

COOKIE POLICY - FORMULAE.ENEL.COM

This Cookie Policy provides information for users on the way we use cookies and/or monitoring technologies to collect information given when they visit the formulae.enel.com website (hereafter the “Website”).

The Data Controller that processes the personal data gathered through the Website is Enel S.p.A., which has its legal headquarters at Viale Regina Margherita no. 137, 00198, Rome, VAT no. 00934061003, Tax no. 00811720580 (hereafter referred to as “Enel”). Enel will process your personal data in compliance with the applicable personal data protection legislation.

1. WHAT ARE “COOKIES”?

- 1.1. Cookies are small text files that websites send to users’ devices (e.g. computer, tablet, smartphone, notebook, etc.), where they are saved and then sent back to the same sites on the user’s next visit. Cookies may require the user’s prior consent.
- 1.2. Cookies allow the device on which they are stored to be identified for the entire period of their validity or registration. During visits to the Website, navigation data-related information received from the user’s device may be stored in cookies installed on the latter.
- 1.3. Cookies perform different functions and make navigating the Website more efficient by remembering the user’s preferences and enhancing their navigation experience. They can also help personalise the advertisements shown during navigation and the marketing activities aimed at the user, ensuring that they reflect his/her interests and preferences.
- 1.4. Cookie settings can be changed at any time. The following information provides further detail about the cookies used by the Website and the ways the settings relating to them can be managed.

2. TYPES OF COOKIES USED

- 2.1. When a user connects to the Website via their web browser, cookies may be installed on their device in order to enable the Website to recognise that device, ensuring the effective use of the Website for the lifetime of the cookies, and to collect information on accesses to the Website.
- 2.2. When navigating the Website, cookies may also be sent to the device from other sites or servers (i.e. “third parties”); these may contain certain elements (e.g. images, maps, sound, specific links to pages in other domains) present on the site being visited. With regard to this profile, these may be:
 - 2.2.1. **First party cookies**, sent directly by Enel to the user’s device.
 - 2.2.2. **Third party cookies**, which are sent by a third party but on Enel’s behalf.
- 2.3. Depending on the purpose of the cookies, these can be divided into:
 - 2.3.1. **Technical cookies**: their use is strictly limited to the transmission of session-identifying data (numbers generated randomly by the server) necessary for the secure, efficient navigation of the Website; these are not persistent cookies stored on the user’s computer but are erased when the browser is closed. These cookies are used for security reasons and to improve the service offered to users.

Enel uses the following Technical Cookies:

Name	Lifetime	First/Third party	Description
AWSELB	Session	First party	Amazon Web Services cookie for Elastic Load Balance (client distribution to targets -- routing).
SC_LNK_ENEL	Session	First party	Technical cookie used while navigating the site.
langRedirect	Session	First party	Internal cookie which stores the browser language and then redirects to a html page with the same language. (e.g.. ../it.html).
nlbi_[ID]	Session	First party	Cookie used by Application Delivery Platform Incapsula.
incap_ses_[ID]	Session	First party	Incapsula cookie that preserves the user's status during requests made on the page.
doNotProfile	1 anno	First party	Encapsula cookie that preserves the user status during the requests made on the page.

2.3.2. Technical cookie: necessary to keep track of consent given by User;

Name	Lifetime	First/Third party	Description
visid_incap_[ID]	1 year	First party	Incapsula cookie that preserves the user's status during requests made on the page.

2.3.3. Cookie Analytics: Enel uses cookie analytics to analyse the number of users that visit the Website and the ways in which the Website is used, collecting the information in aggregate form.

Enel uses the following Cookie Analytics:

Name	Lifetime	First/Third party	Description
s_cc	Session	Third party	Adobe Analytics set and read by JS code to determine if cookies are enabled.
s_getNewRepeat	1 month	Third party	Adobe Analytics cookie which determines if visitor is new to site or not. Captures information and saves it within an Analytics variable.
s_lv	3 years	Third party	Cookie from the Adobe Omniture family which collects information on URLs visited, time spent at them and searches made. Captures information on the visitor's browser, device it is on and if an ad has been clicked on.
s_lv_s	Session		
gpv_pn	Session	Third party	Adobe Analytics cookie that captures values of pages visited.

_ga	2 Anni	Third party	Google Analytics cookie used to distinguish users
_gid	1 Giorno	Third party	Google Analytics cookie used to distinguish users
_gat	1 Mese	Third party	Google Analytics cookie used to mitigate the frequency of requests
guest_id	2 Anni	Third party	https://help.twitter.com/en/rules-and-policies/twitter-cookies
personalization_id	2 Anni	Third party	https://help.twitter.com/en/rules-and-policies/twitter-cookies
eu_cn	1 Anno	Third party	https://help.twitter.com/en/rules-and-policies/twitter-cookies
tfw_exp	1 Mese	Third party	https://help.twitter.com/en/rules-and-policies/twitter-cookies
_twitter_sess	1 Mese	Third party	https://help.twitter.com/en/rules-and-policies/twitter-cookies

- 2.3.4. **Profiling cookies:** profiling cookies create user profiles and are used to send out advertising messages that reflect the preferences expressed by the latter while surfing the web or to enhance their navigation experience. These cookies can be used for this purpose only with the user's consent.

Enel specifically uses the Facebook Pixel, a cookie used for *retargeting* and which allows advertisements consistent with previously visited pages and with the user's navigation on the Website, to be shown on social media or when the user carries out a search using a search engine. This technology means that Enel only sends the user advertisements that are tailored to his/her tastes rather than standard advertisements.

3. MANAGING COOKIES USING YOUR BROWSER SETTINGS

- 3.1. Almost all web browsers allow you to check which cookies are on your hard drive, block all cookies or receive a warning every time a cookie is installed. In some cases, however, failure to install a cookie may make it impossible to use some areas of the Website in question.
- 3.2. Below are the main ways in which the most popular browsers enable users to choose their cookie use options:
- Internet Explorer: <http://windows.microsoft.com/it-it/internet-explorer/delete-manage-cookies#ie=ie-11>
 - Chrome: <https://support.google.com/chrome/answer/95647?hl=it>
 - Firefox: <https://support.mozilla.org/it/kb/Gestione%20dei%20cookie> <https://support.mozilla.org/it/kb/Gestione%20dei%20cookie>
 - Opera: <http://help.opera.com/Windows/10.00/it/cookies.html>
 - Safari: http://support.apple.com/kb/HT1677?viewlocale=it_IT
- 3.3. If you are using a mobile device, you should consult the instruction manual for information on how to manage cookies.
- 3.4. For further information on cookies and also on how to view the ones set on your device, how to manage or remove them, visit www.allaboutcookies.org.

- 3.5. Facebook and Adobe Marketing Cloud cookies can be disabled using the instruction procedures provided by the two suppliers. Therefore, if you use the Website without disabling these cookies, you, the user, are giving your implicit consent to have your data processed by Facebook and Adobe Marketing Cloud, albeit within the constraints of the methods and purposes indicated above.
- 3.6. To view Facebook's company privacy policy, please go to <https://www.facebook.com/policies/cookies/>. To view Adobe Marketing Cloud's privacy policy, please go to <https://www.adobe.com/it/privacy.html>.

For further information on user personal data processing, please read our Privacy Policy.