

Cookie Policy of www.iubenda.com

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.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

- `_iubenda_session`: duration of the session
- `locale`: 1 year
- `country`: 1 year
- `remember_user_token`: 3 months
- `close_share_completion_body`: 3 months
- `sorting_order`: 1 year
- `sorting_type`: 1 year

Third-party Trackers

Traffic optimization and distribution

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

Akamai Content Delivery Network (Akamai Technologies, Inc.)

Akamai Content Delivery Network is a traffic optimization and distribution service provided by Akamai Technologies, Inc.

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Contract.

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

Legal basis for data transfer: Standard data protection clauses.

Data retention period: Keeping the Data for the time necessary to fulfill the purpose.

Infrastructure monitoring

This type of service allows this Website to monitor the use and behavior of its components so its performance, operation, maintenance and troubleshooting can be improved.

Which Personal Data are processed depends on the characteristics and mode of implementation of these services, whose function is to filter the activities of this Website.

New Relic (New Relic, Inc.)

New Relic is a monitoring service provided by New Relic Inc.

The way New Relic is integrated means that it filters all traffic of this Website, i.e., communication between the Application and the User's browser or device, while also allowing analytical data on this Website to be collected.

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

Legal basis for processing: Legitimate interest.

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

Legal basis for data transfer: EU-U.S. Data Privacy Framework.

Data retention period: Keeping the Data as long as necessary for the establishment, exercise or defense of legal claims.

Storage duration:

- NRREFL: 3 months
- NRREFP: 2 months
- _newrelic_ui_session: 1 day
- login_service_login_newrelic_com_tokens: 21 years
- nr_secure: 1 day
- nr_zd_logged_in: 1 day

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

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

Legal basis for data transfer: Binding corporate rules.

Data retention period: Keeping the Data as long as required by relevant national law.

Storage duration:

- __paypal_storage__: indefinite
- akavpau_ppsd: duration of the session
- enforce_policy: duration of the session

- 17_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

Braintree (PayPal (Europe) S.a.r.l. et Cie, S.C.A.)

Braintree is a payment service provided by Braintree, a division of PayPal (Europe) S.a.r.l. et Cie, S.C.A.

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

Legal basis for processing: Contract.

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

Legal basis for data transfer: Standard data protection clauses.

Data retention period: Keeping the Data as long as required by relevant national law.

Storage duration:

- simpleStorage: indefinite

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 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.

Legal basis for processing: Legal obligation.

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

Data retention period: Keeping the Data for the duration of the contract (upon termination of the contract, if applicable, as long as required by the applicable law).

Storage duration:

- ConS JS library localStorage (IUB_DATA): 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 Website.

Personal Data processed: Trackers.

Legal basis for processing: Legal obligation.

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

Storage duration:

- _iub_cs-*: 1 year
- usprivacy: 1 year

Building and running this Website

Key components of this Website are built and run directly by the Owner by making use of the software listed below.

Swifttype - search bar (Elasticsearch BV)

Swifttype is a search engine embedding service provided by Elasticsearch BV that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Legitimate interest.

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

Elev.io (Elevio Pty. Ltd.)

The Elev.io is a service for interacting with the Elevio support and feedback platform provided by Elevio Pty. Ltd.

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Legitimate interest.

Place of processing: Australia – [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.

Interaction with live chat platforms

This type of service allows Users to interact with third-party live chat platforms directly from the pages of this Website, in order to contact and be contacted by this Website's support service. 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. Moreover, live chat conversations may be logged.

Freshdesk Messaging Widget (Freshworks, Inc.)

The Freshdesk Messaging Widget is a service for interacting with the Freshdesk live chat platform (Freshchat) provided by Freshworks, Inc.

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

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Data retention period: Keeping the Data as long as necessary for the establishment, exercise or defense of legal claims.

Storage duration:

- `_fw_crm_v`: 1 year

Registration and authentication

By registering or authenticating, Users allow this Website to identify them and give them access to dedicated services. Depending on what is described below, third parties may provide registration and authentication services. In this case, this Website will be able to access some Data, stored by these third-party services, for registration or identification purposes. Some of the services listed below may also collect Personal Data for targeting and profiling purposes; to find out more, please refer to the description of each service.

Facebook Authentication (Meta Platforms, Inc.)

