

With this policy Hilti Italia S.p.A., as data controller (hereinafter “**Hilti**”, the “**Controller**” or the “**Company**”), intends to provide the users with any helpful information regarding the use of cookies within its website www.hilti.it (hereinafter the “**Website**”). This policy has been drafted in accordance with the European Union Regulation no. 679/2016 (so called, “**GDPR**”) and the measure of the Serbian Law on Personal Data Protection (“Official Gazzete RS” number 87/2018) (hereinafter: law on PDP)

This document shall be considered as an integral part of the Privacy Policy, which can be accessed at this [link](#).

1. WHAT COOKIES ARE?

Generally speaking, cookies are tiny text strings that websites can send to users’ devices (usually to the browser), where they are stored to be then retransmitted to the same website during the following visit by the same user.

Cookies may be distinguished in two categories:

- “First party” cookies, when they are managed directly by the owner and/or the editor of the website (Hilti); and/or
- “Third parties” cookies, when they are managed by third parties respect the website visited by the user.

Cookies may also be further classified according to the purpose of their use: some cookies ease the visit of the website, by memorizing some user’s choices regarding particular configurations and ensuring providing features increasingly performing (so called “technical cookies”) while others allow to monitor user’s visit even for the purpose of sending commercial advertising and/or offering services aligned with his/her preferences (so called “profiling cookies”).

2. FIRST-PARTY COOKIES

The Website uses the following kind of technical First-Party cookies and for their installation none consent from the users is required:

- Browsing or session cookies: they are essential in order to allow the user to normally browse within our Website and to correctly benefit of its features and services. Since they are not memorized in the user’s personal computer, they disappear once the browser is closed;
- Functionality cookies: they are solely intended to improve and speed up the browsing of the Website, through memorizing some specific choices made by the users (as the language preferences).

Therefore, cookies may be considered as tool used by the Data Controller in order to ensure a performant browsing, the session stability, the maintaining of the log-in and the preselection of the browsing Country. They are also helpful for memorizing the choices made by the user relating to the visit of some elements of the web page, such as the information and communication banner.

As already stated, the use of technical cookies and the processing of data related to them does not require the prior consent by the user, according to the applicable laws.

By the way, the user remains able to prevent the installation of technical cookies through the settings of the browser, being aware that such choice may complicate, slow down and, sometimes, block the browsing of the Website.

The Website use also profiling cookies, which are used for collecting information regarding user’s preference and habits as shown during his/her visit and therefore they are used to render third parties’ advertising more engaging and focused.

In relation with this last kind of cookies, user’s consent is presumed whenever he/she clicks the “I Accept” button, which is displayed within the banner that appears into the homepage or during the visit. Even in this case the user is able to subsequently withdraw his/her consent to the installation of such cookies.

Hilti shall act as data controller only in relation with First-Party cookies installed on its Website.

3. THIRD-PARTY COOKIES

During user's visit some cookies – not directly controlled or managed by the Controller – may be installed on his/her device, for example when the user visits a webpage that embeds contents from a third parties' website.

These cookies, called Third-Party Cookies, may be distinguished into:

- Analytics, which are used to collect and analyze statistical information about the number of users and visits to the Website. Deactivating these cookies will not compromise the use of the Website;
- Widgets/Plugin: some widgets and plugins provided by social networks (such as, including but not limited to, LinkedIn's button or the embedding of YouTube videos directly into a websites) may use their own cookies in order to ease the interaction with the related website. Deactivating these cookies will not compromise the use of the Website, except for the possibility to quickly share contents and/or to view media contents in the Website;
- Profiling, which are used to collect information regarding user's preference and habits as shown during his/her visit and therefore they are used to render third parties' advertising more engaging and focused.

Even in relation with Third-Party cookies, installed through the Website of the Company, the user will be ever able to not receive the following cookies, simply accessing to the relative information – whose links are here provided – and exercising the opt-out:

- Google Analytics (data transmission to Google Analytics will occur after having anonymized a part of user's IP address):

- **Privacy Policy**

- **Deactivation of Google Analytics' cookies**

It is understood that Google Inc. will use these information, in its power of autonomous data controller, in order to track and examine the use of the Website, to compile report for the benefit of Hilti about the activities of the Website and to provide further services relating to the Website, to the connection modalities (mobile, pc, used browser, etc.), to the searching and reaching of Website pages.

