

Cookie Policy ENG

Last update: 03/07/2023

This website (“**Website**”) collects and processes personal data. Such personal data are used to identify your computer, browser or any other mobile device that you use to surf the Internet. Personal data are collected through the Website by means of small software files and other tracking technologies (“**Cookies**”).

➤ What Cookies are used on this Website?

The Website uses technical and profiling Cookies that are installed directly by us (so-called “**First Party Cookies**”) or by our selected partners (so-called “**Third Party Cookies**”).

First Party Cookies only include **Technical Cookies**. These Cookies are strictly necessary to enhance your browsing experience and guarantee the core technical functionalities of our Website (for example: they are used to display contents on the Websites or remember your preferences). Your consent is not necessary to make possible for us to collect information about you and install this category of Cookies. This is because we rely on our legitimate business interest in providing you access to our Website in the best possible way.

Third Party Cookies include **Analytics Cookies**. These Cookies are used for statistical analysis purposes and for collecting information about your experience on the Website only in an aggregated and anonymous form (for example: they are used to count the number of user visits on the Website). Your consent is not necessary to make possible for us to collect information about you and install this category of Cookies.

Third Party Cookies also include **Marketing Cookies**. These Cookies are installed through the Website by our selected partners in order to collect personal data about you and display targeted advertising customized according to the preferences you expressed during the browsing session (for example, when you visit some pages of the Website or interact with the Website’s features). Your explicit consent is necessary for the installation of such Marketing Cookies.

Through our Website, you can access external links **for sharing content on social media**, such as videos from the YouTube platform, photos from Instagram, and posts from Facebook. In such cases, these third-party platforms may end up using their own Cookies. Please note, however, that Pirelli is not responsible for the privacy practices and policies of such third-party platforms

➤ Where can you find more information on the Cookies used on this Website?

The table available at this [link](#) explains in more details our Cookies. The table is regularly reviewed (at least once every month) to make sure all information are correct and up to date.

To exercise your rights, as applicable, for example, to request deletion of data, to object to processing, to find out more details about how your data is used or about the retention period, you can contact us at Privacy.Latam@pirelli.com.

This e-mail gives you access to our privacy and data protection team, including our Data Protection Officer (DPO).

Additional information on our personal data processing activities (including information on which company is the data controller for the Website, how you can exercise your privacy rights) can be found in our [Privacy Policy](#).

➤ **How do I choose my cookie settings?**

When you access the Website for the first time, a short notice on the use of Cookies will appear as a pop-up banner with different selection buttons. Such pop-up banner includes a link to this Cookie Policy.

By clicking the “Accept” button on the pop-up, you will explicitly provide your optional consent to the installation of the Cookies for which opt-in consent is necessary (more specifically: Marketing Cookies).

You can also set your web browser to refuse the installation of Cookies by default or delete all installed Cookies from your computer or mobile device. The procedure varies depending on the specific settings of the web browser used.

Changes to the Cookies Policy

Pirelli reserves the right to amend this Cookies Policy at any time by updating its content under the need to improve its technology or functionality. The latest version can always be accessed by the hyperlink in the footnote of the website.

If you continue to use the tools offered by Pirelli after the change in the Cookies Policy, this will mean that you are aware of all the terms and conditions contained in the amended Policy.

Do you have questions? Contact us

If any point of this Cookies Policy is not clear, if you have any questions or if you want to make any requests concerning cookies and personal data eventually handled by Pirelli, please contact us by e-mail: Privacy.latam@pirelli.com