Facebook Authentication is a registration and authentication service provided by Meta Platforms, Inc. and is connected to the Facebook social network.

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

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Storage duration:

- `_fbp`: 3 months
- `fbssls_*`: duration of the session

Tag Management

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

RudderStack (self-hosted) (this Website)

RudderStack (self-hosted) is a tag management service used by this this Website.

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Consent.

Legal basis for data transfer: No data transfer.

Storage duration:

- `rl_user_id`: duration of the session
- `rl_anonymous_id`: duration of the session
- `rl_auth_token`: duration of the session
- `rl_group_id`: duration of the session
- `rl_group_trait`: duration of the session
- `rl_page_init_referrer`: duration of the session
- `rl_page_init_referring_domain`: duration of the session
- `rl_session`: duration of the session
- `rl_trait`: duration of the session
- `rudder.*.ack`: duration of the session
- `rudder.*.InProgress`: duration of the session
- `rudder.*.queue`: duration of the session
- `rudder.*.reclaimEnd`: duration of the session
- `rudder.*.reclaimStart`: duration of the session
- `test_rudder_cookie`: 1 year

Experience

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

Access to third-party accounts

This type of service allows this Website to access Data from your account on a third-party service and perform actions with it. These services are not activated automatically, but require explicit authorization by the User.

Facebook account access (Meta Platforms, Inc.)

This service allows this Website to connect with the User's account on the Facebook social network, provided by Meta Platforms, Inc.

Permissions asked: device information, Email and Trackers.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Storage duration:

- _fbp: 3 months

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.

TrustBox widget (Trustpilot A/S)

The TrustBox widget is a reviews and ratings service provided by Trustpilot A/S that allows this Website to incorporate that content on its pages.

Personal Data processed: clicks, page views, Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: No data transfer.

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.

Typeform widget (TYPEFORM S.L)

The Typeform widget is a service for interacting with the Typeform data collection platform provided by TYPEFORM S.L.

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

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Measurement

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

Analytics

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

Heap Analytics (Heap Inc.)

Heap Analytics is an analytics service provided by Heap Inc, that allows the Owner to analyze revenue and Users' (commercial) activity on this Website.

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Data retention period: Keeping the Data for the time necessary to fulfill the purpose.

Storage duration:

- `_hp2_hld*`: duration of the session
- `_hp2_id.*`: 2 years
- `_hp2_props.*`: 2 years
- `_hp2_ses_props.*`: 30 minutes
- `userty.core.p.app_id_hash*`: 2 years
- `userty.core.s.app_id_hash*`: duration of the session

Google Analytics 4 (Google Ireland Limited)

Google Analytics 4 is a web analysis service provided by Google Ireland Limited (“Google”). Google utilizes 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 contextualize and personalize the ads of its own advertising network.

In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google’s official documentation](#).

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

Legal basis for processing: Consent.

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

Storage duration:

- `_ga`: 2 years
- `_ga_*`: 2 years

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 (self-hosted) (this Website)

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

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

Legal basis for processing: Consent.

Legal basis for data transfer: No data transfer.

Storage duration:

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

Content performance and features testing (A/B testing)

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

GrowthBook Cloud (GrowthBook, Inc.)

GrowthBook Cloud is an A/B testing service provided by GrowthBook, Inc.

Personal Data processed: browser information, browsing history, clicks, crash data, device information, device logs, interaction events, operating systems, page views, scroll position, scroll-to-page interactions, Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Storage duration:

- gb_sdk: 1 year

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 analyze web traffic and keep track of User behavior. Some of these services may record sessions and make them available for later visual playback.

Matomo Heatmaps (InnoCraft)

Matomo Heatmaps is a heat mapping service provided by InnoCraft.

Personal Data processed: clicks, interaction events, scroll position, Trackers and Usage Data.

Legal basis for processing: Consent.

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

Storage duration:

- _pk_hsr*: 30 minutes

Marketing

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

Advertising

This type of service allows User Data to be utilized 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 to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User's interests and behavior, including those detected outside this Website.

For more information, please check the privacy policies of the relevant services.

Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.

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.

Legal basis for processing: Consent.

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

Legal basis for data transfer: No data transfer.

