

Cookie Policy of www.iaad.it

This document informs Users about the technologies that help this Website 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 Website.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.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 Website 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.

Activities strictly necessary for the operation of this Website and delivery of the Service

This Website 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.

First-party Trackers

Storage duration:

- YSC: duration of the session
- VISITOR_INFO1_LIVE: duration of the session
- CONSENT: 2 years
- UserMatchHistory: duration of the session
- lang: duration of the session
- __cf_bm: 30 minutes
- modernizr: duration of the session
- modernizr: duration of the session
- _uetsid: duration of the session
- _uetsid_exp: duration of the session
- _uetvid: duration of the session
- _uetvid_exp: duration of the session
- test: duration of the session
- _hjLocalStorageTest: indefinite
- _hjRecordingEnabled: duration of the session
- _hjRecordingLastActivity: duration of the session
- hjViewportId: duration of the session

Third-party Trackers

Tag Management

This type of service helps the Owner to manage the tags or scripts needed on this Website in a centralised fashion. This results in the Users' Data flowing through these services, potentially resulting in the retention of this Data.

Google Tag Manager (Google Ireland Limited)

Google Tag Manager is a tag management service provided by Google Ireland Limited.

Personal Data processed: Tracker and Usage Data.

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

Collection of privacy-related preferences

This type of service allows this Website to collect and store Users' preferences related to the collection, use, and processing of their personal information, as requested by the applicable privacy legislation.

iubenda Consent Solution (iubenda srl)

The iubenda Consent Solution 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 and Tracker.

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

Storage duration:

- ConS JS library localStorage (IUB_DATA): indefinite

iubenda Cookie Solution (iubenda srl)

The iubenda 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 Website.

Personal Data processed: Tracker.

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

Storage duration:

- _iub_cs-*: 1 year

Handling payments

Unless otherwise specified, this Website processes any payments by credit card, bank transfer or other means via external payment service providers. In general and unless where otherwise stated, Users are requested to provide their payment details and personal information directly to such payment service providers. This Website isn't involved in the collection and processing of such information: instead, it will only receive a notification by the relevant payment service provider as to whether payment has been successfully completed.

PayPal (PayPal Inc.)

PayPal is a payment service provided by PayPal Inc., which allows Users to make online payments.

Personal Data processed: billing address, email address, first name, last name, password, payment info, phone number, Tracker, Usage Data, username and various types of Data as specified in the privacy policy of the service.

Place of processing: See the PayPal privacy policy – [Privacy Policy](#).

Storage duration:

- __paypal_storage__: indefinite
- akavpau_ppsd: duration of the session
- enforce_policy: duration of the session
- l7_az: duration of the session
- nsid: duration of the session
- ts: duration of the session
- tsrce: duration of the session
- x-cdn: duration of the session
- x-pp-s: duration of the session

Platform services and hosting

These services have the purpose of hosting and running key components of this Website, therefore allowing the provision of this Website from within a unified platform. Such platforms provide a wide range of tools to the Owner – e.g. analytics, user registration, commenting, database management, e-commerce, payment processing – that imply the collection and handling of Personal Data.

Some of these services work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.

WordPress.com

WordPress.com is a platform provided by Automattic Inc. or by Aut O'Mattic A8C Ireland Ltd., depending on how the Owner manages the Data processing, that allows the Owner to build, run and host this Website.

Personal Data processed: Data communicated while using the service, device information, email address, first name, last name, phone number, Tracker, Usage Data and various types of Data as specified in the privacy policy of the service.

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

Storage duration:

- `_icl_current_language`: 1 day
- `tk_lr`: 1 year

Traffic optimisation and distribution

This type of service allows this Website to distribute their content using servers located across different countries and to optimise their performance.

Which Personal Data are processed depends on the characteristics and the way these services are implemented. Their function is to filter communications between this Website and the User's browser.

Considering the widespread distribution of this system, it is difficult to determine the locations to which the contents that may contain Personal Information of the User are transferred.

Cloudflare (Cloudflare Inc.)

Cloudflare is a traffic optimisation and distribution service provided by Cloudflare Inc.

