

# Cookie Policy of HOOMIE

To find more information on California consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Virginia consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Colorado consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Connecticut consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Utah consumers and their privacy rights, Users may [read the privacy policy](#).

This document informs Users about the technologies that help this Application to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with this Application.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Application uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information — such as the presence of other Trackers — in the linked privacy policies of the respective third-party providers or by contacting the Owner.

## How this Application uses Trackers

### Necessary

This Application uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

### Trackers managed directly by the Owner

#### Preference Cookies (this Application)

Preference Cookies store the User preferences detected on this Application in the local domain such as, for example, their timezone and region.

Personal Data processed: Trackers.

#### localStorage (this Application)

localStorage allows this Application to store and access data right in the User's browser with no expiration date.

Personal Data processed: Trackers.

#### sessionStorage (this Application)

sessionStorage allows this Application to store and access data right in the User's browser. Data in sessionStorage is deleted automatically when the session ends (in other words, when the browser tab is closed).

Personal Data processed: Trackers.

### Trackers managed by third parties

**Android Pay (Google LLC)**

Android Pay is a payment service provided by Google LLC, which allows Users to make payments using their mobile phones.

Personal Data processed: payment info, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

**Apple Pay (Apple Inc.)**

Apple Pay is a payment service provided by Apple Inc., which allows Users to make payments using their mobile phones.

Personal Data processed: payment info, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

**Google Pay (Google LLC)**

Google Pay is a payment service provided by Google LLC, which allows users to make online payments using their Google credentials.

Personal Data processed: email address, first name, last name, payment info, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

**Payments processed via the Apple App Store (Apple Inc.)**

This Application uses a payment service provided by Apple Inc. that allows the Owner to offer the purchase of the app itself or in-app purchases.

Personal Data processed to complete the purchases are processed by Apple, as described in the [privacy policy for the App Store](#).

Personal Data processed: device information, email address, payment info, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

**Payments processed via the Google Play Store (Google LLC)**

This Application uses a payment service provided by Google LLC that allows the Owner to offer the purchase of the app itself or in-app purchases.

Personal Data processed to complete the purchases are processed by Google, as described in the [privacy policy for the Google Play store](#).

Personal Data processed: device information, payment info, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

**Crashlytics (Google LLC)**

Crashlytics is a monitoring service provided by Google LLC.

Personal Data processed: crash data, device information, Trackers and Universally unique identifier (UUID).

Place of processing: United States – [Privacy Policy](#).

**Firebase Performance Monitoring (Google LLC)**

Firebase Performance Monitoring is a monitoring service provided by Google LLC.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

**Google reCAPTCHA (Google LLC)**

Google reCAPTCHA is a spam protection service provided by Google LLC. The use of reCAPTCHA is subject to the Google [privacy policy](#) and [terms of use](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: answers to questions, clicks, keypress events, motion sensor events, mouse movements, scroll position, touch events, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- \_GRECAPTCHA: duration of the session
- rc::a: indefinite
- rc::b: duration of the session
- rc::c: duration of the session
- rc::f: indefinite

#### **iubenda Privacy Controls and Cookie Solution (iubenda srl)**

The iubenda Privacy Controls and Cookie Solution allows the Owner to collect and store Users' preferences related to the processing of personal information, and in particular to the use of Cookies and other Trackers on this Application.

Personal Data processed: IP address and Trackers.

Place of processing: Italy – [Privacy Policy](#).

Trackers duration:

- \_iub\_cs-\*: 1 year
- usprivacy: 1 year

#### **iubenda Consent Database (iubenda srl)**

The iubenda Consent Database allows to store and retrieve records of Users' consent to the processing of Personal Data, and information and preferences expressed in relation to the provided consent. In order to do so, it makes use of a Tracker that temporarily stores pending information on the User's device until it is processed by the API. The Tracker (a browser feature called localStorage) is at that point deleted.

Personal Data processed: Data communicated while using the service, IP address and Trackers.

Place of processing: Italy – [Privacy Policy](#).

Trackers duration:

- ConS JS library localStorage (IUB\_DATA): indefinite
- cookie \_iub\_previous\_preference\_id: 2 years

## **Functionality**

This Application uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

### **Trackers managed by third parties**

#### **Google Meet (Google LLC)**

Google Meet is a web conferencing management service provided by Google LLC.

Personal Data processed: email address, first name, last name, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

#### **Mailing list or newsletter**

By registering on the mailing list or for the newsletter, the User's email address will be added to the contact list of those who may receive email messages containing information of commercial or promotional nature concerning this Application. Your email address might also be added to this list as a result of signing up to this Application or after making a purchase.

Personal Data processed: email address, Trackers and Usage Data.

### **Google Workspace (Google LLC)**

Google Workspace is an integrated suite of cloud-based productivity, collaboration and storage services provided by Google LLC. Gmail or other G Suite services are not scanned by Google for advertising purposes. In addition, Google does not collect or use data inside these services for advertising purposes in any other way.

Personal Data processed: Data communicated while using the service, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

### **Google OAuth (Google LLC)**

Google OAuth is a registration and authentication service provided by Google LLC and is connected to the Google network.

Personal Data processed: Trackers, Usage Data and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

## **Experience**

This Application uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

### **Trackers managed directly by the Owner**

#### **Data provided via online forms, managed directly (this Application)**

This Application makes use of online forms that can be used to collect Data about Users.

