

Cookie Policy

We believe it is extremely important for you to have confidence in us and we would therefore like to share with you on this page the purposes and methods of processing the personal data we collect when you browse on the website (hereinafter "Website") and when you use the services we offer, as specified in greater detail below.

Processing of your personal data is always based on principles of legality and fairness and complies with all applicable current regulations.

You can find all details on processing of your personal data below.

Identity and contact details of the Controller

The Controller is denu biz B.V. with registered office in Graan voor Visch 18017, 2132GA Hoofddorp Netherlands. The contact details are Tel +31684637357, E-mail info@ketka.eu

About Cookies

Cookies are text strings which act as computer markers sent by a server (the Website service in this case) to the user's device (normally an Internet browser) when the user accesses a given page of a website.

By default, almost all web browsers are set to automatically accept cookies. However, users can change the pre-set configuration, to disable or delete cookies (each time or once and for all), although this could prevent optimal use of certain areas of the website. It is also possible to check the cookies modes and types stored on your browser by changing its cookie settings.

Characteristics of a cookie

Cookies are often categorized according to the following characteristics:

- **"session cookies" or "persistent cookie"**

A "session cookie" is a cookie that is automatically deleted when the user closes his browser, while a "persistent cookie" is a cookie that remains stored in the user's terminal device until it reaches a defined expiration date (which can be minutes, days or several years in the future).

- **"third party cookie"**

The "third party cookie" are cookies that are set by data controllers that do not operate the website currently visited by the user. Conversely, the term "first party cookie" will be used to refer to a cookie set by the data controller (or any of its processors) operating the website visited by the user, as defined by the URL that is usually displayed in the browser address bar.

Characteristics and purposes of cookies

Our Website uses the following categories of cookies, which may belong to the Controller ("first party cookie") or to third parties ("third party cookie")

I. **Technical and functionality cookies**

- A. **Technical cookies:** These cookies assist you in browsing the Website and using its functions. Technical cookies include what are called "strictly necessary" cookies, which enable functions without which the Website cannot be used in full, or "performance cookies", which improve the Website functions.

- B. **Functionality cookies:** These cookies allow the Website to remember your choices (such as the language or your geographic location) and propose them again on subsequent accesses, in order to provide better and customized services (they can be used to propose similar contents to those you have requested in the past, for instance).
- II. **Profiling cookies:** These cookies are used to send advertising messages and services in line with the preferences you have shown. In particular, they are used to offer you advertising and services potentially reflecting your interests, and also to create individual profiles based on your tastes, preferences and consumption choices, as detected during browsing of the Website or by comparison of your activities via the browser. They are used, for example, to limit the number of times a given advert is shown, or to understand how effective an advertising campaign is from the frequency of views of the relative advert.
- III. **Analytics cookies:** Analytics are statistical audience measuring tools for websites, which often rely on cookies. These tools are notably used by website owners to estimate the number of unique visitors, to detect the most preeminent search engine keywords that lead to a webpage or to track down website navigation issues. This Website uses Google Analytics, as provider of statistical cookies, a web analysis service supplied by Google, Inc. ("Google"). You can get more information on the data processing activities carried out by Google Analytics at: <https://support.google.com/analytics/answer/6004245>

Description of the methods of consenting to installation of cookies

On your first access to the Website, you will see a banner with brief information containing the link to this extended policy, where you will find further information on the cookies installed by the Controller and by third parties.

This extended policy contains more detailed information on the description and characteristics of the various types of cookies and also allows you to decide independently which cookies you want to authorize.

Your consent is not required for the use of technical and functionality cookies. However, you can disable them using the procedure described in the paragraph "How to enable and disable cookies in your browser".

Your consent is required for the use of Profiling and Analytics cookies.

By browsing the Website, you consent to use of cookies, including profiling and analytics cookies. However, you can alter your cookies preferences at any time, also denying consent to use of any cookie (including cookies installed by third parties) in the table below. The table is revised up to 18th September 2020; any subsequent reviews will always be published on this page.

Cookie Name	Provider	Type	Expiry	Purpose
_ga	ketka.eu	Technical	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the web site.
_gat	ketka.eu	Technical	1 day	Used by Google Analytics to throttle request rate
_gid	ketka.eu	Technical	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the web site
collect	google-analytics.com	Analytics	Session	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
lfuuid	ketka.eu	Technical	113 months	Tracks the individual sessions on the web site, allowing the web site to compile statistical data from multiple visits. This data can also be used to create leads for marketing purposes.

How to enable and disable cookies in your browser

Every browser has a way to delete cookies. You'll find instructions for many of the more popular browsers below.

In addition to deleting cookies, you can also delete your cache, browser history, stored password, and other browser storage. None of this will protect your privacy online, but it may help you keep secrets from other people who have access to your browser.

You can stop your browser from accepting cookies. However, this could make access to certain functions of pages of the Website more difficult or impossible.

The methods provided by the main browsers to block acceptance of cookies are show below:

Internet Explorer: <http://windows.microsoft.com/it-it/internet-explorer/delete-manage-cookies#ie=ie-11>

Firefox: <https://support.mozilla.org/it/kb/Gestione%20dei%20cookie>

Chrome: <https://support.google.com/chrome/answer/95647?hl=it>

Safari: http://support.apple.com/kb/HT1677?viewlocale=it_IT

Further methods for disabling analytical and profiling cookies

In addition to disabling and/or deleting cookies through your browser settings, you can also disable and/or delete individual analytical and profiling cookies by accessing the following websites:

<https://tools.google.com/dlpage/gaoptout?hl=it> to disable Google Analytics

www.youronlinechoices.eu, a website managed by the European Interactive Digital Advertising Alliance (EDAA), for deletion of other cookies for users located in the European Union,

<http://www.aboutads.info/choices/>, for deletion of other cookies for users located in the United States of America. These websites are not managed by the Controller, who therefore accepts no liability in relation to the respective contents.