

Cookie Policy of FraSi

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 FraSi 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 FraSi.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

FraSi 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 FraSi and delivery of the Service

FraSi 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:

- `_boomr_cls`: indefinite

Third-party Trackers

Platform services and hosting

These services have the purpose of hosting and running key components of FraSi, therefore allowing the provision of FraSi 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.

Shopify

Shopify is a platform provided by Shopify Inc., Shopify Commerce Singapore Pte. Ltd or by Shopify International Limited, depending on how the Owner manages the Data processing, that allows the Owner to build, run and host an e-commerce website.

Personal Data processed: billing address, device information, email address, first name, last name, payment info, phone number, shipping address, Trackers and Usage Data.

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

Storage duration:

- `_ab`: 3 years
- `_cmp_a`: 1 day
- `_customer_account_shop_sessions`: 1 month
- `_landing_page`: 14 days
- `_orig_referrer`: 14 days
- `_pay_session`: duration of the session
- `_s`: 30 minutes
- `_secure_account_session_id`: 1 month
- `_secure_session_id`: 1 day
- `_shopify_country`: duration of the session
- `_shopify_d`: duration of the session
- `_shopify_evids`: duration of the session
- `_shopify_fs`: 1 year
- `_shopify_ga`: indefinite
- `_shopify_m`: duration of the session
- `_shopify_s`: 30 minutes
- `_shopify_sa_p`: 30 minutes
- `_shopify_sa_t`: 30 minutes
- `_shopify_tm`: duration of the session
- `_shopify_tw`: duration of the session
- `_shopify_y`: 1 year
- `_storefront_u`: 1 minute
- `_tracking_consent`: duration of the session
- `_y`: 1 year
- `c`: 2 years
- `card_update_verification_id`: 20 minutes
- `cart`: 14 days
- `cart_currency`: 14 days
- `cart_sig`: 14 days
- `cart_ts`: 14 days
- `cart_ver`: 14 days
- `checkout`: 28 days
- `checkout_prefill`: 5 minutes
- `checkout_queue_checkout_token`: 2 years
- `checkout_queue_token`: 2 years
- `checkout_session_lookup`: 21 days
- `checkout_session_token`: 21 days
- `checkout_session_token*`: 21 days
- `checkout_token`: 2 years
- `checkout_worker_session`: 3 days
- `customer_account_locale`: 1 year
- `customer_account_new_login`: 20 minutes
- `customer_account_preview`: 7 days
- `customer_auth_provider`: indefinite
- `customer_auth_session_created_at`: indefinite
- `customer_payment_method`: 1 hour
- `customer_shop_pay_agreement`: 20 minutes
- `discount_code`: indefinite
- `dynamic_checkout_shown_on_cart`: 30 minutes
- `hide_shopify_pay_for_checkout`: indefinite
- `identity-state`: 1 day
- `identity-state-*`: 1 day
- `identity_customer_account_number`: 3 months
- `keep_alive`: 14 days
- `localization`: 14 days
- `login_with_shop_finalize`: 5 minutes
- `master_device_id`: 2 years
- `order`: 21 days
- `pay_update_intent_id`: 20 minutes
- `preview_theme`: indefinite
- `previous_step`: 2 years
- `profile_preview_token`: 5 minutes
- `remember_me`: 2 years
- `secure_customer_sig`: 1 year
- `shopify-editor-unconfirmed-settings`: 16 hours
- `shopify_pay`: 2 years
- `shopify_pay_redirect`: 1 hour
- `source_name`: indefinite

- storefront_digest: 3 years
- tracked_start_checkout: 2 years

Tag Management

This type of service helps the Owner to manage the tags or scripts needed on FraSi 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 Tag Manager is a tag management service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

Personal Data processed: Trackers.

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

Other activities involving the use of Trackers

Functionality

FraSi 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.

Contacting the User

Mailing list or newsletter (FraSi)

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 FraSi. Your email address might also be added to this list as a result of signing up to FraSi or after making a purchase.

Personal Data processed: Trackers.

Contact form (FraSi)

By filling in the contact form with their Data, the User authorises FraSi 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: country, email address, first name, last name, physical address, Tax ID, Trackers, User ID, various types of Data and VAT Number.

Tag Management

This type of service helps the Owner to manage the tags or scripts needed on FraSi 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 Tag Manager is a tag management service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

Personal Data processed: Trackers.

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

Google Publisher Tag

Google Publisher Tag is a service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that helps to provide ads.

Personal Data processed: marital status and Trackers.

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

Experience

FraSi 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 FraSi 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 authorisation by the User.

