Cookie Policy

Callimacus S.r.l. · Version 2026-11-12 of 12 November 2026

COOKIE POLICY

CALLIMACUS S.R.L.

callimacus.ai website – Notice on the use of cookies and other tracking tools

Last updated: 12 November 2026

1. INTRODUCTION

This Cookie Policy describes the use of cookies and other tracking tools on the **callimacus.ai** website (hereinafter, the "**Website**") and is provided to the user, i.e. any visitor to the Website, in compliance with European and Italian legislation on personal data protection and electronic communications: Regulation (EU) 2016/679 ("**GDPR**"), Article 122 of Legislative Decree No. 196/2003 ("**Italian Privacy Code**") and the Guidelines on cookies and other tracking tools issued by the Italian Data Protection Authority (Garante per la protezione dei dati personali) on 10 June 2021.

For information on the other processing of personal data carried out through the Website, including processing related to the use of the artificial intelligence assistant, please refer to the Privacy Notice of the Website.

2. CONTROLLER AND CONTACT DETAILS

Item	Details
Controller	Callimacus S.r.l., with registered office at Piazzetta dei Sapienti n. 1, Solomeo, 06073 Corciano (PG), Italy, VAT No. 03950820542 (hereinafter, the "Controller" or "Callimacus")
E-mail	privacy@callimacus.ai

3. WHAT ARE COOKIES

Cookies are small text files that the websites visited by the user send to and store on the user's computer or mobile device, to be then sent back to the same websites on the next visit. Thanks to cookies, a website remembers the user's actions and preferences (for example, the selected language or other display settings), so that they do not have to be entered again when the user returns to the website or browses from one page to another. Cookies may also contain a unique identifier that makes it possible to track the user's browsing within the website for statistical, personalization or advertising purposes.

Cookies placed by the website the user is visiting are called "**first-party cookies**". While browsing, the user may also receive on their device cookies from websites or web servers other than the one they are visiting ("**third-party cookies**").

Cookies may also remain on the user's device for different periods of time: **session cookies** are automatically deleted when the browser is closed, while **persistent cookies** remain on the device until a set expiry date.

Under applicable law, the user's consent is not required for "**technical cookies**", i.e. cookies used for the sole purpose of carrying out the transmission of a communication over an electronic communications network or to the extent strictly necessary to provide a service explicitly requested by the user, nor for analytics cookies that, under the conditions set out in the Garante's Guidelines, are treated as equivalent to technical cookies. Conversely, the user's **prior consent** is required for "**profiling cookies**", i.e. cookies aimed at creating profiles

of the user, for example to personalize browsing or to send advertising messages in line with the preferences expressed, and for **analytics cookies** that are not treated as equivalent to technical cookies.

4. WHICH COOKIES ARE USED ON THE WEBSITE

The Website uses:

- **first-party profiling cookies for browsing personalization**: the “intent_sid” cookie of the “Callimacus” artificial intelligence platform integrated into the Website (hereinafter, the “Platform”), which stores a pseudonymous session identifier associated with the user’s interaction data with the Website, used to personalize the browsing experience and to produce aggregated and anonymous metrics on interactions (lawful basis: specific prior consent);
- **first-party analytics cookies**, aimed at measuring the performance of the Website, detecting technical errors and measuring visits, placed through the Datadog RUM (Datadog, Inc.) and Google Analytics (Google Ireland Limited) services (lawful basis: prior consent);
- **first-party and third-party profiling cookies for marketing purposes**, aimed at measuring the effectiveness of the Controller’s advertising campaigns and at showing relevant ads to those who have visited the Website, placed through the Google Ads (Google Ireland Limited) and Meta Pixel (Meta Platforms Ireland Limited) services (lawful basis: prior consent).

Giving consent is optional: refusing consent does not affect the ability to browse the Website. In the cookie management panel, profiling cookies for personalization correspond to the **Personalization** option, analytics cookies to the **Analytics** option and marketing cookies to the **Advertising** option.

Third-party cookies are also used for the providers’ own purposes, in accordance with their respective privacy notices referred to in Section 7.

5. COOKIE TABLE

In detail, the cookies used on the Website are the following:

Cookie name	Purpose	Type of cookie	Duration	Source and ownership of the cookies	Information stored	Where it is used	Parties with access to the information stored in the cookies
intent_sid	(a) personalization of the user experience; (b) aggregated and anonymous metrics on interactions	Profiling cookie (personalization)	6 months, unless deleted earlier by the user	First-party cookie	Pseudonymous session identifier (UUID), randomly generated, associated with interaction data with the Website	callimacus.ai	Controller and its processors (providers of the Platform services)
_dd_s_v2	Monitoring of the performance and technical errors of the Website (loading times, errors,	Analytics cookie	Up to 4 hours; the measurement session ends after 15 minutes of inactivity	First-party cookie, placed through the Datadog RUM service (Datadog, Inc.)	Random identifier of the browsing session and its expiry	callimacus.ai	Controller; Datadog, Inc., as processor

