COOKIES POLICY – YOGAONE.IT

1. WHAT ARE COOKIES?

Cookies are small text files that websites send to the user's device (typically the browser), where they are stored and sent back to the same websites on subsequent visits. Cookies allow the site to recognize the user and enhance the browsing experience.

2. TYPES OF COOKIES USED

The website www.yogaone.it uses the following categories of cookies:

a) Based on their origin:
- First-party cookies: managed directly by YogaOne.
- Third-party cookies: set by external services like Google Analytics, Facebook, Hotjar, or other tools for analysis and marketing purposes.

b) Based on their duration:
- Session cookies: deleted when the browser is closed.
- Persistent cookies: remain active until their expiration date or manual deletion.

c) Based on their function:
- Technical cookies: essential for the website's operation and to provide requested services.
- Functionality cookies: remember user preferences (language, selected center, etc.).
- Analytical cookies: collect aggregated information about site usage.
- Profiling cookies: create user profiles to send personalized advertising (with prior consent).

3. COOKIES USED

Type	Purpose	Duration
Session ID	Keep user session active	Session
User preferences	Remember language, center, products	1 year
Google Analytics (_ga, _gid, etc.)	Anonymous usage statistics	Up to 2 years
Facebook (_fbp)	Targeted advertising	3 months
Hotjar / Hubspot	Behavioral analysis and customer support	Up to 1 year

4. CONSENT MANAGEMENT

Upon accessing the site, a banner will be displayed allowing the user to:
- Accept all cookies;

- Customize preferences;
- Reject non-essential cookies.

Consent can be changed at any time by accessing the 'Cookie Preferences' section in the website footer.

5. HOW TO DISABLE COOKIES FROM YOUR BROWSER

Users can configure their browser to accept, block, or delete all or some cookies:

- Chrome: https://support.google.com/chrome/answer/95647?hl=en
- Firefox: https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop
- Safari: https://support.apple.com/en-us/HT201265
- Edge: https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge

Disabling cookies may affect some website functionalities.

6. UPDATES AND CONTACT INFORMATION

This policy may be subject to updates. Users are advised to review it periodically.

For more information on the processing of personal data, please refer to our [Privacy Policy](https://www.yogaone.it/politica-di-privacy).

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