Facebook account access

This service allows FraSi to connect with the User's account on the Facebook social network, provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing.

Permissions asked: About Me, Access Friend Lists, Access private data, Access Requests, Activities, Business Management API, Family Members and Relationship Status, Text Messaging, Trackers and User Timeline Posts Access.

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

Storage duration:

- _fbp: 3 months

OneDrive account access (Microsoft Corporation)

This service allows FraSi to connect with the User's account on OneDrive, provided by Microsoft Corporation.

Personal Data processed: Trackers and various types of Data.

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

Youtube account access (Google LLC)

This service allows FraSi to connect with the User's account on Youtube, provided by Google LLC.

Personal Data processed: Trackers and Usage Data.

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

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of FraSi and interact with them. Such services are often referred to as widgets, which are small elements placed on a website or app. They provide specific information or perform a particular function and often allow for user interaction.

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 Fonts

Google Fonts is a typeface visualisation service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows FraSi to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

Google Maps widget

Google Maps is a maps visualisation service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows FraSi to incorporate content of this kind on its pages.

Personal Data processed: Trackers.

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

YouTube Data API

YouTube Data API is a video content visualisation service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows FraSi to incorporate functions normally executed on YouTube so that Users can watch, find, and manage YouTube content directly on FraSi.

Through this Service, FraSi may collect Data directly or indirectly on or from Users' devices, including by making use of Trackers. Users may restrict such access to their Data via the [security settings page](#) provided by Google. Users may ask the Owner for further information about these privacy settings at any time through the contact details provided in this document.

Data collected through the Service may also be used to help third parties deliver interest-based advertising. Users can opt out of third-party interest-based advertising through their device settings or by visiting the [Network Advertising Initiative opt-out page](#).

Personal Data processed: Trackers.

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

YouTube IFrame Player

YouTube IFrame Player is a video content visualisation service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows FraSi to incorporate content of this kind on its pages.

Through this Service, FraSi may collect Data directly or indirectly on or from Users' devices, including by making use of trackers. Users may restrict such access to their Data via the [security settings page](#) provided by Google. Users may ask the Owner for further information about these privacy settings at any time through the contact details provided in this document.

Data collected through the Service may also be used to help third parties deliver interest-based advertising. Users can opt out of third-party interest-based advertising through their device settings or by visiting the [Network Advertising Initiative opt-out page](#).

Personal Data processed: password, Trackers and username.

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

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 FraSi. The interaction and information obtained through FraSi 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 FraSi isn't being connected back to the User's profile.

Facebook Like button and social widgets

The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- `_fbp`: 3 months

Measurement

FraSi 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 (Universal Analytics)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, ("Google"). Google utilises the Data collected to track and examine the use of FraSi, 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: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#); 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 4

Google Analytics 4 is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of FraSi, 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.

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

Storage duration:

- _ga: 2 years
- _ga_*: 2 years

Marketing

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

Some of the advertising services used by the Owner adhere to the [IAB Transparency and Consent Framework](#), an initiative that facilitates responsible privacy practises across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customise their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on FraSi.

FraSi participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. FraSi uses iubenda (identification number 123) as a Consent Management Platform.

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 FraSi, 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 behavioural retargeting technique, i.e. displaying ads tailored to the User’s interests and behaviour, including those detected outside FraSi.

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.

TikTok conversion tracking

TikTok conversion tracking is an analytics and behavioural targeting service provided by TikTok Inc. or by TikTok Technology Limited, depending on how the Owner manages the Data processing, that connects data from the TikTok advertising network with actions performed on FraSi. The TikTok pixel tracks conversions that can be attributed to TikTok ads and enables to target groups of Users on the base of their past use of FraSi.

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

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

Meta ads conversion tracking (Meta pixel)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Meta Audience Network with actions performed on FraSi. 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: United States – [Privacy Policy](#) – [Opt out](#); Ireland – [Privacy Policy](#) – [Opt out](#).

Storage duration:

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

FraSi
Via Carducci 13, 40054 Budrio (Bologna)
Italy

Owner contact email: fra.si.futuro.ora@gmail.com

Since the use of third-party Trackers through FraSi 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 FraSi.

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 FraSi (or third-party services employed in FraSi), which can include: the IP addresses or domain names of the computers utilised by the Users who use FraSi, 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 FraSi 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 FraSi. The Data Controller, unless otherwise specified, is the Owner of FraSi.

FraSi (or this Application)

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

Service

The service provided by FraSi 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 FraSi, if not stated otherwise within this document.

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