

Cookie Policy

Introduction

The purpose of this Cookie Policy (hereinafter also “Policy”) is to describe the way the site currently found at modo.volkswagengroup.it is managed with reference to the use of cookies or markers (hereinafter also “Cookies”).

The site indicated above is owned by Volkswagen Group Italia S.p.A. (hereinafter also “VGI”), a company managed and coordinated by Volkswagen AG.

The Cookies or markers are information packets sent from a web server (in this case by this site) to the user’s/visitor’s Internet browser (hereinafter also “Browser”), which automatically stores them on the personal computer or mobile device (hereinafter also “Device”) used for browsing. They are then re-sent automatically to the server on each subsequent access to the site.

This site therefore uses Cookies to enable users/visitors to make full use of the service. It is advisable to configure the Browser used for browsing to accept receipt of these Cookies.

1. General information about the Cookies used

By default, virtually all Browsers are set to accept Cookies automatically. Users/visitors however can change the predefined configurations at any time, either through the cookie banner, shown at the first access on the Volkswagen MoDo | Volkswagen Group Italia website or by changing the browser settings, as specified hereinafter.

As specified above, disabling or deleting Cookies could prevent optimum use of some areas/functions of the site or compromise the use of the services offered under authentication.

If users/visitors want to decide whether to accept cookies on a case-by-case basis, they can also configure their Browser to notify them every time a Cookie is saved.

The Cookies used can be either: (1) Permanent, i.e. they remain stored on the hard disk of the user’s/visitor’s Device until they expire; (2) Session, i.e. they are not stored permanently on the hard disk of the user’s/visitor’s Device and are removed when the Browser is closed.

Session Cookies are used to send the browsing session identifiers to allow safe and efficient exploration of the site. The session Cookies used on this site avoid having to employ other processing technologies that could affect the confidentiality of users/visitors’ browsing activities; they are also used to improve delivery of the services offered.

Furthermore, the Cookies may belong the site itself (e.g. used to know the number of pages visited within the site) or to third parties (i.e. generated by other sites to deliver the content on the site visited by users). This site may use anonymous third party Cookies to manage the delivery of advertising messages in a dynamic and advanced way. The most widespread Browsers enable Cookies belonging to third parties

to be blocked and Cookies belonging to the site itself to be accepted. Furthermore, some companies that generate Cookies on third-party sites offer the possibility of disabling and/or prohibiting only their own Cookies simply and immediately, even when they are anonymous or do not involve the recording of personal identification data such as IP addresses.

The Volkswagen MoDo | Volkswagen Group Italia website employs the following categories of cookies

- (a) Necessary cookies;
- (b) Functions and preferences;
- (c) Advanced analytics;
- (d) Personalized offers;

The definition and the functionalities of each category are explained in the following paragraphs.

2. Necessary cookies

VGI uses necessary cookies in order to deliver the basic features and contents of its website. These cookies are defined as necessary because they enable the core functionalities of the Website, in particular with regard to aspects such as the security of transmitted data, the management of internet and network traffic, accessibility to the Website and the processing of basic statistics on the operation of the Website. It is possible to disable them by modifying the browser settings, but this may affect the functioning of the website, with the possibility of not accessing the website or not viewing its contents.

3. Functions and preferences cookies

Functional and preference cookies enable more advanced content and functionality of the website, allowing the user to save settings and preferences, not limiting the user-experience to what is strictly necessary to access the website. These cookies allow you to change the language of the website, the country of reference, store your username and password, as well as save content that would be available at future accesses.

4. Cookies used for aggregated analysis of visits to the site

VGI uses browsing data aggregated analysis tools that allow sites (Adobe Omniture and Google Analytics) to be improved. These tools use the Cookies that are installed on the user/visitor's Device for allowing the site manager to analyse how users/visitors use the sites. The information generated by the Cookies on the use of the sites by the user/visitor (including the IP address anonymised by masking some fields) will be sent and filed on the Adobe and Google servers.

This information may be used for the purpose of tracking and examining users /visitors' use of the sites, for reporting activities and for providing other services relating to the site activities, as well as for browsing. To provide maximum protection of users' /visitors' confidentiality, VGI uses the "masking IP" functionality which requires the system to obscure the last 8 figures of the user's/visitor's IP address before any type of processing is carried out, making the data analysed anonymous.

Users/visitors are, however, able to prohibit the use of Google Analytics and prevent its storage on their

Device using the appropriate additional Browser component to disable Google Analytics, made available by Google at the address <https://tools.google.com/dlpage/gaoptout>. To enable the component that prohibits the system from sending information about the user's/visitor's visit, simply install it following the instructions on the screen, closing and reopening the Browser. With regard to Cookies relating to Adobe Omniture, by contrast, users/visitors can find all the necessary information at the following address: <https://experienceleague.adobe.com/docs/core-services/interface/ec-cookies/cookies-analytics.html#ec-cookies>.

With regard, on the other hand, to cookies relating to doubleclick/google, users/visitors will be able to find all the necessary information at the following address: <https://policies.google.com/technologies/types?hl=it> where the necessary information can be found in the advertising section.

5. Cookies used to publish interest-based advertising

The sites could use third-party Cookies to publish advertisements defined based on users'/visitors' interests. This information is collected during the users/visitor's browsing and is not connected to the account with which the user/visitor accesses the sites in any way. In particular, Google AdWords of Google Inc. uses browsing data inside its own online advertising circuit to suggest advertisements most relevant to the user/visitor's interests shown during the browsing sessions.