The way Cloudflare is integrated means that it filters all the traffic through this Website, i.e., communication between this Website and the User's browser, while also allowing analytical data from this Website to be collected.

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

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

Other activities involving the use of Trackers

Functionality

This Website 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.

Connecting Data

This type of service allows the Owner to connect Data with third-party services disclosed within this privacy policy. This results in Data flowing through these services, potentially causing the retention of this Data.

Zapier (Zapier, Inc.)

Zapier is a workflow automation service provided by Zapier, Inc. that automates the movement of Data between (third-party) services.

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

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

Contacting the User

Contact form (this Website)

By filling in the contact form with their Data, the User authorises this Website to use these details to reply to requests for information, quotes or any other kind of request as indicated by the form's header.

Personal Data processed: city, company name, country, county, date of birth, email address, first name, last name, phone number, profession, state, Tracker, Usage Data, User ID, various types of Data and ZIP/Postal code.

User database management

This type of service allows the Owner to build user profiles by starting from an email address, a personal name, or other information that the User provides to this Website, as well as to track User activities through analytics features. This Personal Data may also be matched with publicly available information about the User (such as social networks' profiles) and used to build private profiles that the Owner can display and use for improving this Website.

Some of these services may also enable the sending of timed messages to the User, such as emails based on specific actions performed on this Website.

HubSpot CRM (HubSpot, Inc.)

HubSpot CRM is a User database management service provided by HubSpot, Inc.

Personal Data processed: company name, country, Current City, email address, first name, last name, phone number, profession, Tracker, Usage Data and various types of Data as specified in the privacy policy of the service.

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

Storage duration:

- __hs_gpc_banner_dismiss: 6 months
- __hssc: 30 minutes
- __hssrc: duration of the session
- __hstc: 2 months
- hubspotutk: 2 months
- messagesUtk: 2 months

HubSpot Lead Management (HubSpot, Inc.)

HubSpot Lead Management is a User database management service provided by HubSpot, Inc.

Personal Data processed: city, company name, country, date of birth, email address, first name, last name, phone number, profession, Tracker, Usage Data and various types of Data as specified in the privacy policy of the service.

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

Storage duration:

- __hs_gpc_banner_dismiss: 6 months
- __hssc: 30 minutes
- __hssrc: duration of the session
- __hstc: 2 months
- hubspotutk: 2 months
- messagesUtk: 2 months

SendinBlue Marketing Automation (SendinBlue SAS)

SendinBlue is a User database management service provided by SendinBlue SAS.

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

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

Storage duration:

- sib_cuid: 7 months

Experience

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

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of this Website and interact with them.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

Google Maps widget (Google Ireland Limited)

Google Maps is a maps visualisation service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

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

YouTube video widget (Google Ireland Limited)

YouTube is a video content visualisation service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- PREF: 8 months
- VISITOR_INFO1_LIVE: 8 months
- YSC: duration of the session

YouTube video widget (Privacy Enhanced Mode) (Google Ireland Limited)

YouTube is a video content visualisation service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.

This widget is set up in a way that ensures that YouTube won't store information and cookies about Users on this Website unless they play the video.

Personal Data processed: Tracker, Universally unique identifier (UUID) and Usage Data.

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

Video Vimeo (Vimeo, LLC)

Vimeo is a video content visualisation service provided by Vimeo, LLC that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- player: 1 year
- vuid: 2 years

Google Fonts (Google Ireland Limited)

Google Fonts is a typeface visualisation service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

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

Interaction with data collection platforms and other third parties

This type of service allows Users to interact with data collection platforms or other services directly from the pages of this Website for the purpose of saving and reusing data.

If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service.

Hotjar Recruit User Testers (Hotjar Ltd.)

The Hotjar Recruit User Testers widget is a service for interacting with the Hotjar data collection platform provided by Hotjar Ltd.

Hotjar honours generic „Do Not Track” headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's [opt-out information here](#).

Personal Data processed: Tracker, Usage Data and various types of Data.

