

Cookie policy

1. Premise

H ZERO srl sole shareholder and data controller, informs you that, in accordance with the applicable national legislation and art. 13 of the European Regulation n. 2016/679 (GDPR) that the website of the Museum managed by H ZERO ("Site") make use of cookies.

We want you to always feel safe and protected, so we invite you to read this information where we will explain what cookies are, how they are used and what control procedures we adopt in respect to the cookies themselves.

2. Data Controller

The processing of personal data is carried out by H ZERO srl as sole shareholder, and Data Controller. For any questions or requests related to the processing of your personal data, you can contact us by sending a request to the following addresses.

Company name: H ZERO srl as sole shareholder

Registered office address: Via della Condotta 12, Florence

Contact details: info@hzero.com

Website: <https://www.hzero.com/>

3. What are cookies?

Cookies are strings of text that the websites visited by users (so-called Publishers, or "first parties") or different websites or web servers (so-called "third parties") place and store within the user's terminal device , so that they are then retransmitted to the same sites on the next visit.

4. Which kinds of Cookies are used? On what legal basis and for what purposes?

Cookies can be first and third party technical, analytical and profiling cookies.

Technical Cookies

This type of cookie is strictly necessary for the correct functioning of some sections of the site. They are of two categories:

- persistent: once the browser is closed they are not destroyed but remain up to a preset expiration date
- of sessions: they are destroyed every time the browser is closed

These cookies, always sent from our domain, are necessary to view the site correctly and in relation to the technical services offered. They will therefore always be used and sent, unless the user changes the settings in their browser (thus affecting the display of site pages).

Analytical cookies

The cookies in this category are used to collect information on the use of the site. We will use this information for anonymous statistical analysis in order to improve the use of the Site and to make the contents more interesting and relevant to our users' wishes. This type of cookie collects anonymous data on user activity and how he reached the site. Analytical cookies are sent from the site itself or from third-party domains.

Analysis cookies of third-party services

These cookies are used to collect information in anonymous form on the use of the Site by users, such as: pages visited, time spent, origins of the traffic of origin and the geographical origin itself, age, gender and interests for the purposes of marketing campaigns. These cookies are sent from third-party domains external to the Site, in our case by Google Analytics.

Cookies necessary to the integration of third-party softwares products and functions

This type of cookie integrates features developed by third parties within the pages of the site, such as logos and preferences expressed on social networks in order to share site content, or for the use of third-party software services (such as softwares used for maps and other additional services). These cookies are sent from third-party domains and partner sites that offer their functionality on the pages of the site.

Profiling cookies

These are cookies necessary to create user profiles in order to send advertising messages in line with the preferences expressed by the user within the pages of the Site. We DO NOT use profiling cookies on our Site.

For the installation of technical and analytics cookies, users' consent is not required, while it is always required to provide a disclaimer (art. 13 of EU Regulation 2016/679).

Profiling cookies or other tracking tools, on the other hand, can only be used if the user has given his consent after being informed in a comprehensible manner.

Third Party Websites and Services

The Site may contain links to other websites, for which the disclaimer and authorisation concern third parties.

5. Type of cookies used by the site <https://www.hzero.com/>

The cookies on this site are technical cookies, used by H ZERO srl as sole shareholder to allow the site to function.

[insert descriptive tables....]

[IF APPLICABLE]: Below are the updated links to the information and consent forms of the third parties themselves.

[.....]

6. Non-EU data transfer

The Company may transfer data outside the European Union. To this end, in pursue of the privacy policy, the Company evaluates the impact of data transfers and adopts, if applicable, the most appropriate guarantees (for example, adequacy decisions or standard contractual clauses). For information regarding the transfer of Personal Data collected through third-party Cookies, please refer to the privacy policies of each third party, available on their websites.

7. What are your rights, how can you control and delete cookies?

The first time you access the site <https://www.hzero.com/a> a banner relating to the use of cookies will appear. You can there decide whether or not to consent to the use of cookies.

To accept all cookies, click on "accept all". Click on "reject" and close the banner to continue without saving your preference.

However, you can also choose which cookies to activate or deactivate at any time by changing the configuration of your browser and following the instructions contained in the cookie manager policies.

To make your browser reject all or some cookies, refer to the instructions provided by your browser provider.

In particular:

- Microsoft Internet Explorer: Click the 'Tools' icon in the upper right corner and select 'Internet Options'. In the pop-up window select 'Privacy'. Here Users can change the cookie settings.
- Google Chrome: Click the "wrench" icon in the upper right corner and select "Settings". At this point select "Show advanced settings" and change the "Privacy" settings.
- Mozilla Firefox: From the drop-down menu in the upper left corner select "Options". In the pop-up window select 'Privacy'. Here Users can adjust their cookie settings.
- Safari: From the drop-down settings menu in the upper right corner select 'Preferences'. Select 'Security' and here Users can adjust their cookie settings. Find a more detailed guide at the link www.aboutcookies.org/

8. Data Retention

We inform you that your data will be kept for a limited period of time, which varies according to the type of processing activity in compliance with the Museum's Data Retention Policy and its specific purposes.

The data traced using technical cookies are kept for 24 months from collection and subsequently deleted.

The data traced using first-party analytical cookies are kept for 24 months from collection and subsequently deleted.

9. Your rights as an interested party

We inform you that you have the right to exercise the following rights (articles 15-21 GDPR) in relation to the data collected through cookies:

- receive confirmation of the data's existence, as well as access to their content (access rights);
- update, modify and/or correct the Data (right of rectification);
- request the cancellation or limitation of the Data processed in violation of the law, including those whose retention is not necessary in relation to the purposes for which the Data were collected or otherwise processed (right to foreclosure and right to limitation) ;
- object to the processing (right to object);
- revoke the consent, where given, without prejudice to the lawfulness of the treatment based on the consent given before the revocation;
- Complain to the Supervisory Authority in the event of a violation of data protection regulations;
- receive an electronic copy of the Data and request that such Data be transmitted to another data controller (right to data portability).

To exercise these rights, you can contact the Data Controller by sending an email to info@hzero.com.

The Data Controller

H ZERO srl as sole shareholder

This information is updated to 13 March 2023.