

# COOKIE POLICY

(pursuant to EU Regulation 2016/679 – GDPR and the Italian Data Protection Authority Provision of 10 June 2021)

This Cookie Policy applies to the websites managed by **Smart Family Hotel S.r.l.** (hereinafter also “Websites”).

It applies in particular to the following domains:

- [www.smartfamilyhotel.com](http://www.smartfamilyhotel.com)
- [www.hotelparadisocomo.com](http://www.hotelparadisocomo.com)
- [www.hotelgardeniafiera.com](http://www.hotelgardeniafiera.com)
- [www.mamagina.it](http://www.mamagina.it)
- [www.lapolenteria.com](http://www.lapolenteria.com)

The Data Controller is **Smart Family Hotel S.r.l.**, with registered office at Via Giacomo Scalini 70, 22034 Brunate (CO), Italy.

Email: [amministrazione@smartfamilyhotel.com](mailto:amministrazione@smartfamilyhotel.com)

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## 1. What cookies are

Cookies are small text files sent by visited websites to the user’s device (computer, tablet, smartphone), where they are stored and then retransmitted to the same websites on subsequent visits.

Cookies allow the Websites to:

- function properly
  - improve browsing experience
  - collect statistical information
  - provide personalized content, subject to user consent
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## 2. Types of cookies used

### a) Technical (necessary) cookies

Technical cookies are essential for the proper functioning of the Websites and do not require user consent.

They are used, for example, to:

- enable navigation
  - manage sessions
  - store basic preferences
  - ensure website security
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### b) Analytics cookies

The Websites may use analytics cookies to collect aggregated and anonymous statistical information on website usage.

These cookies are installed **only with user consent**, unless they are anonymized and comparable to technical cookies.

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### c) Profiling and marketing cookies

Profiling cookies are used to:

- analyze user browsing behavior

- provide personalized offers and content
- measure advertising campaign effectiveness

These cookies are installed **only after explicit user consent**.

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### 3. Third-party cookies

The Websites may use third-party cookies provided by external parties, such as:

- traffic analysis services
- marketing and advertising tools
- interactive maps
- booking engines and reservation systems

Third parties act as independent data controllers.

The installation of these cookies requires user consent via the cookie banner.

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### 4. Consent management

Upon first access to the Websites, a **cookie banner** is displayed allowing users to:

- accept all cookies
- reject non-essential cookies
- customize preferences

Non-technical cookies are blocked until consent is given.

Consent may be modified or withdrawn at any time via the cookie management panel (if available) or through browser settings.

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### 5. How to disable cookies via browser

Users can manage or disable cookies directly through their browser settings:

- **Google Chrome**  
<https://support.google.com/chrome/answer/95647>
- **Mozilla Firefox**  
<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies>
- **Safari**  
<https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471>
- **Microsoft Edge**  
<https://support.microsoft.com/help/4027947>

Disabling technical cookies may affect proper website functionality.

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### 6. Data Controller

The Data Controller is:

**Smart Family Hotel S.r.l.**

Via Giacomo Scalini 70 – 22034 Brunate (CO), Italy

Email: [amministrazione@smartfamilyhotel.com](mailto:amministrazione@smartfamilyhotel.com)

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### 7. Updates to this Cookie Policy

This Cookie Policy may be updated from time to time.

Users are encouraged to review it periodically.