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

Storage duration:

- `_hjAbsoluteSessionInProgress`: 30 minutes
- `_hjCachedUserAttributes`: duration of the session
- `_hjClosedSurveyInvites`: 1 year
- `_hjDonePolls`: 1 year
- `_hjFirstSeen`: duration of the session
- `_hjIncludedInSessionSample`: 30 minutes
- `_hjLocalStorageTest`: duration of the session
- `_hjMinimizedPolls`: 1 year
- `_hjSession*`: 30 minutes
- `_hjSessionRejected`: duration of the session
- `_hjSessionResumed`: duration of the session
- `_hjSessionTooLarge`: 1 hour
- `_hjSessionUser*`: 1 year
- `_hjSessionUser_*`: 2 years
- `_hjShownFeedbackMessage`: 1 year
- `_hjTLDTest`: duration of the session
- `_hjUserAttributesHash`: duration of the session
- `_hjViewportId`: duration of the session
- `_hjid`: 1 year

Interaction with external social networks and platforms

This type of service allows interaction with social networks or other external platforms directly from the pages of this Website. The interaction and information obtained through this Website are always subject to the User's privacy settings for each social network.

This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out from the respective services in order to make sure that the processed data on this Website isn't being connected back to the User's profile.

PayPal button and widgets (PayPal Inc.)

The PayPal button and widgets are services allowing interaction with the PayPal platform provided by PayPal Inc.

Personal Data processed: Tracker and Usage Data.

Place of processing: See the PayPal privacy policy – [Privacy Policy](#).

Storage duration:

- `akavpau_ppsd`: duration of the session
- `ts`: duration of the session

Interaction with online survey platforms

This type of service allows Users to interact with third-party online survey platforms directly from the pages of this Website.

If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service.

Hotjar Poll & Survey widgets (Hotjar Ltd.)

The Hotjar Poll & Survey widgets are services that enable interaction with the Hotjar platform provided by Hotjar Ltd. Hotjar honours generic „Do Not Track” headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's [opt-out information here](#).

Personal Data processed: Tracker, Usage Data and various types of Data.

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

Storage duration:

- `_hjAbsoluteSessionInProgress`: 30 minutes
- `_hjCachedUserAttributes`: duration of the session
- `_hjClosedSurveyInvites`: 1 year
- `_hjDonePolls`: 1 year
- `_hjFirstSeen`: duration of the session
- `_hjIncludedInSessionSample`: 30 minutes
- `_hjLocalStorageTest`: duration of the session
- `_hjMinimizedPolls`: 1 year
- `_hjSession*`: 30 minutes
- `_hjSessionRejected`: duration of the session
- `_hjSessionResumed`: duration of the session
- `_hjSessionTooLarge`: 1 hour
- `_hjSessionUser*`: 1 year
- `_hjSessionUser_*`: 2 years
- `_hjShownFeedbackMessage`: 1 year
- `_hjTLDTest`: duration of the session
- `_hjUserAttributesHash`: duration of the session
- `_hjViewportId`: duration of the session
- `_hjid`: 1 year

Measurement

This Website uses Trackers to measure traffic and analyse User behaviour to improve the Service.

Analytics

The services contained in this section enable the Owner to monitor and analyse web traffic and can be used to keep track of User behaviour.

Google Analytics (Google Ireland Limited)

Google Analytics is a web analysis service provided by Google Ireland Limited (“Google”). Google utilises the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualise and personalise the ads of its own advertising network.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `AMP_TOKEN`: 1 hour
- `_ga`: 2 years
- `_gac*`: 3 months
- `_gat`: 1 minute
- `_gid`: 1 day

Google Analytics Advertising Reporting Features (Google Ireland Limited)

Google Analytics on this Website has Advertising Reporting Features activated, which collects additional information from the DoubleClick cookie (web activity) and from device advertising IDs (app activity). It allows the Owner to analyse specific behaviour and interests Data (traffic Data and Users' ads interaction Data) and, if enabled, demographic Data (information about the age and gender).

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

Personal Data processed: Tracker, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and various types of Data as specified in the privacy policy of the service.

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

Storage duration:

- IDE: 2 years
- `_gcl_*`: 3 months
- `test_cookie`: 15 minutes

Google Analytics Demographics and Interests reports (Google Ireland Limited)

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for this Website (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: Tracker and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

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

Storage duration:

- IDE: 2 years
- `_gcl_*`: 3 months
- `test_cookie`: 15 minutes

HubSpot Analytics (HubSpot, Inc.)