Storage duration:

- IDE: 2 years
- test_cookie: 15 minutes

Meta ads conversion tracking (Meta pixel) (Meta Platforms, Inc.)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. 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.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Storage duration:

- fbp: 3 months
- fr: 3 months

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

LinkedIn conversion tracking (LinkedIn Insight Tag) is an analytics and behavioral 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 behavioral 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.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Data retention period: Keeping the Data for the time necessary to fulfill the purpose.

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

Impact (Impact Tech, Inc.)

Impact is an advertising service provided by Impact Tech, Inc.

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Landbot

Advertising campaigns service used for interactive surveys, forms, conversational chatbots, landing pages and lead generation bots.

Legal basis for processing: Consent.

Legal basis for data transfer: Standard data protection clauses.

LinkedIn Ads (LinkedIn Ireland Unlimited Company)

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

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

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

Meta Lookalike Audience (Meta Platforms Ireland Limited)

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

On the basis of these Data, personalized ads will be shown to Users suggested by Meta Lookalike Audience.

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

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Consent.

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

Storage duration:

- _fbp: 3 months

Microsoft Advertising (Microsoft Corporation)

Microsoft Advertising is an advertising service provided by Microsoft Corporation.

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Consent.

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

Google Ads Similar audiences (Google Ireland Limited)

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

On the basis of this Data, personalized 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: Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

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

Commercial affiliation

This type of service allows this Website to display advertisements for third-party products or services. Ads can be displayed either as advertising links or as banners using various kinds of graphics.

Clicks on the icon or banner posted on the Application are tracked by the third-party services listed below, and are shared with this Website.

For details of which data are collected, please refer to the privacy policy of each service.

ReferralCandy (Anafore Pte. Ltd.)

ReferralCandy is a commercial affiliation service provided by Anafore Pte. Ltd.

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

Legal basis for processing: Consent.

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

Admitad (Admitad GmbH)

Admitad is a commercial affiliation service provided by Admitad GmbH.

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

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

CJ Affiliate (Epsilon International UK Ltd (part of Publicis Groupe))

CJ Affiliate is a commercial affiliation service provided by Epsilon International UK Ltd (part of Publicis Groupe).

Personal Data processed: purchase history, Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Storage duration:

- cje: 2 years

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.

Vero (Vero Holdings Australia Pty. Ltd.)

Vero is an email address management and message sending service provided by Vero Holdings Australia Pty. Ltd.

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

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

Legal basis for data transfer: Standard data protection clauses.

Data retention period: Keeping the Data for the time necessary to fulfill the purpose.

Storage duration:

- __vero_user: duration of the session
- __vero_visit: duration of the session
- __veroc4: duration of the session

Appcues (Appcues, Inc.)

Appcues is a message sending service provided by Appcues, Inc. Appcues may also be used to manage the creation, deployment, administration, distribution and analysis of online forms and surveys.

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

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Remarketing and behavioral targeting

This type of service allows this Website and its partners to inform, optimize 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 behavioral 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.

Google Ads Remarketing (Google Ireland Limited)

Google Ads Remarketing is a remarketing and behavioral 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 personalization by visiting Google's [Ads Settings](#).

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: No data transfer.

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

Meta Custom Audience (Meta Platforms, Inc.)

Meta Custom Audience is a remarketing and behavioral targeting service provided by Meta Platforms, Inc. that connects the activity of this Website with the Meta Audience Network.

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

Personal Data processed: email address and Trackers.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Storage duration:

- _fbp: 3 months

Facebook Remarketing (Meta Platforms, Inc.)

Facebook Remarketing is a remarketing and behavioral targeting service provided by Meta Platforms, Inc. that connects the activity of this Website with the Meta Audience Network.

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

Storage duration:

- `_fbp`: 3 months

LinkedIn Website Retargeting (LinkedIn Corporation)

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

Personal Data processed: Trackers and Usage Data.

Legal basis for processing: Consent.

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

Legal basis for data transfer: Standard data protection clauses.

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
- lissc: 1 year
- lms_ads: 1 month
- lms_analytics: 1 month

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

iubenda s.r.l.
Via San Raffaele, 1 - 20121 Milan (Italy)
Milan Chamber of Commerce
EU VAT No: IT07347120961
UK VAT No: GB 370904694
SC: 12,603.50 Eur (fully paid up)
Legal Representative: Andrea Giannangelo

Data Protection Officer: dpo@iubenda.com

Owner contact email: info@iubenda.com

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 utilized by the Users who use this Website, 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 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.

Legal information

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

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

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