

EXTENDED INFORMATION ON COOKIES (COOKIE POLICY)

1. DATA CONTROLLER

This cookie policy (hereinafter, the “Cookie Policy”) is provided by Silfer S.r.l. (hereinafter, the “Controller”), with registered office at Via XXV Aprile 10, e-mail: ekinodesign@silfer.it, certified e-mail (PEC): silfer@pec.silfer.it, in its capacity as controller of the personal data collected through the e-commerce website through which, among other things, paintings and design objects under the “EKINO” brand are marketed (hereinafter, the “Website”).

This Cookie Policy must be read together with the Privacy Notice provided by the Controller, available in the “Privacy Policy” section of the Website.

2. WHAT COOKIES ARE

Cookies are small text files that websites visited by the user send to the user’s device (computer, tablet, smartphone), where they are stored to be retransmitted to the same websites on the user’s next visit.

Cookies allow the Website to function correctly (technical cookies), to remember the user’s preferences (functional cookies), to perform aggregate statistical analyses (analytical cookies) and, where applicable, to customise advertising content (profiling cookies).

Cookies may be:

- “first-party” cookies, when installed directly by the operator of the Website;
- “third-party” cookies, when installed by domains other than the one visited by the user (e.g. providers of analytics services or advertising platforms).

Cookies may also have a duration limited to the single browsing session (session cookies) or be persistent and remain stored on the device even after the browser is closed (persistent cookies).

3. TYPES OF COOKIES USED BY THE WEBSITE

Under applicable law, the user’s consent is not required for the installation of so-called “technical” cookies, whereas prior consent is required for non-anonymised analytical cookies, profiling cookies and other non-technical tracking tools.

The Website may use the following types of cookies:

3.1 Necessary technical cookies

These cookies are essential for the correct functioning of the Website and for enabling navigation and use of its features (e.g. authentication, cart management, saving language

preferences, remembering products placed in the cart or wish list, session maintenance).

These cookies do not require the user’s consent, as they are necessary for the provision of

the requested service. The legal basis for the relevant processing is the performance of the

contract or of pre-contractual measures (Article 6(1)(b) GDPR), as well as the Controller's

legitimate interest in ensuring the proper functioning of the Website (Article 6(1)(f) GDPR).

3.2 Functional cookies

These cookies allow the Website to remember certain user choices (e.g. language, geographical area, preferences relating to the display of content) in order to offer a more personalised browsing experience and improve the overall user experience.

The use of such cookies may be subject to the user's consent, where they are not strictly necessary to provide a service expressly requested by the user.

3.3 Analytical cookies

Analytical cookies are used to collect, in aggregate form, statistical information on the use of the Website (number of visitors, most visited pages, time spent on the Website,

geographical origin, etc.), in order to measure and improve its performance.

– If analytical cookies are implemented in such a way as to minimise the possibility of identifying the user (e.g. through anonymisation of the IP address and the absence of cross-referencing with other information), they may be treated as technical cookies and do not require consent.

– Conversely, third-party analytical cookies that allow identification (also by cross-referencing data) require the user's consent.

Any third-party analytical cookies will be used only after obtaining consent via the appropriate banner or preference centre.

3.4 Profiling cookies

Profiling cookies are aimed at creating user profiles and are used to send advertising messages in line with the preferences expressed by the user during their browsing on the Website or on other websites or apps.

These cookies may be installed by the Controller or by third parties (e.g. advertising partners, social networks, remarketing platforms) and are activated exclusively with the user's consent, provided via the banner or the preference centre.

If consent is not given, profiling cookies will not be installed and browsing on the Website will not be affected.

3.5 Other tracking tools

The Website may, over time, also use technical tools similar to cookies (pixels, tags, SDKs, etc.), which make it possible to carry out tracking operations or to store information on the user's device.

Such tools will be subject to the same rules as cookies, depending on their function (technical, analytical or profiling) and on whether or not the user's consent is required.

4. LIST OF COOKIES USED

The Website may use both first-party and third-party cookies. The complete and up-to-date list of cookies and other tracking tools actually used, indicating the name, type, duration, purpose and entity that manages them (first or third party), may be made available:

- within the cookie banner or the cookie preference centre; and/or
- in a dedicated table accessible from the Website and constantly updated according to the tools actually in use.