HubSpot Analytics is an analytics service provided by HubSpot, Inc.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `__hs_gpc_banner_dismiss`: 6 months
- `__hs_sc`: 30 minutes
- `__hs_src`: duration of the session
- `__hs_tc`: 2 years
- `hubspotutk`: 2 years
- `messagesUtk`: 2 years

Wordpress Stats

Wordpress Stats is an analytics service provided by Automattic Inc. or by Aut O'Mattic A8C Ireland Ltd., depending on how the Owner manages the Data processing.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `tk_tc`: duration of the session

Meta Events Manager (Meta Platforms Ireland Limited)

Meta Events Manager is an analytics service provided by Meta Platforms Ireland Limited. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on this Website.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- `_fbp`: 3 months

Analytics services managed directly by this Website

The services contained in this section allow the Owner to collect and manage analytics through the use of first-party Trackers.

Matomo (this Website)

Matomo is an analytics software used by this Website to analyse data directly without the help of third parties.

Personal Data processed: Tracker and Usage Data.

Storage duration:

- `_pk_cvar*`: 30 minutes
- `_pk_id*`: 2 years
- `_pk_ref*`: 7 months
- `_pk_ses*`: 30 minutes
- `_pk_testcookie*`: duration of the session

Anonymised analytics services

The services contained in this section allow the Owner, through the use of third-party Trackers, to collect and manage analytics in an anonymised form.

Google Analytics with anonymised IP (Google Ireland Limited)

Google Analytics is a web analysis service provided by Google Ireland Limited ("Google"). Google utilises the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualise and personalise the ads of its own advertising network. This integration of Google Analytics anonymises your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `AMP_TOKEN`: 1 hour
- `_ga`: 2 years
- `_gac*`: 3 months
- `_gat`: 1 minute
- `_gid`: 1 day

Content performance and features testing (A/B testing)

The services contained in this section allow the Owner to track and analyse the User response concerning web traffic or behaviour regarding changes to the structure, text or any other component of this Website.

Google Optimize (Google Ireland Limited)

Google Optimize is an A/B testing service provided by Google Ireland Limited ("Google").

Google may use Personal Data to contextualise and personalise the ads of its own advertising network.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `_gaexp`: 3 months
- `_opt_awcid`: 1 day
- `_opt_awgid`: 1 day
- `_opt_awkid`: 1 day
- `_opt_awmid`: 1 day
- `_opt_expid`: 10 seconds
- `_opt_utmc`: 1 day

Heat mapping and session recording

Heat mapping services are used to display the areas of this Website that Users interact with most frequently. This shows where the points of interest are. These services make it possible to monitor and analyse web traffic and keep track of User behaviour. Some of these services may record sessions and make them available for later visual playback.

Hotjar Heat Maps & Recordings (Hotjar Ltd.)

Hotjar is a session recording and heat mapping service provided by Hotjar Ltd. Hotjar honours generic „Do Not Track” headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's [opt-out information here](#).

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

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

Storage duration:

- `_hjAbsoluteSessionInProgress`: 30 minutes
- `_hjCachedUserAttributes`: duration of the session
- `_hjClosedSurveyInvites`: 1 year
- `_hjDonePolls`: 1 year
- `_hjFirstSeen`: duration of the session
- `_hjIncludedInSessionSample`: 30 minutes
- `_hjLocalStorageTest`: duration of the session
- `_hjLocalStorageTest`: duration of the session
- `_hjMinimizedPolls`: 1 year
- `_hjSession*`: 30 minutes
- `_hjSessionRejected`: duration of the session
- `_hjSessionResumed`: duration of the session
- `_hjSessionTooLarge`: 1 hour
- `_hjSessionUser*`: 1 year
- `_hjSessionUser_*`: 2 years
- `_hjShownFeedbackMessage`: 1 year
- `_hjTLDDTest`: duration of the session
- `_hjUserAttributesHash`: duration of the session
- `_hjViewportId`: duration of the session
- `_hjid`: 1 year

Marketing

This Website uses Trackers to deliver personalised marketing content based on User behaviour and to operate, serve and track ads.

