

Press release

DIGITAL360 LAUNCHES A NEW ADVISORY SERVICE FOR COOKIE MANAGEMENT

Milan, 31 October 2019 – **Digital360 S.p.A.** (“**Digital360**”), a company listed on the AIM Italia - Mercato Alternativo del Capitale market, organised and managed by Borsa Italiana S.p.A. (“AIM Italia”), has launched the new “**Cookies360 Inspection**” advisory service to support businesses and the Public Administration in the management of cookies and online tracking technologies.

In the cookie management sphere, the regulatory framework for website managers is complex, disharmonious and constantly evolving. The Measure issued by the Authority for the Protection of Personal Data (Garante) in 2014 has become obsolete in relation to the expression of consent for cookies, which according to the GDPR must be free, specific, informed and unequivocal. The EU Court of Justice just this month ruled that the installation of cookies requires the active consent of Internet users, foregoing the possibility that consent will be provided based on pre-selected boxes.

To support all companies and the Public Administration engaged in the management of cookies and other online tracking technologies, the Group has set up a new dedicated advisory service through its **Partners4Innovation S.r.l.** (“P4I”) subsidiary. Taking into account that this market sector is still under development, it is expected that the results of the implementation of the new service can be quite interesting.

*“With this offer, we intend to support companies in the definition and implementation of compliance with regulations in the management of cookies, based on an integrated approach that makes it possible to combine compliance needs to business needs – explains **Gabriele Faggioli**, CEO of P4I-Partners4Innovation–. **Cookies 360 Inspection** is aimed at any business and Public Administration engaged in digital marketing, offering a range of modular services, from a general introduction to the definition of strategies and of the cookie management model, ensuring support and constant updating according to regulatory changes”.*

Specifically, the Cookies 360 Inspection solution provides the following services:

- verification of how cookies and other tracking technologies are used;
- definition of the best strategy for the use of cookies and tracking technologies, to maximise the potential of available assets;
- support in defining a model for the use of cookies and tracking technologies, compliant and in line with the strategy defined;
- staff training, through workshops, as well as based on other innovative channels such as webinars and video clips;
- ongoing support in the analysis of regulatory updates and in ensuring compliance with the necessary changes, with a focus on providing a new recurring service, following the strategy already adopted in this direction, according to the new lines of development of the Group’s business.

This press release is available on the Company website at www.digital360.it.

DIGITAL360

DIGITAL360, a company listed on the Borsa Italiana AIM Market, aims to partner with businesses and public authorities assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation", supports technological companies (vendors, software houses, system integrators, start-up companies, etc.) in their communication, storytelling, event management and business opportunity generation activities; the other, called "Advisory & Coaching" is aimed at all companies and all public administrations who wish to embark on any digital transformation path. Transversal to both Business Units, NetworkDIGITAL360 is the largest network of online publications focused on all aspects and current themes related to Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country. For more information: www.digital360.it

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