	interactions with the page)						
_ga	Measurement of visits to the Website and of campaign effectiveness (usage statistics)	Analytics cookie	2 years	First-party cookie, placed through the Google Analytics service (Google Ireland Limited)	Random browser identifier	callimacus.ai	Controller; Google Ireland Limited, as processor
_ga_<ID>	Maintaining the state of the visit measurement session	Analytics cookie	2 years	First-party cookie, placed through the Google Analytics service (Google Ireland Limited)	Session identifier and number, with the related timestamp	callimacus.ai	Controller; Google Ireland Limited, as processor
_gcl_au, _gcl_aw	Measurement of conversions generated by Google Ads ads (e.g. submission of the contact form)	Profiling cookie (marketing)	90 days	First-party cookies, placed through the Google Ads service (Google Ireland Limited)	Random browser identifier and, for _gcl_aw, ad click identifier	callimacus.ai	Controller; Google Ireland Limited, as independent controller
IDE, test_cookie	Remarketing: showing the Controller's ads to those who have visited the Website and measuring their effectiveness	Profiling cookie (marketing)	IDE: 13 months; test_cookie: 15 minutes	Third-party cookies, placed by Google on the doubleclick.net domain	Browser advertising identifier	callimacus.ai and websites and apps of Google's advertising network	Google Ireland Limited, as independent controller
_fbp, _fbc	Measurement of conversions generated by ads on Facebook and Instagram, and remarketing	Profiling cookie (marketing)	90 days	First-party cookies, placed through the Meta Pixel service (Meta Platforms Ireland Limited)	Random browser identifier and, for _fbc, ad click identifier	callimacus.ai	Controller and Meta Platforms Ireland Limited, joint controllers for the collection and transmission of data; Meta Platforms Ireland Limited, independent controller for subsequent processing

fr	Advertising: showing and measuring relevant ads on Meta platforms	Profiling cookie (marketing)	90 days	Third-party cookie, placed by Meta on the facebook.com domain	Browser advertising identifier and, if the user is logged in, Meta account identifier	callimacus.ai and Meta platforms	Meta Platforms Ireland Limited, as independent controller

The names of the cookies (“Cookie name”) are those adopted by the cookie providers (“Source and ownership of the cookies”). The category of each cookie is indicated in the “Type of cookie” column.

6. OTHER TRACKING TOOLS

6.1 Advertising pixels

Subject to consent to marketing cookies (**Advertising** option), the Website also uses technologies similar to cookies and, in particular, the tracking codes (“pixels”) of the Google Ads and Meta Pixel services: these are small pieces of code that make it possible to measure the conversions generated by ads (for example, the submission of the contact form) and to show relevant ads to those who have visited the Website (so-called “remarketing”). The activation of the pixels is linked to the consent to the related marketing cookies and can be blocked at any time by withdrawing such consent (Section 8).

6.2 Platform software module (SDK)

The Website integrates the software module (Software Development Kit – “SDK”) of the Platform, which detects browsing events (for example, clicks, page scrolling and browser metadata) to enable AI-assisted browsing. The operation of the SDK depends on the user’s choices:

- in the absence of consent, the SDK operates exclusively within the limits permitted by the legislation on cookies and other tracking tools, excluding personal data or data that allow the user to be identified, even indirectly;
- with consent to the use of artificial intelligence only, given through the dedicated banner (AI banner), assisted browsing takes place only within the current session, without storing an identifier;
- with specific consent to personalization (**Personalization** option), the “intent_sid” cookie described in Section 5 is activated.

By default, form fields and Website elements containing identifying data are masked and, therefore, not collected by the SDK. If consent is withdrawn, the SDK immediately stops running, removes the “intent_sid” cookie (where activated) and permanently discards, directly on the user’s device, the data collected up to that point in the session.

For further information on the processing related to the use of the artificial intelligence assistant, please refer to the Privacy Notice of the Website.

7. RECIPIENTS OF PERSONAL DATA

For the purposes set out in Sections 4, 5 and 6, the user’s personal data may be disclosed:

- to the **persons authorized** by the Controller to process personal data (employees and collaborators of the Controller);
- to the **processors** appointed by the Controller pursuant to Article 28 GDPR (providers of IT, technology and telematic services), including Datadog, Inc., for the data collected through the Datadog RUM cookies (Datadog privacy notice), and Google Ireland Limited, for the data collected through the Google Analytics cookies (Google privacy notice);

- to **independent controllers**: Google Ireland Limited, for the data collected through the Google Ads cookies (how Google uses information from sites that use its services), and Meta Platforms Ireland Limited, for the data collected through Meta Pixel (Meta privacy notice). For the collection and transmission of data through Meta Pixel, the Controller and Meta Platforms Ireland Limited are joint controllers pursuant to Article 26 GDPR (Meta Controller Addendum);
- to **authorities** and law enforcement agencies, in accordance with the law, for the detection and prosecution of crimes, the prevention of and protection against threats to public security, to enable the Controller to establish, exercise or defend a legal claim, and for other reasons related to the protection of the rights and freedoms of others.

Personal data are not disseminated. The updated list of processors may be requested from the Controller at the contact details indicated in Section 2.