VGI employs the aforementioned technology and uses the browsing data within the sites it owns to suggest interest-targeted and interest-based advertising to the user/visitor. More generally, each Browser allows the user/visitor to disable third-party Cookies aimed at allowing advertising based on the user's/visitor's declared interests. In Mozilla Firefox, for example, the Cookies in question can be disabled by following the instructions on the "[Managing Cookies in Firefox](#)" page. In Internet Explorer, the instructions on disabling third-party Cookies are set out on the following link: "[How to manage cookies in Internet Explorer](#)".

6. How to disable Cookies

The majority of Browsers are configured initially to accept Cookies automatically. The user/visitor can amend this configuration to prohibit Cookies or to notify them that Cookies are being used on their Device. There are various ways of managing Cookies and, for this purpose, the user/visitor can refer to the instruction manual or help screen on their Browser to find out how to configure or amend their Cookie settings. If the user/visitor uses other Devices (e.g. PC, smartphone, tablet, etc.), they will need to ensure that every Browser on every device they use is configured to reflect their preferences on the use of Cookies.

It is always possible to refuse consent by disabling the use of cookies in the browser:

[Firefox](#)

[Internet Explorer](#)

[Chrome](#)

[Opera](#)

[Safari](#)

7. What type of cookies do we use?

Cookies used on the site modo.volkswagen.it are:

Cookies	Type	Conservation
_ga (Google Analytics)	third-party analytics cookie	2 years
_gat (Google Analytics)	third-party analytics cookie	10 minutes
_gid (Google Analytics)	technical cookie	2 hours
TDID (.adsrvr.org)	third-party analytics cookie	1 year
TDCPM (.adsrvr.org)	third-party analytics cookie	1 year
TTDOptOut (.adsrvr.org)	third-party analytics cookie	5 years
cookie_accepted	technical cookie	1 year
ci_session	technical cookie	2 hours
vw_mecca_curr_lang	technical cookie	5 hours
vw_mecca_languages	technical cookie	5 hours

ci_session

Cookie created by the php Code Igniter framework to identify the session.

Google Analytics

The site uses Google Analytics. This is a web analysis service provided by Google Inc. (“Google”) which uses cookies that are stored on the user’s computer to allow statistical analysis in aggregated form with regard to the use of the website visited.

The additional browser component is also made available by Google to disable Google Analytics at the [following link](#).

adsrvr.org TDID

This cookie is used by our third party trading platform. It contains a unique randomly-generated value that enables the platform to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the platform. This information is used by clients to select advertisements for delivery by the platform, and to measure the performance of, and attribute payment for, those advertisements. In addition, to enable clients to use non-PII they collect outside the platform or acquire from other third parties, this cookie is sometimes matched to (or “synched” with) clients’ or other third parties’ cookies that contain such non-PII. It is also used for opting out of behavioural adverts where a user wishes to do that.

adsrvr.org TDCPM

The TDCPM cookie is used by our 3rd party trading platform. It contains data denoting whether a cookie ID is synced with our partners. ID syncing enables our partners to use their data from outside our trading platform on the platform.

adsrvr.org TTDOptOut

This cookie is used for opting out of behavioural adverts where a user wishes to do that.

cookie_accepted

Prevents the short disclosure contained in the banner from reappearing if the site is accessed again

within the expiry period. It is activated by clicking “I Accept” on the banner.

cookie_accepted_profiling

It allows to profile users in order to display offers, contents and ads tailored to them, as well as on websites and social media from 3rd parties. It is set turning on the “Custom offers” button in the “Manage consent preferences” section of the Cookie Banner.

cookie_accepted_tracking

Allows the tracking of the use of the site by the user anonymously. It is set turning on “Advanced analysis” button in the “Manage consent preferences” section of the Cookie Banner.

cookie_accepted_preferences

It allows to save user’s settings and preferences. It is set turning on “Functions and preferences” button in the “Manage consent preferences” section of the Cookie Banner.

vw_mecca_curr_lang

Indicates the language selected by the user to browse the site.

vw_mecca_languages

Contains the list of all the languages in which it is possible to browse the site.

8.Facebook cookie

The following cookies from facebook are used:

Cookies	Conservation	Used for
fr	90 days	Primary advertising cookie, used to measure, deliver and improve the relevance of the ad.
oo	5 years	Used to record opt-outs from advertising.
c_user	90 days	Used to authenticate your identity on Facebook.
PI	90 days	Used to register that the device or browser is connected via Facebook.
Xs	90 days	Used to authenticate your identity on Facebook.
Csm	90 days	Indicates when an https is required to access the Facebook service.
rc	7 days	Used to optimize site performance for advertisers.
Js_ver	7 days	Records the age of Facebook javascript files.
local	7 days	Identifies the country and language chosen by the last user logged into the browser or international domain. Used to log into Facebook.
sb	2 years	Identifies the browser for authentication purposes during the login phase.
datr	2 years	Identify browsers for site security and integrity reasons.
s	90 days	Used to indicate the last time a person used their password.
ick	2 years	Stores an encryption key used to encrypt cookies.
sfau	1 day	Optimize the recovery flow after failed login attempts.
dbln	2 years	Used to enable device-based logins.
lu	2 years	Used to log if the person decides to stay logged in.



act,
reg_ext_ref,
reg_fb_gate,
reg_fb_ref,
reg_uniqid,
x-referer,

x-src	Session	Session cookies. Used for analysis and research.
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