Cookie Policy

pediatrasubito.it

This notice describes the procedures used for collecting information via cookies from users who browse the website of **MEDICALVERSO S.R.L.**, headquartered at Via Francesco Zanardi, 522 – 40131 Bologna (BO), VAT No. 04045051200.

What is a cookie and what is it used for?

A cookie is a text file stored on your device when you visit a website.
Cookies allow the website to function efficiently and improve its performance. They also provide the website owner with information for statistical or advertising purposes, mainly to personalize the browsing experience by remembering the user's preferences (e.g., language or currency), so they are recognized on future visits.

What types of cookies do we use and for what purposes?

Our website uses various types of cookies and similar technologies, each with specific functions. Below is a list of the cookies we use and their purposes:

Navigation cookies

From the first access, these cookies allow the website to function properly and display content correctly on your device, recognizing the language of the country you are connecting from.
If the website has login areas and the user is registered, these cookies allow the user to be recognized and access private areas.
These are **technical cookies** and are **necessary** for the website to function.

Functional cookies

These cookies allow the user to be recognized on subsequent visits—if expressly requested—so they don't need to re-enter their data each time.
In e-commerce websites, if the user adds items to the cart but closes the session before completing the purchase, these cookies allow the user to continue the purchase during their next visit (within a limited time).
These cookies are **not essential**, but they **enhance the user experience**.

Analytics cookies

Used, for example, by **Google Analytics** to generate statistical analyses about how users navigate the site—such as the number of pages visited or clicks made.
The site processes the results of these analyses **anonymously and only for statistical purposes**, and only if the service provider uses them in connection with the browser installed on the user's device.

Medicalverso s.r.l. - Via Francesco Zanardi, 522 – 40131 Bologna
P.IVA 04045051200
telepediatria@medicalverso.com

Third-party marketing/retargeting cookies

These cookies are used by **trusted third-party companies** to display banner ads on affiliated websites, showing the user recently viewed products.
While browsing our site, these cookies also show products that may interest the user, based on their browsing history.
Although these cookies generally do **not involve personal data processing**, they can identify the user's device and browser, and may track stored data.
They connect to the browser used during browsing sessions on our website.

Social network cookies

These cookies are necessary to enable interaction between the user's social network account and our website.
They allow the user to express appreciation (e.g., "likes") and share content with their social network contacts.
They are not required for navigation on the website.

How to disable cookies and manage preferences

Most browsers are configured to accept, manage, or disable cookies via settings.
Please note: disabling navigation or functional cookies may affect how the website operates and limit the services we provide.

Instructions for disabling cookies in various browsers and third-party services can be found at:
http://goo.gl/VUZxqY