Advertising

This type of service allows User Data to be utilised for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on this Website, possibly based on User interests. This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below. Some of the services listed below may use Trackers for identifying Users, behavioural retargeting i.e. displaying ads tailored to the User's interests and behaviour, or to measure ads performance. For more information, please check the privacy policies of the relevant services.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

Meta ads conversion tracking (Meta pixel) (Meta Platforms Ireland Limited)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms Ireland Limited that connects data from the Meta Audience Network with actions performed on this Website. The Meta pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Meta Audience Network.

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Storage duration:

- `_fbp`: 3 months
- `fr`: 3 months

Facebook Lookalike Audience (Meta Platforms Ireland Limited)

Facebook Lookalike Audience is an advertising and behavioural targeting service provided by Meta Platforms Ireland Limited that uses Data collected through Facebook Custom Audience in order to display ads to Users with similar behaviour to Users who are already in a Custom Audience list on the base of their past use of this Website or engagement with relevant content across the Facebook apps and services.

On the base of these Data, personalised ads will be shown to Users suggested by Facebook Lookalike Audience.

Users can opt out of Facebook's use of Trackers for ads personalisation by visiting this [opt-out page](#).

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `_fbp`: 3 months

Google Ads conversion tracking (Google Ireland Limited)

Google Ads conversion tracking is an analytics service provided by Google Ireland Limited that connects data from the Google Ads advertising network with actions performed on this Website.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- `IDE`: 2 years
- `test_cookie`: 15 minutes

Google Ads Similar audiences (Google Ireland Limited)

Similar audiences is an advertising and behavioural targeting service provided by Google Ireland Limited that uses Data from Google Ads Remarketing in order to display ads to Users with similar behaviour to Users who are already on the remarketing list due to their past use of this Website.

On the basis of this Data, personalised ads will be shown to Users suggested by Google Ads Similar audiences.

Users who don't want to be included in Similar audiences can opt out and disable the use of advertising Trackers by going to: Google [Ad Settings](#).

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

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `AID`: 2 years
- `ANID`: 2 years
- `Conversion`: 3 months
- `DSID`: 14 days
- `FCNEC`: 1 year
- `FLC`: 10 seconds
- `FPAU`: 3 months
- `FPGCLAW`: 3 months
- `FPGCLDC`: 3 months
- `FPGCLGB`: 3 months
- `IDE`: 2 years
- `NID`: 6 months
- `RUL`: 1 year
- `TAID`: 14 days
- `__gads`: 2 years
- `__gsas`: 2 years

- `_gac_`: 3 months
- `_gac_gb_`: 3 months
- `_gcl_au`: 3 months
- `_gcl_aw`: 3 months
- `_gcl_dc`: 3 months
- `_gcl_gb`: 3 months
- `_gcl_gf`: 3 months
- `_gcl_ha`: 3 months
- `id`: 2 years
- `test_cookie`: 15 minutes

Hotjar Form Analysis & Conversion Funnels (Hotjar Ltd.)

Hotjar is an analytics service provided by Hotjar Ltd.

Hotjar honours generic Do Not Track headers. This means your browser can tell its script not to collect any of your data. This is a setting that is available in all major browsers. Find Hotjar's [opt-out information here](#).

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- `_hjAbsoluteSessionInProgress`: 30 minutes
- `_hjCachedUserAttributes`: duration of the session
- `_hjClosedSurveyInvites`: 1 year
- `_hjDonePolls`: 1 year
- `_hjFirstSeen`: duration of the session
- `_hjIncludedInSessionSample`: 30 minutes
- `_hjLocalStorageTest`: duration of the session
- `_hjMinimizedPolls`: 1 year
- `_hjSession*`: 30 minutes
- `_hjSessionRejected`: duration of the session
- `_hjSessionResumed`: duration of the session
- `_hjSessionTooLarge`: 1 hour
- `_hjSessionUser*`: 1 year
- `_hjSessionUser_*`: 2 years
- `_hjShownFeedbackMessage`: 1 year
- `_hjTLDDTest`: duration of the session
- `_hjUserAttributesHash`: duration of the session
- `_hjViewportId`: duration of the session
- `_hjid`: 1 year

LinkedIn Ads (LinkedIn Ireland Unlimited Company)

LinkedIn Ads is an advertising service provided by LinkedIn Ireland Unlimited Company.

