

Cookie Policy

When you visit **NeoLogistics** (<https://neologistics.it/>) website, information may be stored on your device in the form of cookies.

A cookie is a small text file sent from a web server to your browser and stored on your device. When you revisit our website, the cookie information is transferred to our web server again. For example, we may recognize you and consider your settings when displaying the website. Cookies can be categorized as first-party cookies (deployed by **NeoLogistics**) and third-party cookies (deployed by third parties).

We use cookies to improve and optimize the usability of our website. Cookies do not cause damage to your device or contain viruses, trojans, or other malicious software. The cookie stores information linked to the respective device used. This does not mean, however, that we store personal information about you or are aware of your identity.

Visiting and surfing our website is possible without cookies. Most browsers accept cookies automatically. You may alter the security settings of your web browser to stop your device from receiving and storing cookies, to allow cookies to be received and stored from selected websites only, or to be notified before accepting cookies. Please note, however, that these settings may negatively affect the usability and user experience of websites and other online services. You may delete cookies stored in your browser at any time. Information stored in cookies will be removed from your device.

We further categorize cookies as follows:

Type	Description
Category 1: Technically (essential) necessary cookies	These cookies are technically necessary to ensure the website landing page functions properly. We cannot provide for the website landing page to function without deploying such cookies.

Category 2: Functional cookies	These cookies serve to create the most pleasant surfing experience possible on our website landing page with a maximum of individual usage conformity. It includes enabling login across sessions, high surfing speed through search suggestions, or storing individual page settings, such as language or text size, etc.
Category 3: Performance cookies	These cookies optimize our website and lead to a continuously improved surfing experience (e.g., by evaluating the use of website landing page features offered, reporting display errors, etc.).
Category 4: Social media and advertising cookies	Some of these cookies allow you to connect to your social media account and share content. Others help to customize advertising by adapting to your interests.

Cookie categories 2 to 4 may be deployed in the context of web tracking. In such a case, the cookie helps analyze web traffic. They may be combined with information about your activities on our website and processed in pseudonymous usage profiles. This helps us analyze web traffic information and improve our website to adapt it to users' needs. We only use this information for statistical analysis. In addition to cookie-based web tracking, there is non-cookie-based web tracking that uses other means, such as your individual device settings, to recognize you when revisiting our website.

The legal basis for deploying category 1 cookies is our legitimate interest in providing our website. The legal basis for deploying category 2 to 4 cookies and web tracking is your consent. When you visit our website for the first time or revisit it, we will (i) inform you about the use of category 2 to 4 cookies and web tracking and (ii) ask for your consent. To request your consent, we display a relevant banner.

In addition, some web analytics providers are members of industry associations whose websites allow the use of web tracking to be prevented centrally. Please find below the reference to the websites of these associations for expressing your choices regarding web tracking and processing data in pseudonymous profiles.

- *European Interactive Digital Advertising Alliance (EDAA):*
<http://www.youronlinechoices.com/de/praferenzmanagement/>
- *Digital Advertising Alliance (DAA):* www.aboutads.info/choices/
- *Network Advertising Initiative (NAI):* <http://www.networkadvertising.org/choices/>

If you don't consent to the deployment of cookies or delete cookies from your device, this may affect your ability to use the website or individual functionalities. Please refer to the table below for detailed information regarding the cookies deployed on our website.

First-party cookies and technically necessary/functional cookies:

If you are a user

Domain	Cookie name	Type	Cookie lifetime	Cookie description and purpose
.neologistics.it	sessionid	technically necessary/functional cookies	14 days	Stores the ID of a user's session. The cookie is set when a user signs in and is used to restore the session without entering the personal data. Example: 8vwhbmlf7flslzeawdhfgjbsfttc2v9
.neologistics.it	section	technically necessary/functional cookies	1 year	Stores a user's role in the system (advertiser or publisher) selected during the first visit. The cookie is used to identify the user's role correctly. Example: publisher

.neologistics.it	user_default_language	technically necessary/functional cookies	1 year	Records the code of the language selected by a user during the first visit. The cookie is used to identify the user's language correctly. Example: en
.neologistics.it	promo_*	technically necessary/functional cookies	7 days	Stores the ID of an affiliate program that is advertised in the system. The cookie is set when a user views information about the affiliate program and is used to keep the statistics on impressions for this program. Example: 15955
.neologistics.it	neologistics	technically necessary/functional cookies	> 10 years	Identifies neologistics users based on their accounts.

Tracking cookies.

