

Cookie Policy

This Cookie Policy concerns the use of cookies on the website www.ceida.com and is provided in compliance with European and Italian regulations regarding the processing of personal data.

The website www.ceida.com is owned by CEIDA Centro Italiano di Direzione Aziendale S.r.l., which can be contacted by email at: privacy@ceida.com.

For further information regarding the processing of personal data, please refer to the Privacy Policy available on the website www.ceida.com.

What are cookies?

Cookies are small text files that websites save on your computer or mobile device while you browse online. They perform several important functions:

- **Remembering login information:** They allow websites to remember your login credentials so that you do not have to enter them again each time you visit.
- **Storing user preferences:** They store your settings and preferences, such as your preferred language or website layout, in order to provide you with a personalized browsing experience.
- **Tracking activities:** They track the pages visited and the content you interact with, allowing websites to provide targeted advertising.
- **Enabling online purchases:** They facilitate online shopping by storing cart information and allowing transactions to be completed more easily.
- **Collecting analytics data:** They help website owners understand how users interact with their website by collecting anonymous data.

Cookies are therefore essential for many website functionalities. Most browsers provide options to control and manage cookies.

Session cookies and persistent cookies

Some cookies (known as **session cookies**) are assigned to the user's device only for the duration of the website visit and expire automatically when the browser is closed. Other cookies (known as **persistent cookies**) remain stored on the user's device for a longer period of time.

Technical cookies and profiling cookies

Regulations do not always require the user's explicit consent for the use of cookies. In particular, **technical or functional cookies**, namely those necessary for the operation of the website or for providing a service explicitly requested by the user, do not require consent. On the other hand, **profiling cookies**, which are used to create user profiles and send targeted advertisements based on browsing preferences, require the user's prior consent before they can be used.

Third-party cookies

Third-party cookies are set by domains other than the one being visited by the user. These cookies are often used for tracking and advertising purposes by advertisers, advertising networks, analytics platforms, and other third-party services.

Examples of third-party cookies include:

- **Tracking cookies** used to collect information about users' browsing behavior;
- **Targeting cookies** used to display advertisements relevant to users' interests;
- **Analytics cookies** used to monitor website performance metrics.

In certain specific cases, third-party cookies may be considered equivalent to technical cookies. This occurs when third-party cookies are used exclusively for technical and functional purposes related to the correct operation of the website or the provision of a service explicitly requested by the user.

Google Analytics

Our website uses the web analytics service “**Google Analytics**” provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Detailed information on how Google Analytics processes user data can be found in Google's Privacy Policy:

support.google.com/analytics/answer/6004245

Google Ads

Our website uses the advertising service “**Google Ads**” provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Detailed information on how Google manages user data in relation to Google Ads can be found in Google Ads' Privacy Policy:

<https://business.safety.google/adscookies>

Cookies Used

The website www.ceida.com uses the following types of cookies:

Name	Domain	Duration	Path	Description	Type
sbjs_current	Website domain	Session	/	Stores the traffic source of the current visit (e.g., Google, social media, direct access) for statistical purposes and conversion attribution	Analytics – First-party

sbjs_current_add	Website domain	Session	/	Stores additional information relating to the source of the current visit, used for statistical traffic analysis.	Analytics – First-party
sbjs_first	Website domain	Session	/	Stores the user's first source of origin in order to analyze the effectiveness of marketing campaigns and traffic sources.	Analytics – First-party
sbjs_first_add	Website domain	Session	/	Contains additional information about the first traffic source recorded during the user's initial visit.	Analytics – First-party
sbjs_migrations	Website domain	Session	/	Technical cookie used by the Sourcebuster tracking system to manage updates and ensure compatibility of stored data	Technical – First-party cookies

sbjs_udata	Website domain	6 months	/	Stores anonymous information about user browsing activity for statistical analysis and conversion attribution purposes.	Analytics – First-party
tk_ai	Website domain	Session	/	Cookie set by WordPress Jetpack to store an anonymous identifier used for website traffic analytics and statistical reporting.	Analytics – First-party
wp_lang	Website domain	Session	/	Stores the user's selected language preference in the WordPress interface to improve the browsing experience.	Technical – First-party cookies
cookieyes-consent	Website domain	1 year	/	Stores the user's cookie consent preferences to avoid displaying the consent banner on each visit.	Technical – First-party cookies

	Website domain	Session	/		Technical – First-party cookies
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How can I change my cookie settings?

Most browsers allow users to manage and control most cookies through the browser settings. To obtain further information about cookies, including how to check which cookies are currently stored on your device, you can consult the following information resources:

www.aboutcookies.org

www.allaboutcookies.org

cookiedatabase.org

You can choose not to receive interest-based online advertising and learn more about how advertisers generally use cookies and the options available through:

EDAA – European Interactive Digital Advertising Alliance

If you wish to learn more about cookies and your rights regarding privacy and personal data protection, you can consult the Frequently Asked Questions (FAQ) section available on the website of the Italian Data Protection Authority (Garante Privacy).

Find out how to manage cookies on the main browsers:

- **Google Chrome**
- **Microsoft Edge**
- **Mozilla Firefox**
- **Opera**
- **Apple Safari**

Information about other browsers not listed above can be found by visiting the websites of their respective developers.

To opt out of tracking by Google Analytics across all websites, visit:

<http://tools.google.com/dlpage/gaoptout>

Cookie Policy updated on July 20, 2026.