Personal Data processed: Tracker and Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Storage duration:

- `GAID`: indefinite
- `IDFA`: indefinite
- `UserMatchHistory`: 1 month
- `_gcl_*`: 3 months
- `_guid`: 3 months
- `aam_uuid`: 1 month
- `li_fat_id`: 1 month
- `li_giant`: 7 days
- `li_sugr`: 3 months
- `lms_ads`: 1 month
- `oribi_cookie_test`: duration of the session
- `oribi_session`: 2 hours
- `oribi_user_guid`: 7 months

LinkedIn conversion tracking (LinkedIn Insight Tag) (LinkedIn Corporation)

LinkedIn conversion tracking (LinkedIn Insight Tag) is an analytics and behavioural targeting service provided by LinkedIn Corporation that connects data from the LinkedIn advertising network with actions performed on this Website. The LinkedIn Insight Tag tracks conversions that can be attributed to LinkedIn ads and enables to target groups of Users on the base of their past use of this Website.

Users may opt out of behavioural targeting features through their device settings, [their LinkedIn account settings](#) or by visiting the [AdChoices opt-out page](#).

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

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

Storage duration:

- AnalyticsSyncHistory: 1 month
- JSESSIONID: duration of the session
- UserMatchHistory: 1 month
- bcookie: 1 year
- bscookie: 1 year
- lang: duration of the session
- lidc: 1 day
- lms_ads: 1 month
- lms_analytics: 1 month

Meta Audience Network (Meta Platforms Ireland Limited)

Meta Audience Network is an advertising service provided by Meta Platforms Ireland Limited **In order to understand Facebook's use of Data, consult [Facebook's data policy](#).**

This Website may use identifiers for mobile devices (including Android Advertising ID or Advertising Identifier for iOS, respectively) and technologies similar to cookies to run the Meta Audience Network service. One of the ways Audience Network shows ads is by using the User's ad preferences. The User can control this in the [Facebook ad settings](#).

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

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

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

Microsoft Advertising (Microsoft Corporation)

Microsoft Advertising is an advertising service provided by Microsoft Corporation.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- MUID: 2 years
- _uetmsclkid: 3 months
- _uetmsclkid: indefinite
- _uetsid: 1 day
- _uetsid: indefinite
- _uetvid: 2 years
- _uetvid: indefinite

Microsoft Advertising Universal Event Tracking (Microsoft Corporation)

Microsoft Advertising Universal Event Tracking is an analytics service provided by Microsoft Corporation that connects data from the Microsoft Advertising network with actions performed on this Website.

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

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

Storage duration:

- `_uetsid`: 1 day
- `_uetvid`: 2 years

Pinterest Ads (Pinterest, Inc.)

Pinterest Ads is an advertising service provided by Pinterest, Inc. that allows the Owner to run advertising campaigns on the Pinterest advertising network.

Users may opt out of behavioural advertising features through their device settings, their Pinterest [personalization settings](#).

Personal Data processed: device information, email address, Tracker, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), Usage Data and User ID.

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

Storage duration:

- `_pin_unauth`: 1 year
- `_pinterest_ct_ua`: duration of the session

Pinterest Conversion Tag (Pinterest, Inc.)

Pinterest Conversion Tag is an analytics service provided by Pinterest, Inc. that connects data from the Pinterest advertising network with actions performed on this Website.

Users may opt out of behavioural advertising features through their device settings, their Pinterest [personalization settings](#) or by visiting the [AdChoices opt-out page](#).

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

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

Storage duration:

- `_pin_unauth`: 1 year
- `_pinterest_ct_ua`: duration of the session

Managing contacts and sending messages

This type of service makes it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User.

These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message.

Mailchimp (Intuit Inc.)

Mailchimp is an email address management and message sending service provided by Intuit Inc.