Third-party cookies, social plugins, and analyzing tools

Tool/Provider	Purpose	Link to the provider's privacy policy / Prevent processing
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Meta	Tailor and improve the advertisements presented to you on the website and measure the effectiveness of these advertisements and manage and provide you with the possibility of using part of the website's functionality on third parties' websites	https://developers.facebook.com/docs/meta-pixel
Google Analytics	Web analysis, interest-oriented advertising	https://policies.google.com/?hl=en&gl=en Prevent processing: Via Browser-Plugin (see Add-On https://tools.google.com/dlpage/gaoptout?hl=en
LinkedIn	To run Ads on LinkedIn and optimize ad campaigns through conversion tracking, website audiences, and website demographics.	https://www.linkedin.com/legal/privacy-policy https://www.linkedin.com/legal/cookie-policy For opt-out information, see the section "Opt-Out of targeted advertising"

TikTok	To run advertisements on TikTok and optimize ad campaigns through conversion tracking	
Twitter	To run advertisements on Twitter and optimize ad campaigns through conversion tracking	https://twitter.com/en/privacy
Microsoft Clarity	Web analysis	https://learn.microsoft.com/en-us/clarity/setup-and-installation/clarity-data

Name	Domain
_ga	.neologistics.it
_ga_2H9DPCPVSJ	.neologistics.it
_gcl_au	.neologistics.it

Below you can learn more about how social plugins and analyzing tools use your information and, if you avoid connecting to plugins, find out how to opt out.

This processing of (personal) data is necessary for our legitimate interests (i.e., marketing by increasing the range of our website/services).

Meta

Meta is a social network of Meta Platforms Ireland, Hanover Reach, 5-7 Hanover Quay, Dublin 2, Ireland (hereinafter “Meta”). On our website, we have included the Meta Pixel. For a summary of the Meta Pixel, please refer to <https://developers.facebook.com/docs/meta-pixel>.

When you enter a page on our website that contains the Meta Pixel, your browser or app will establish a direct connection to Meta’s servers where the pixel is loaded from. The information that your browser has visited the corresponding page of our online services will be transmitted to Meta, even if you do not have a Meta account or are not logged into your account. This information (including your IP address) will be sent by your browser directly to a server of Meta in the United States of America and stored there.

If you are logged into your Meta account at the same time, it is also possible to assign the page impression to your Meta profile. If you click on embedded Meta buttons and log into your Meta account (or are already logged in), this information will be sent directly to a Meta server and stored there. The corresponding information is published on your Meta profile and in your chronicle/timeline in short form. Meta can thus collect and store additional usage data. If you want to prevent the transmission and storage of your data and your behavior on our online services through Meta, you must use the opt-out solution.

You can also change your Ad Settings here: <https://www.facebook.com/ads/settings> or log out of your Meta account before you visit our sites and delete any cookies placed by Meta.

For more information on your rights and on how Meta records and processes data, please see Meta's Data Privacy Policy, which is available at <http://www.facebook.com/about/privacy/> and <https://www.facebook.com/help/443483272359009#!/help/340599879348142/>.

Google Analytics

We use Google Analytics, which is a web analyzing tool of Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google") for the purposes of the adequate design and continuous optimization of our website. Google Analytics works with cookies and creates pseudonymized usage profiles, which allow your use of our website to be analyzed. Information stored in such cookies (such as the browser type/version, operating system used, referrer URL, hostname of the accessing computer, time of server request) is usually transmitted to and stored on Google's servers.

Due to the activation of IP anonymization (IP masking), Google will truncate and therefore anonymize the IP address of your device within the European Union or the European Economic Area.

We contracted Google to analyze your use of this website in order to produce reports on the activities on our website and provide more services connected to the use of our website and the internet in general. We also use Google Analytics for marketing purposes. Doing so allows us to advertise on third-party websites (including Google) to previous visitors to our website.

If you are a website visitor, Google services will be used for the marketing and analytics purposes only with your consent.

If you are a registered user of our platform and have agreed to the Terms of Use, we can use Google services for the analytics and maintenance purposes as part of our services.

The IP address provided by your browser will not be combined with other Google data. The information may be transferred to third parties if doing so is required by law or if third parties process this data on behalf of Google. You can prevent cookies from being stored on your device by adjusting your browser software accordingly. Please note, however, that changing your settings may have negative effects on the usability of our website. You may prevent Google from recording and processing data on your use of our website (including your device's IP address) and storing such information in a cookie by using the opt-out solution.

You also can download and install a browser opt-out add-on from <http://tools.google.com/dlpage/gaoptout?hl=en>.

For more information, see Google's Privacy Policy: <https://www.google.com/intl/en/policies/privacy/>.

Microsoft Clarity

We use Microsoft Clarity, a behavioral analysis tool that helps us understand user interaction with our website. By using Clarity's robust analysis tools, we can enhance our website for our clients and our business. Clarity captures the user interactions on the website, such as how the page is rendering, mouse movements, clicks, scrolls, and so on. The code to capture this information is open source and available on <https://github.com/microsoft/clarity>.

For further information:

<https://learn.microsoft.com/en-us/clarity/setup-and-installation/clarity-data>

Below you can see the OPT-OUT for different browsers

Google Chrome

Microsoft Edge

Mozilla Firefox

Microsoft Internet Explorer

Opera

Apple Safari

You can also manage many companies' cookies used for online advertising via the consumer choice tools created under self-regulation programs in many countries, such as the US-based Your Ad Choices page or the EU-based Your Online Choices.