- Facebook: this cookie is used by Facebook in order to ease and speed up the use of Facebook; it activates features, memorizes information about you (even in your device or into the cache of the browser) and the use of Facebook; showing, studying and improving the advertising; monitoring and studying the use of your product and services; protecting you, other people and Facebook

- **Privacy Policy**

- The Website contains the LinkedIn plug-in, and consequently the user's browser will be able to directly connect to the server of such social network, communicating to it which webpage you're visiting. In the same way, if a user visits the Website while he/she is logged into his/her LinkedIn account, the relating information may be associated with this account.

You Tube, Facebook Serbia: the Website contains the plug-ins related to You Tube, to Facebook, and consequently the user's browser will be able to directly connect to the server of these social networks, communicating to them the webpage you're visiting. In the same way, if a user visits the Website while he/she is logged into his/her account, the relating information may be associated with this account.

4. HOW CAN YOU GIVE YOUR CONSENT?

In accordance with the applicable law and regulations, once the first access to the Website occurs (both homepage or other pages) the Company will ask user's consent for submitting the abovementioned cookies, with the following modalities:

- By clicking on the button "**I Accept**" or "**X**" for the closure, displayed in the banner that will be shown;
- By clicking on any part or element of the webpage of the Website, even through a simple scroll, outside of the banner;

- By accessing in any moment – both during the first visit to the Website or after through a dedicated link made available by the Controller – to this extended policy (“Cookie Policy”) and disabling the use of cookies.

In any other event and during each following visit of the Website, the user will be able to access to this policy (by clicking on the link “Privacy Policy” showed at the bottom of the homepage of the Website) and to deny his/her consent to the installation of cookies as described above.

Therefore, we stress that the consent of the user is necessary only for the installation of Third-Parties cookies.

5. HOW TO DISABLE COOKIES

In any case, given that the majority of browsers is programmed in order to accept cookies automatically, the user will be able to choose to not receive them, in particular when the involved third-party has not correctly given the chance for the opt-out, by accessing to the setting of the browser and disabling their use, according to the procedures described in the following links:

- **Internet Explorer**
- **Mozilla Firefox**
- **Google Chrome**
- **Apple Safari**
- **Opera**

In any case, it should be taken into due account that cookies’ disabling may complicate browsing on Internet or prevent to freely surf from a webpage to another using all the features of the Website.

In order to obtain more information on cookies, users may access to the website **www.youronlinechoices.com** (only for the services listed on this website), to be instructed on how to delete and manage cookies depending on the browser used and how to set the preferences on the use of third-party cookies.

6. USER’S RIGHTS

As already stated, the Data Controller is Hilti Serbia, with registered offices: Cara Dusana 266
11080 Zemun I Serbia.

The update list of the Data Processors – duly appointed – will be available at the Data Controller offices and may be freely consulted according to the modalities hereinafter.

At any time and without specific formalities, users shall exercise his/her rights, by taking contact with the Company:

1. By e-mail, at the address cs-hilti-smn@hilti.com

Right of access, right to erasure, Right to restriction of processing and Right to data portability

Data subjects are entitled to exercise the right of articles 15 to 20 of the GDPR and 24 to 28 of the law on PDP. For example, each data subject may:

- a) Obtain the confirmation that a processing of his/her personal data is ongoing;
- b) Access to the personal data and to the processing-related information and ask for a copy of these data, if such processing is ongoing;
- c) Obtain the rectification of his/her personal data which are inaccurate and obtain the integration of his/her personal data which are incomplete;
- d) Obtain, upon condition of article 17 of the GDPR and 26 of the law on PDP, the erasure of his/her personal data;
- e) Obtain, in cases provided in article 18 of the GDPR and 28 law on PDP, the restriction of processing;
- f) Receive his/her personal data in a structured, commonly used and machine-readable format and ask to transmit those data to another controller, if technically viable.

Right to object

Each data subject has the right to object at any time to the processing of his/her personal data which is based on the legitimate interest of the controllers. The controller shall no longer process the personal data unless the controller demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

Where personal data are processed for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data concerning him or her for such marketing, which includes profiling to the extent that it is related to such direct marketing.

Right to withdraw the consent

Where the consent is required for processing personal data, each data subject shall withdraw at any time his/her consent, without affecting the lawfulness of processing based on consent before its withdrawal.

Right to lodge a complaint with a supervisory authority.

Moreover, each data subject shall have the right to lodge a complaint by e-mail address office@poverenik.rs, with the Serbian Data Protection Authority-Commissioner, if he/she alleges a violation of his/her rights pursuant to the law on PDP, according to the modalities explained in the Serbian Data Protection's website at the link:www.poverenik.rs.

By continuing the browsing of this Website without blocking cookies according to the procedures described in the policy above, the user gives his/her consent to the installation of third-party cookies.