

COOKIE POLICY

Last updated: 07.07.2026

This Cookie Policy explains how cookies and similar technologies are used on www.biaf.it ("Website"), operated by:

FONDAZIONE EXPO ARTE E CULTURA ETS

Tax Code and VAT No. 03574980482

REA Florence No. 373491

Florence Companies Register No. 41591

Registered Office: via del Paiorne 11 – 50123 Firenze

E-mail: info@biennaleantiquariato.it

1. What are cookies?

Cookies are small text files stored on the user's device while browsing a website. They allow the website to function properly, improve the browsing experience, collect statistical information and, subject to the user's consent, deliver personalised content and advertising.

For the purposes of this Policy, the term "cookies" also includes similar technologies such as pixels, web beacons, local storage and comparable tracking technologies.

2. Types of cookies used

Strictly Necessary Cookies

These cookies are essential for the proper operation of the Website.

They enable, for example:

- page navigation;
- session management;
- website security;
- storage of user preferences;
- operation of the cookie banner.

These cookies do not require the user's consent.

Analytics Cookies

The Website uses **Google Analytics 4** to collect aggregated statistical information about Website usage.

Collected data may include:

- visited pages;
- session duration;
- approximate geographical location;
- device information;
- browser information;
- user interactions.

Analytics cookies are installed only after the user has given consent, unless configured in a manner that exempts them from consent requirements under applicable law.

Marketing and Profiling Cookies

The Website uses **Meta Pixel** to:

- measure conversions;
- analyse advertising performance;
- perform remarketing activities;
- create custom audiences for Facebook and Instagram.

These cookies are installed only after the user's consent has been obtained.

Payment Cookies

During online purchases, **PayPal** may use cookies required for:

- authentication;
- fraud prevention;
- payment security;
- transaction management.

Some cookies may be placed directly by PayPal during the payment process.

3. Third-party cookies

The Website uses third-party services, including:

- Google Analytics 4;
- Meta Pixel;
- PayPal.

Each provider processes personal data in accordance with its own Privacy Policy and Cookie Policy.

4. Legal basis

Strictly necessary cookies are processed on the basis of the Controller's legitimate interest in ensuring the proper operation of the Website.

Analytics cookies (where not fully anonymised) and marketing cookies are processed exclusively on the basis of the user's consent pursuant to Article 6(1)(a) GDPR.

5. Consent management

When visiting the Website for the first time, users are presented with a Cookie Banner allowing them to:

- accept all cookies;
- reject all non-essential cookies;
- customise cookie preferences by category.

Users may modify or withdraw their consent at any time through the "**Manage Cookie Preferences**" link available on the Website.

6. Browser settings

Users may configure their browser to:

- block cookies;
- delete existing cookies;
- receive notifications before cookies are stored.

Disabling strictly necessary cookies may affect the proper functioning of the Website.

7. Cookie retention

Cookies may be:

- session cookies, automatically deleted when the browser is closed;
- persistent cookies, stored until their expiration date or until deleted by the user.

Retention periods vary depending on the cookie type and the third-party provider.

8. Data subject rights

Users may exercise the rights provided by Articles 15–22 GDPR, including:

- right of access;
- rectification;
- erasure;
- restriction of processing;
- objection;
- data portability;
- withdrawal of consent.

Requests may be sent to:

FONDAZIONE EXPO ARTE E CULTURA ETS

E-mail: info@biennaleantiquariato.it

Users also have the right to lodge a complaint with the competent Data Protection Authority.

9. Updates

This Cookie Policy may be amended from time to time.

Any updates will be published on this page together with the date of the latest revision.