

Cookie Policy

The SCP Srl website, www.scponline.it, or the "Site" uses Cookies to simplify its services and increase efficiency when the user visits pages on www.scponline.it.

Users visiting the Site will see minimum quantities of information inserted on the devices they are operating, whether a computer or mobile device, in small text files called "cookies", saved in the directories used by the User's web browser. There are various types of cookies, some to simplify the use of the site, others to enable specific functions.

Upon close examination, our cookies permit us:

- to save preferences that have been entered;
- to prevent users having to enter the same information, such as username and password, more than once during a visit;
- to analyse the use of the services and the contents supplied by posizionamento-seo.com and thereby optimise user experience and the services offered

Types of Cookies used

Various types of cookies are used by SCP Srl, depending on their purpose, as described below.

Technical cookies

This type of cookie permits a number of sections on the Site to function correctly. They are divided into two categories, persistent and session cookies:

- persistent: once the browser is closed, these are not destroyed, but remain until their set expiry date
- session: these are deleted whenever the browser is closed

These cookies, always sent from our domain, are necessary for the Site to be viewed correctly and, in connection with the technical services offered, will therefore always be used and sent, unless the User modifies his browser settings (altering the display of the website pages).

Analytic cookies

Cookies in this category are used to collect information on the use of the Site. The Company reserves the right to use this information to develop anonymous statistical analyses and to improve user experience on the Site, thereby making the contents more interesting and relevant to his particular wishes. This type of cookie collects, in anonymous form, data on the User's behaviour and how he reached the Site. Analytic cookies are sent either from the Site or from third party domains.

Google Analytics with anonymized IP (Google Inc.)

Google Analytics is a web analysis service provided by Google Inc. ("Google").

The information generated by cookies are transmitted by the user's browser to Google and saved on servers in the United States and other countries. Google will process this information on our behalf in order to evaluate your use of this website, drawing up an activity report and supplying us with other services relating to activities on the Site and on the Internet. The IP address obtained through Google Analytics will not be associated with any other type of data in Google's possession. You can choose to disable or block Google cookies by selecting the relevant settings on your browser. In this way, you will not however be able to benefit from all the functions available on the Site.

You can download and install the opt-out Add-on for Google Analytics browsers available on this link:

<http://tools.google.com/dlpage/gaoptout>.

Google uses Personal Data collected for the purpose of tracking and examining the use of this website, to draw up reports and to share them with the other services developed by Google.

Google may use Personal Data to contextualise and personalise announcements in its own advertising network.

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This Google Analytics integration renders your IP address anonymous. The anonymization operates by abbreviating users' IP address within the boundaries of European Union member states or in other countries party to the European Economic Area agreement. Only in exceptional circumstances will the IP address be sent to Google servers and abbreviated within the United States. Further information on the cookies used by Google is available at this address: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Third-party service analysis cookies

These cookies are used to collect information from users on the use of the Site in anonymous form, such as: pages visited, time spent, origins of source traffic, geographic origin, age, gender and interests for marketing campaign purposes. These cookies are sent from third party domains external to the Site. Cookies issued by Cloudflare, CDN service. These are third-party cookies designed to check the security of the website and its performance. <https://www.cloudflare.com/securitypolicy>

Cookies for integrating third party software products and functions

This type of cookie integrates functions developed by third parties within the pages of the Site, such as icons and preferences expressed on social networks, in order to share the contents of the website and for the use of third party software services (such as software for generating maps and other software that offers additional services). These cookies are sent from third party domains and partner websites that offer their functions on the pages of the Site.

Profiling cookies

SCP Srl does not use third-party cookies to manage the tool that remarkets the contents of the website. This tool allows the contents of personalised Google announcements to be published on the web on the basis of users' visits to our site. The pages on our site include a code that allows browser cookies to be read and set up and thereby establish what type of announcement the user will view, on the basis of data relating to his visit to the site. For example, the user may view offers for announcements in the category previously viewed on the [sponline.it](http://www.sponline.it) website.

The user may modify the cookie reception setting by modifying the Privacy settings, as described under "How can cookies be disabled?" in this policy statement.

The purpose of these cookies is described in the Google privacy statement:

<http://www.google.it/intl/it/policies/privacy/>

Via specific settings on the browser used or related computer programmes used to visit pages making up the Site.

By modifying the settings when using third-party services.

Either of these solutions may prevent the user from using or viewing parts of the Site.

Third-party websites and services

The Site may contain links to other Websites that have their own privacy statement, which may differ from that adopted by SCP Srl. The company will not therefore be held liable in connection with these sites.

Click here for the Google Analytics Privacy statement: <http://www.google.com/intl/en/policies/privacy/>

Third-party cookies

We may integrate a number of functions from third-party sites, in particular certain social networks, onto our own websites. These functions sometimes incorporate scripts or other elements capable of recognising, and at times, inserting on the user's device, cookies originating from these social networks. These cookies may allow ads to be personalised. We do not have access to these cookies, nor any control over them or the data collected by them. We nevertheless wish to inform users and ask for their consent to use these elements. For further information, consult the list of possible social network cookies set out below.