Personal Data processed: answers to questions, contact info, email address, Trackers and Usage Data.

### **Trackers managed by third parties**

#### **Google Forms (Google LLC)**

Google Forms is a form builder and data collection platform provided by Google LLC.

Personal Data processed: answers to questions, email address, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

#### **Comment system managed directly**

This Application has its own internal content comment system.

Personal Data processed: Trackers and Usage Data.

#### **Google Forms (embedded) (Google LLC)**

Google Forms (embedded) is a service for interacting with the Google data collection platform provided by Google LLC.

Personal Data processed: answers to questions, email address, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

#### **Google Calendar Widget (Google LLC)**

Google Calendar Widget is a calendar content visualization service provided by Google LLC that allows this Application to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

### **Google Fonts (Google LLC)**

Google Fonts is a typeface visualization service provided by Google LLC that allows this Application to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

### **Google Maps Widget (Google LLC)**

Google Maps is a maps visualization service provided by Google LLC that allows this Application to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

## **Measurement**

This Application uses Trackers to measure traffic and analyze User behavior to improve the Service.

### **Trackers managed by third parties**

#### **Google Analytics for Firebase (for apps) (Google LLC)**

Google Analytics for Firebase (for apps) or Firebase Analytics is an analytics service provided by Google LLC. **In order to understand Google's use of Data, consult [Google's partner policy](#).**

Firebase Analytics may share Data with other tools provided by Firebase, such as Crash Reporting, Authentication, Remote Config or Notifications. The User may check this privacy policy to find a detailed explanation about the other tools used by the Owner.

This Application uses identifiers for mobile devices and technologies similar to cookies to run the Firebase Analytics service.

Users may opt-out of certain Firebase features through applicable device settings, such as the device advertising settings for mobile phones or by following the instructions in other Firebase related sections of this privacy policy, if available.

Personal Data processed: device information, number of sessions, operating systems, session duration, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

#### **Google Analytics Granular location and device data collection (Google LLC)**

Google Analytics on this Application has granular data collection activated which collects location and device data on a per-region basis. It allows the Owner to create and analyze User reports that rely on those metrics.

Personal Data processed: browser information, city, device information, number of Users, session statistics, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

#### **Google Analytics Demographics and Interests reports (Google LLC)**

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for this Application (demographics means age and gender Data).

Users can opt out of Google's use of cookies by visiting Google's [Ads Settings](#).

Personal Data processed: Trackers and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- IDE: 2 years
- \_gcl\_\*: 3 months
- test\_cookie: 15 minutes

## Marketing

This Application uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

### Trackers managed by third parties

#### Aruba Webmail (Aruba S.p.A.)

Aruba Webmail is an email address management and message-sending service provided by Aruba S.p.A.

Personal Data processed: email address and Trackers.

Place of processing: Italy – [Privacy Policy](#).

#### Firebase Cloud Messaging (Google LLC)

Firebase Cloud Messaging is a message sending service provided by Google LLC. Firebase Cloud Messaging allows the Owner to send messages and notifications to Users across platforms such as Android, iOS, and the web. Messages can be sent to single devices, groups of devices, or specific topics or User segments.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

#### netsons Email (Netsons S.r.l.)

netsons Email is an email address management and message-sending service provided by Netsons S.r.l.

Personal Data processed: email address and Trackers.

Place of processing: Italy – [Privacy Policy](#).

#### SMS Aruba (Aruba S.p.A.)

SMS Aruba is a phone numbers management and communication service provided by Aruba S.p.A.

Personal Data processed: phone number, Trackers and Usage Data.

Place of processing: Italy – [Privacy Policy](#).

## How to manage preferences on this Application

Users can set or update their preferences via the relevant privacy choices panel available on this Application.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

### How to control or delete Cookies and similar technologies via your device settings

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

### **How to opt out of interest-based advertising**

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU and UK), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

### **Consequences of denying the use of Trackers**

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help this Application to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, if the User chooses to block the use of Trackers, the Owner may be unable to provide related features.

### **Owner and Data Controller**

Hoomie srl - Via Pier Carlo Boggio 41 - 12100 Cuneo

**Owner contact email:** [assistenza@hoomie.it](mailto:assistenza@hoomie.it)

Since the use of third-party Trackers through this Application cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by this Application.

### **Definitions and legal references**

#### **Personal Data (or Data)**

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

#### **Usage Data**

Information collected automatically through this Application (or third-party services employed in this Application), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Application, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

#### **User**

The individual using this Application who, unless otherwise specified, coincides with the Data Subject.

#### **Data Subject**

The natural person to whom the Personal Data refers.

#### **Data Processor (or Processor)**

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

#### **Data Controller (or Owner)**

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Application. The Data Controller, unless otherwise specified, is the Owner of this Application.

### **This Application**

The means by which the Personal Data of the User is collected and processed.

### **Service**

The service provided by this Application as described in the relative terms (if available) and on this site/application.

### **European Union (or EU)**

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

### **Cookie**

Cookies are Trackers consisting of small sets of data stored in the User's browser.

### **Tracker**

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

### **Full access**

Full access to the account, including permanent deletion of threads and messages.

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### **Legal information**

This privacy statement has been prepared based on provisions of multiple legislations.

This privacy policy relates solely to this Application, if not stated otherwise within this document.

Latest update: October 28, 2025