PLEASE NOTE: the actual list of cookies varies depending on the technical settings of the Website and the third-party tools selected (e.g. analytics services, social plugins, advertising tools). It is necessary to keep the list updated according to the cookies actually in place.

5. MANAGEMENT OF COOKIE PREFERENCES VIA BANNER AND PREFERENCE CENTRE

When the user first accesses the Website, an informative banner is displayed through which:

- a first notice is provided on the use of cookies;
- consent is requested for the installation of non-technical cookies (non-anonymised analytical,

profiling cookies, etc.);

– the user can express their preferences (accept all cookies, reject them, or select only specific categories).

The preferences expressed by the user through the banner are stored and can be changed at any time by accessing the relevant section or preference centre available on the Website (e.g. “Review your cookie settings” or similar).

The user may at any time revoke or change their consent to the use of non-technical cookies, without affecting the lawfulness of processing carried out before such revocation.

6. HOW TO DISABLE COOKIES THROUGH THE BROWSER

In addition to the above, the user can manage or disable cookies directly through their browser settings, choosing to delete or block certain types of cookies.

Below are the links to the instructions provided by the main browsers:

- Google Chrome: support.google.com/chrome
- Mozilla Firefox: support.mozilla.org
- Apple Safari: support.apple.com
- Microsoft Edge: support.microsoft.com

Disabling all technical cookies may affect the proper functioning of the Website and prevent the use of some of its features.

7. TRANSFER OF PERSONAL DATA OUTSIDE THE EUROPEAN UNION

Data collected through cookies (in particular those of third parties) may be transferred to countries located outside the European Union or the European Economic Area.

In such cases, the transfer will take place in compliance with Articles 44 et seq. GDPR, on the basis of:

- adequacy decisions of the European Commission; and/or
- Standard Contractual Clauses approved by the European Commission; and/or
- another appropriate legal basis provided for by the applicable legislation.

For further information on any third parties that receive data via cookies and on the related transfer safeguards, the user may consult the privacy notices of the individual third-party providers (e.g. analytics services, social networks, advertising platforms) and/or contact the Controller directly at the addresses indicated in Section 1.

8. LEGAL BASIS OF PROCESSING

- For technical cookies and, where anonymised, for certain analytical cookies, the legal basis is the performance of the contract or of pre-contractual measures (Article 6(1)(b) GDPR) and the Controller's legitimate interest in ensuring the functioning and security of the Website (Article 6(1)(f) GDPR).
- For non-anonymised analytical cookies, profiling cookies and other non-technical tracking tools, the legal basis is the user's consent (Article 6(1)(a) GDPR), expressed via the banner and/or preference centre.

The provision of data through non-technical cookies is optional; failure to provide such data (i.e. failure to give consent) does not prevent browsing on the Website, but may limit the availability of personalised content or offers.

9. USER RIGHTS

As a data subject, the user may exercise at any time the rights provided for in Articles 15–22 GDPR, and in particular:

- the right of access to personal data and to information on the processing;
- the right to rectification of inaccurate data or completion of incomplete data;
- the right to erasure of data (“right to be forgotten”);
- the right to restriction of processing;
- the right to data portability;
- the right to object to processing based on legitimate interest, including any profiling;
- the right to withdraw consent, where given, at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

Requests may be sent to Silfer S.r.l. at the following contact details:

- e-mail: ekinodesign@silfer.it
- certified e-mail (PEC): silfer@pec.silfer.it

The user also has the right to lodge a complaint with the competent supervisory authority;

in Italy, with the Italian Data Protection Authority (Garante per la Protezione dei Dati Personali, www.garanteprivacy.it).

10. LINK TO THE PRIVACY NOTICE

For more details on the methods of personal data processing carried out through the Website, including purposes, legal bases, retention periods, categories of recipients and the data subject's rights, the user is invited to consult the full Privacy Notice provided by the Controller.

11. UPDATES TO THE COOKIE POLICY

This Cookie Policy may be subject to changes over time, also as a result of regulatory updates, technical developments of the Website or changes concerning the cookies and other tracking tools used.

The user is therefore invited to consult this page regularly. Any substantial changes will be adequately notified through the Website.

Last update: 21 November 2025.