4, Microsoft Clarity** (aggregated/anonymous data where possible).
- **Profiling/marketing (with consent): Meta Pixel/Events, LinkedIn Insight/Ads.**

Note: Google Tag Manager is a tag-management tool and does not perform profiling on its own.

4) Consent management (banner)

At first access we display a **banner** that allows: *Accept all – Reject all – Customize*. Choices are recorded and can be changed at any time via the **"Review cookie preferences"** link in the footer. Use of the site after refusal is not restricted (no "cookie wall"). No non-necessary script is activated before consent.

5) Duration

- **Session cookies:** deleted when the browser is closed.
- **Persistent cookies:** last from a few days up to **24 months**, depending on the provider.

6) List of main cookies/tools

The actual list may vary; our CMP updates it dynamically and shows for each cookie: **name, provider, purpose, duration, link to the policy.**

Common examples:

- `_ga` , `_gid` (Google/GA4) – statistics;
- `_fbp` (Meta) – advertising;
- `li_gc` , `bcookie` (LinkedIn) – conversions/analytics;
- `stripe_mid` , `stripe_sid` (Stripe) – payments/anti-fraud;
- `_clck` , `_clsk` (Microsoft Clarity) – behavior analysis.

7) Transfers outside the EU

For some providers (e.g., USA) the transfer is based on the **EU-US Data Privacy Framework** if certified; otherwise, **SCCs** with supplementary measures. Details in the Privacy Policy.

8) How to change preferences from the browser

You can manage/delete cookies from your browser settings (Chrome, Firefox, Safari, Edge). Disabling technical cookies may impair some site features.

9) Updates

We may amend this Policy due to regulatory/technical adjustments; the current version shows the date above.
