

COOKIE POLICY

The cookie policy provides information on how data is collected during user navigation on the website *www.diamond-fo.com*, *www.diamond.ch*, *www.diausa.com* and how these data are then used.

1. What is a cookie and what is its purpose?

A cookie is a small file that is sent to the browser and saved on your device when you visit a website.

Cookies allow the website to function efficiently and improve its services, in addition to providing information to the site owner for statistical or advertising purposes, primarily to personalize your navigation experience by remembering your preferences (for example, remembering the language and currency you set, in order to recognize you at the next visit, etc.). Cookies can remain in the user device for the duration of a session (that is, until you close the browser used for web browsing) or for a pre-defined period of time.

2. Which cookies do we use and for what purposes?

Our website uses various types of cookies and similar technologies, each of which has a specific function.

Technical cookies

Technical cookies are essential for the correct functioning of the website and to provide the service offered and requested by a user. We refer especially to navigation cookies, which from the first access allow the website to view content on your device by recognizing the language and market of the country from which you have chosen to connect. If you are a registered user, they will allow you to be recognized and to access the services offered by the dedicated areas.

Analytical cookies

Analytical cookies are used to recognize and to count the number of visitors to our website, to see how visitors move around the website and to record which content visitors view and are interested in. This helps us to determine how frequently particular pages and advertisements are visited and to determine the most popular areas of our website.

Marketing and profiling cookies

Marketing and profiling cookies are aimed at creating user-related profiles to send commercial messages that meet the preferences shown during the visit, or to improve your navigation experience: while you navigate on our website, these cookies are useful for showing you products of interest to you or which are similar to those you have viewed.

First-party and Third-party cookies

First-party cookies are created directly from our website while third-party cookies are those that have been sent by our trusted third-party companies. These cookies allow you to be provided with our commercial offering on other affiliated websites (retargeting). We do not have control of the information provided by third party cookies and we do not have access to this data. This information is entirely controlled by third party cookies as described in the respective privacy policy.

3. What are the consequences of refusing cookies?

Users may give consent to use cookies on our website or they may refuse consent. However, blocking some or all cookies will have a negative impact upon the usability of our websites. If you block cookies, you may not be able to use certain features on the website (e.g. log on, access content, search functions).

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4. How can I disable cookies and manage my preferences?

Most browsers support cookies, but users can set their browsers to decline them and can delete them whenever they like.

5. Transparency towards the User

Through the use of Google cookies, we may transfer certain personal information (such as the IP address of the user's device, the browser used, the operating system, the screen resolution, the language selected, the date and time of the website visit) to countries which, according to the European Commission, do not provide adequate data protection; these countries include the United States of America. In addition, Google, as a "provider of electronic communications services" within the meaning of Art. 1881, paragraph 4, letter b), Title 50 of the U.S. Code (so-called "Foreign Intelligence Surveillance Act" – FISA 702) is subject to surveillance by US intelligence agencies, which may, therefore, collect online identifiers such as IP addresses and "Unique Identification Numbers"; surveillance that is further strengthened by the federal measure known as "Cloud Act" ("Clarifying Lawful Overseas Use of Data Act"), introduced in March 2018, which allows such agencies to acquire computer data from cloud computing service operators, even if the servers are located in Europe. Therefore, by giving consent for the use of such cookies, the User is aware of the risks that he or she may incur, based on the information provided above.