

Cookie policy

Our Website uses cookies. By using our website and accepting the conditions of this information statement, you hereby consent to the use of cookies, in compliance with the terms and conditions set forth in said information statement.

Cookies are computerised files or partial data which may be saved on the user's computer (or other internet browsing-enabled devices, for example smartphones or tablets), when the LTL Lenses website is visited.

Usually cookies contain the name of the Website from which Cookies originate, Cookie duration (how long they remain in the user's device for) and a value, which is usually a unique, randomly generated number.

What does LTL use cookies for?

The website www.ltlenses.it may use the following types of cookies:

Technical cookies: these cookies are indispensable for the optimal functioning of the LTL Lenses website as they enable the user to view and correctly operate it, create their own account, login and make purchases.

Functional cookies: LTL Lenses uses functional cookies to memorise user preferences and help users to use the Website in a more effective and efficient way, for example by memorising currency and language preferences, searches and previously visited pages. Functional cookies are not indispensable for Website operation, however they enhance functionality and improve the overall experience.

Analytical cookies: LTL Lenses uses analytical cookies to better understand how visitors use the Website, what is working well or otherwise, in order to optimise and improve the Website and ensure that is always interesting and relevant. Data obtained by LTL Lenses includes visited Web pages, entry and exit pages, the type of platform, information on date and time and data such as the number of clicks on a certain page, mouse movement, scrolling, words used in searches and texts entered during Website use. LTL Lenses also integrates analytical cookies in own online advertising campaigns to find out how users interact with the Website, after viewing an advert, including on third party Websites. User identity is not disclosed because LTL Lenses receives anonymous data only.

Commercial Cookies: LTL Lenses uses commercial cookies to show users own adverts on other Websites. This activity is called "retargeting" and varies according to user actions on the Website, such as topics searched for and visited pages.

The following list provides detailed information on third party cookies used on the LTL Lenses website. LTL Lenses specifies the providers and purpose of these cookies.

Google Analytics (Google)

This Website uses Google Analytics, a Web analysis services provided by Google Inc. ("Google"). Information generated by the cookie on Website use (including your IP address), is submitted to and stored in Google servers in the United States. Google uses this information to trace and examine Website use by the user, draw up Website activity reports for Website operators and provide other services pertaining to Website activity and Internet Use. Google may also transfer this information to third parties when required by the law, or whenever said third parties process aforementioned information on behalf of Google. Google will not associate the user's IP address with any other data in Google's possession. Under all circumstances, the user can always object to using cookies by selecting settings on their browser, however this may result in them being unable to use all functionalities of this Website.

To disable analytical cookies and prevent Google Analytics from collecting browsing data, you can download the additional browser Component for the deactivation of Google Analytics:

tools.google.com/dlpage/gaoptout

By using this Website, the user consents to the processing of their data by Google, in accordance with aforementioned methods and purposes.

Information on Google Maps cookies

Our Website may display Google Maps on one or more pages. They may generate cookies which are "Third Party Cookies" insofar as Google, the service provider, is responsible for them. Google Maps is a Google service which enables the generation of dynamic maps on the Website, such as the typical map on the "Where we are" page. Even if we do not have control over cookies generated by Google, it appears they contain a mix of information for measuring the number and behaviour of users on Google Maps.

On PREF and SID Cookies, on this page (Privacy and Terms) of its website under "Advertising", Google declares: "Most Google users have a preference cookie called "PREF" in browsers. A browser sends this cookie with requests to Google websites. PREF cookies may memorise your preferences and other information, specifically your language of preference (Italian, for example), the number of search results you wish to view per page (10 or 20, for example) and your Google Safe Search filter activation preferences."

And: "Google uses cookies, like PREF, NID and SID cookies, to contribute towards the customisation of advertisements on programmes which are the property of Google, such as Google searches. For example, we use them to memorise your most recent searches, your previous interactions with adverts placed by advertisers or search results and your visits to advertisers' websites. In this way we can show you customised adverts on Google."

On SID and HSID Cookies, on this page (Privacy and Terms) of its website under "Security", Google declares:

"We use security cookies for user authentication, to prevent the fraudulent use of access credentials and protect users' data from unauthorised persons or entities. For example, we use cookies called "SID" and "HSID" containing records with digital and encrypted signatures for users' Google account ID and for the most recent access date. The combination of both these cookies enables us to block many types of attacks, for example attempts to steal the contents of forms you fill out on websites."

Information on YouTube cookies

Our website may use the third party YouTube service by Google to host one or more videos on one or more pages. When you view a page on our website containing an embedded video, YouTube creates certain third party cookies. These cookies are used by YouTube to store user preferences whenever pages with embedded videos are used, or for other, unspecified purposes. YouTube does not disclose precise details on its own cookies or on how it uses them. These cookies do not identify you personally, unless you are not logged in on Google, in which case they will be linked to your Google account. If you do not want YouTube to collect information on your visit, you can block all or individual cookies, as specified in the "Third Party Cookies Policy" section, under relative points.

Here below on this page you will find links to specific pages on privacy and data processing cookies of third party Google / YouTube services.

Third party cookies

Here below you will find a list of additional Third Parties who may send Analytics and/or profiling cookies during browsing on our websites and relative links to privacy policies and forms for the withdrawal of consent to their reception:

How to disable third party services cookie

Google services

Google+ (for configuration go to this page)

LinkedIn (for configuration visit this page)

Flash (Adobe)

Video Youtube Privacy Policy

Google Maps Privacy Policy

Google Analytics Privacy Policy / Tool deactivation

Mailchimp Privacy Policy

User's decisions on cookies

The user may select a functionality based on which their computer will warn them each time a cookie is set, or they may decide to deactivate all cookies. These functionalities can be selected under browser settings. All browsers are slightly different from each other, therefore LTL Lenses invites the user to identify the best way to change cookie functionalities by accessing the "Help" menu of their own browser. If the user decides to deactivate cookies, they will no longer have access to numerous functions which render their experience on the LTL Lenses website more efficient, while some services will not function correctly.