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Facebook

The following Facebook functions can be integrated onto our website pages and can recognise or insert Facebook cookies:

Facebook *Like* button (permits users to add a *Like* to an article on Facebook)

Facebook Connect (gives the user access to his or her Facebook account and to interact with our websites via the account)

Share on Facebook (permits the user to share the article on Facebook)

Facebook Social Graph (permits our websites to extract Facebook elements and insert them on our websites, such as the user's profile image or public Facebook posts)

Click here for the Facebook privacy statement <https://www.facebook.com/about/privacy/>

Click here for Facebook cookie information <https://www.facebook.com/help/cookies>

YouTube and Google

The following YouTube or Google functions can be integrated onto our website pages and can recognise or insert YouTube or Google cookies:

YouTube Player video (permits YouTube videos to be viewed on our websites)

Login to YouTube account (gives the user access to his or her YouTube account and to interact with DEC via the account)

Google+1 button (permits the user to add a product tag on his or her Google+ account)

Google Login (gives the user access to his or her Google account and to interact with our website via the account)

Click here for the Google privacy statement (also applies to YouTube)

<https://www.google.fr/intl/en/policies/privacy/>

Twitter

The following Twitter functions can be integrated onto our website pages and can recognise or insert Twitter cookies:

Twitter Login (gives the user access to his or her Twitter account and to interact with our websites via the account) Tweet

Click here for the Twitter privacy statement <https://twitter.com/privacy?lang=it>

Linkedin

The following LinkedIn functions can be integrated onto our website pages and can recognise or insert LinkedIn cookies:

LinkedIn Login (gives the user access to his or her LinkedIn account and to interact with our websites via the account)

Click here for the LinkedIn privacy statement <http://it.linkedin.com/legal/privacy-policy>

Instagram

The following Instagram functions can be integrated onto our website pages and can recognise or insert Instagram cookies:

Instagram Login (gives the user access to his or her Instagram account and to interact with our websites via the account)

Click here for the Instagram privacy statement <http://instagram.com/about/legal/privacy/>

Pinterest

The following Pinterest functions can be integrated onto our website pages and can recognise or insert Pinterest cookies:

Pin.It button (permits the user to incorporate the element on his or her Pinterest page)

Click here for the Pinterest privacy statement <https://about.pinterest.com/terms/>

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How to disable cookies by configuring browser settings

Chrome

Open the Chrome Browser

Click on the Chrome settings menu in the browser toolbar next to the navigation url window Select Settings

Click on Show advanced settings

Under "Privacy" click on the "Content settings" button. Under "Cookies" the following cookie settings can be modified:

Accept saving of data locally

Modify local data only until the browser is closed

Block sites from setting cookies

Block third party cookies and site data

Handle exceptions for some Internet sites

Remove one or all cookies

For further information, visit the dedicated page.

Mozilla Firefox

Open the Mozilla Firefox Browser

Click on the Mozilla Firefox settings menu in the browser toolbar next to the navigation url window Select Options

Select Privacy panel

Click on Show advanced settings

Under "Privacy" click on the "Content settings" button

Under "Tracking" you can change the following cookie settings:

Tell sites that you do not want to be tracked

Tell sites that you are willing to be tracked

Not give any preference regarding the tracking of personal data Under "History" it is possible:

By enabling "Use personalised settings", choose to accept third-party cookies (always, from the most visited sites, or never) and to keep them for a specified period (until they expire, when Firefox is closed or ask every time)

Remove individual stored cookies

For further information, visit the dedicated page.

Internet Explorer

Open the Internet Explorer Browser

Click on Tools and select Internet Options

Click on the Privacy panel and under Settings, change the slider according to the desired action for the cookies: Block all cookies

Accept all cookies

Select the sites from which you wish to obtain cookies: move the cursor to an intermediate position so as not to block or allow all cookies, then click on Sites, add the Website address in the Website address box and then click on Block or Allow. For further information, visit the dedicated page.

Safari 6

Open the Safari Browser

Click on Safari, select Preferences and press Privacy

Under Block Cookies specify how Safari must accept cookies from websites To view the websites that have stored cookies, click on Details For further information, visit the dedicated page.

Safari iOS (mobile devices)

Open the Safari iOS Browser

Click on Settings and then Safari

Click on Block Cookies and then choose one of the options: "Never", "Third parties and advertisers" or "Always"

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To delete all cookies stored by Safari, click on Settings, then Safari and finally Delete Cookies and data For further information, visit the dedicated page.

Opera

Open the Opera Browser

Click on Preferences and then, in the Advanced screen, select Cookies. Select one of the following options:

To accept all cookies

To accept only cookies from the Website being visited: the third-party cookies that are sent from a domain differing from the one being visited will be refused To never accept cookies: no cookie will ever be saved For further information, visit the dedicated page.

How to disable third-party service cookies

Google services <http://www.google.com/ads/preferences/?hl=it>

Facebook https://www.facebook.com/help/cookies?ref_type=sitefooter

Twitter <https://support.twitter.com/articles/20170519-uso-dei-cookie-e-di-altre-tecnologie-similidaparte-di-twitter#>

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