Personal Data processed: company name, country, Data communicated while using the service, email address, first name, last name, phone number, Tracker, Usage Data and various types of Data.

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

SendinBlue SMS (SendinBlue SAS)

SendinBlue is a phone numbers management and communication service provided by SendinBlue SAS.

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

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

Remarketing and behavioural targeting

This type of service allows this Website and its partners to inform, optimise and serve advertising based on past use of this Website by the User.

This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the

partners that manage the remarketing and behavioural targeting activity.

Some services offer a remarketing option based on email address lists.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

Facebook Custom Audience (Meta Platforms Ireland Limited)

Facebook Custom Audience is a remarketing and behavioural targeting service provided by Meta Platforms Ireland Limited that connects the activity of this Website with the Facebook advertising network.

Users can opt out of Facebook's use of Trackers for ads personalisation by visiting this [opt-out page](#).

Personal Data processed: email address and Tracker.

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

Storage duration:

- `_fbp`: 3 months

Facebook Remarketing (Meta Platforms Ireland Limited)

Facebook Remarketing is a remarketing and behavioural targeting service provided by Meta Platforms Ireland Limited that connects the activity of this Website with the Facebook advertising network.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `_fbp`: 3 months

Google Ads Remarketing (Google Ireland Limited)

Google Ads Remarketing is a remarketing and behavioural targeting service provided by Google Ireland Limited that connects the activity of this Website with the Google Ads advertising network and the DoubleClick Cookie.

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

Users can opt out of Google's use of Trackers for ads personalisation by visiting Google's [Ads Settings](#).

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- AID: 2 years
- ANID: 2 years
- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- TAID: 14 days
- `__gads`: 2 years
- `__gsas`: 2 years
- `_gac_`: 3 months
- `_gac_gb_`: 3 months
- `_gcl_au`: 3 months
- `_gcl_aw`: 3 months

- `_gcl_dc`: 3 months
- `_gcl_gb`: 3 months
- `_gcl_gf`: 3 months
- `_gcl_ha`: 3 months
- `id`: 2 years
- `test_cookie`: 15 minutes

LinkedIn Website Retargeting (LinkedIn Corporation)

LinkedIn Website Retargeting is a remarketing and behavioural targeting service provided by LinkedIn Corporation that connects the activity of this Website with the LinkedIn advertising network.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `AnalyticsSyncHistory`: 1 month
- `JSESSIONID`: duration of the session
- `UserMatchHistory`: 1 month
- `bcookie`: 1 year
- `bscookie`: 1 year
- `lang`: duration of the session
- `lidc`: 1 day
- `liscc`: 1 year
- `lms_ads`: 1 month
- `lms_analytics`: 1 month

Remarketing with Google Analytics (Google Ireland Limited)

Remarketing with Google Analytics is a remarketing and behavioural targeting service provided by Google Ireland Limited that connects the tracking activity performed by Google Analytics and its Trackers with the Google Ads advertising network and the Doubleclick Cookie.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- `test_cookie`: 15 minutes
- `IDE`: 2 years
- `_gcl_*`: 3 months

How to manage preferences and provide or withdraw consent

There are various ways to manage Tracker related preferences and to provide and withdraw consent, where relevant:

Users can manage preferences related to Trackers from directly within their own device settings, for example, by preventing the use or storage of Trackers.

Additionally, whenever the use of Trackers is based on consent, Users can provide or withdraw such consent by setting their preferences within the cookie notice or by updating such preferences accordingly via the relevant consent-preferences privacy widget, if available.

It is also possible, via relevant browser or device features, to delete previously stored Trackers, including those used to remember the User's initial consent preferences.

Other Trackers in the browser's local memory may be cleared by deleting the browsing history.

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.

Locating Tracker Settings

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 Website 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

IADA Srl
Via Pisa 5/D
10152 Torino
Italia

Owner contact email: info@iaad.it

Since the use of third-party Trackers through this Website 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 Website.

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 Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilised by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised 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 utilised 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 Website 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 Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

This Website (or this Application)

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

Service

The service provided by this Website 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.

Current City

Provides access to the User's current location.

Legal information

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

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