8. HOW TO MANAGE COOKIE PREFERENCES

8.1 Preference management panel

The user may give or withdraw consent at any time to profiling cookies for personalization (**Personalization** option), analytics cookies (**Analytics** option) and marketing cookies (**Advertising** option) through the preference management panel (**Cookie preferences**), accessible from every page of the Website. Upon withdrawal of consent, the "intent_sid" cookie is removed and the first-party Google and Meta cookies are deleted from the browser.

Refusing consent to profiling cookies, analytics cookies and marketing cookies does not in any way affect the ability to browse the Website. Preferences must be set again if different devices or browsers are used to access the Website or if cookies are deleted from the device.

8.2 Browser settings

In addition to the management panel, the user may allow, block or delete (in whole or in part) cookies through the settings of their browser. Blocking all cookies through the browser settings may prevent some services and features of the Website from working properly. To learn how to set preferences through the browser, the user may consult the official instructions of the main browsers:

- Chrome
- Edge
- Mozilla Firefox
- Opera
- Safari on iPhone, iPad or iPod touch
- Safari on Mac

9. TRANSFER OF DATA OUTSIDE THE EUROPEAN ECONOMIC AREA

Personal data may be transferred to countries outside the European Union (EU) or the European Economic Area (EEA) (i) where such countries ensure an adequate level of data protection, as established by specific decisions of the European Commission, or (ii) where they do not ensure an adequate level of protection, by adopting the specific safeguards provided for by data protection legislation (Articles 44 et seq. GDPR).

In particular, Datadog, Inc. is based in the United States and participates in the EU-U.S. Data Privacy Framework, which is the subject of the European Commission's adequacy decision of 10 July 2023; the data collected through the Datadog cookies are hosted on servers located in the European Union. Google LLC and Meta Platforms, Inc., US-based companies to which Google Ireland Limited and Meta Platforms Ireland Limited respectively belong, also participate in the EU-U.S. Data Privacy Framework; the data collected through the

Google Analytics, Google Ads and Meta Pixel cookies may be transferred to the United States on the basis of the same adequacy decision.

For transfers related to the processing carried out through the Platform, please refer to the Privacy Notice of the Website.

The user may request from the Controller, at the contact details indicated in Section 2, the complete and updated list of transfers to non-EU/EEA countries, as well as information on the specific safeguards adopted and a copy thereof.

10. DATA SUBJECT RIGHTS

By sending an e-mail to privacy@callimacus.ai, the data subject may exercise at any time the rights granted by data protection legislation (Articles 7, 15 et seq. GDPR), within the limits provided for by law; in particular, the right to:

- obtain **confirmation** as to whether or not personal data concerning them are being processed by the Controller (Article 15);
- **access** their personal data, know the purposes of the processing, the categories of data concerned and the recipients to whom they are disclosed, and obtain a copy in an intelligible form (Article 15);
- obtain the **rectification** of inaccurate data and the completion of incomplete data, without undue delay (Article 16);
- obtain the **erasure** of their data, without undue delay, in the cases provided for by law, including with regard to data collected online while they were a minor (Article 17);
- obtain the **restriction** of processing in the cases provided for by law (Article 18);
- request and receive, in a structured, commonly used and machine-readable format, the data provided to the Controller, and transmit them to another controller, where the processing is based on consent or on a contract and is carried out by automated means (so-called "**portability**", Article 20);
- **object** at any time, on grounds relating to their particular situation, to the processing of their personal data based on the Controller's legitimate interest (Article 21);
- **not** be subject to a **decision based solely on automated processing**, including profiling, which produces legal effects concerning them or similarly significantly affects them (Article 22);
- **withdraw** at any time **any consent** given, without affecting the lawfulness of processing based on consent before its withdrawal (Article 7(3)), including through the preference management panel (Section 8.1).

The exercise of rights is free of charge and unrestricted, except in the case of manifestly unfounded or excessive requests (Article 12(5) GDPR).

The data subject will receive a response from the Controller without undue delay and in any event within one month of receipt of the request, without prejudice to an extension of a further two months in cases of particular complexity or due to the number of requests; in such case, the Controller will send an interim communication within one month, stating the reasons for the delay. Where there are reasonable doubts concerning the identity of the requester, the Controller may request the information necessary to confirm it.

11. COMPLAINT TO THE SUPERVISORY AUTHORITY

If the data subject considers that the processing of their data infringes data protection legislation, they may lodge a complaint with the supervisory authority, which in Italy is the **Garante per la protezione dei dati personali** (www.garanteprivacy.it).

The complaint may also be lodged with a supervisory authority other than the Italian one, where it is the authority of the EU Member State of the data subject's habitual residence or place of work, or of the place of the alleged infringement (Article 77 GDPR).

12. CHANGES TO THIS COOKIE POLICY

The contents of this Cookie Policy may change over time, in particular as a result of changes to the cookies and other tracking tools used on the Website, to the purposes and methods of the processing of personal data or to applicable legislation. The updated version is published on this page, indicating the date of its last update. In the event of significant changes, the Controller will notify data subjects by appropriate means.