Cookie Policy

This Cookie Policy governs the use of cookies by the website **https://ercagroup.it/** (hereinafter, the "Site"), managed by **ERCA GROUP HOLDING S.p.A.**

What are cookies

Cookies are small text files that the websites you visit send to your device, where they are stored and then retransmitted on your next visit. Cookies allow the operation of the Site or allow the collection of statistical or commercial information.

Types of cookies used by the Site

1. Technical cookies (necessary)

The Site uses technical cookies necessary to:
navigation,
session management,
safety functions,
the correct functioning of the pages.
These cookies are always active and **do not require your consent** .

2. Analysis and statistics cookies – Google Analytics (without IP anonymization)

The Site uses **Google Analytics**, a web analytics service provided by Google LLC ("Google"), configured **without IP address anonymization**.
This means that:
Google may collect your full IP address;
tracking may involve profiling for statistical purposes;
data may be transferred to the United States or other non-EU countries.
For these reasons, these cookies **cannot be considered technical** and **require the user's prior consent**, through a special banner.
The data collected includes: pages visited, time spent on the site, browser and device type, geographical origin, IP address.

3. Third-party cookies (e.g. Google Maps, YouTube, social widgets, external services)

The Site may integrate content or features provided by third parties, such as:
map services (e.g. **Google Maps**),
video platforms (YouTube, Vimeo),
graphic components and external fonts,
social widgets,
other embedded services not managed by the Site.
These services may install technical, statistical or profiling cookies. The installation of third-party cookies **requires** the user's consent via banners.
For more information on how data is processed, please consult the privacy policies of the respective suppliers.

3. Consent management

A banner is shown on the first access to the Site that allows the user to:
- accept all cookies,
- refuse unnecessary cookies,
- Select the categories of cookies you want to enable.
- You can change your preferences at any time via the appropriate functionality ("Review your preferences" or similar).

Managing cookies via browser

You can also manage, disable or delete cookies from your browser settings.
Disabling technical cookies could compromise the browsing experience.

Extra-EU data transfer

In the case of Google Analytics cookies and certain third-party services, data may be transferred outside the European Union.
The transfer takes place on the basis of the guarantees provided for by the GDPR (e.g. Standard Contractual Clauses).

Data Controller

ERCA GROUP HOLDING S.p.A. Email: **privacy@ercagroup.it**
The Data Controller remains available for any clarification on the processing of personal data.

Changes to this policy

This Cookie Policy may be updated. Changes will be posted on this page and will be effective as of the date of the last revision.