Privacy Policy of Sfridoo

Welcome to the privacy policy of Sfridoo. This policy will help you understand what data we collect, why we collect it, and what your rights are in relation to it.

Latest update: 25 November 2026

Table of contents

- Owner and Data Controller
- Types of Data collected
- Mode and place of processing the Data
- The purposes of processing
- Detailed information on the processing of Personal Data
- Information on opting out of interest-based advertising
- Further information about the processing of Personal Data
- Cookie Policy
- Further Information for Users in the European Union
- Further information for Users in Switzerland
- Further information for Users in Brazil
- Additional information for Users in the United States
- Additional information about Data collection and processing
- Definitions and legal references

Owner and Data Controller

Sfridoo S.r.l.
Sede legale - Via Giuseppe Garibaldi 152, Casalecchio di Reno (BO), 40033, Italy
Sede operativa - Via della Ferriera 4, Bologna (BO), 40133, Italy

Owner contact email: info@sfridoo.com

Type of Data we collect

Among the types of Personal Data that Sfridoo collects, by itself or through third parties, there are:

- Usage Data
- phone number
- email address
- first name
- last name
- Trackers
- profession
- company name
- physical address
- various types of Data
- VAT Number
- unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)
- device information
- geographic position
- country
- Data communicated while using the service
- session duration
- scroll-to-page interactions
- clicks
- time zone
- mouse movements
- interaction events
- diagnostic events
- page events
- custom events
- layout details
- positional information
- username

- password
- city
- workplace
- profile picture
- ZIP/Postal code
- state
- User ID
- billing address
- field of activity
- number of Users
- session statistics

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.
Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using Sfridoo.
Unless specified otherwise, all Data requested by Sfridoo is mandatory and failure to provide this Data may make it impossible for Sfridoo to provide its services. In cases where Sfridoo specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.
Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.
Any use of Cookies – or of other tracking tools — by Sfridoo or by the owners of third-party services used by Sfridoo serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy.

Users are responsible for any third-party Personal Data obtained, published or shared through Sfridoo.

Mode and place of processing the Data

Methods of processing

The Owner takes appropriate security measures to prevent unauthorised access, disclosure, modification, or unauthorised destruction of the Data.
The Data processing is carried out using computers and/or IT enabled tools, following organisational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of Sfridoo (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Place

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data.

Retention time

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for.

The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent activity, as well as the following:

- Displaying content from external platforms
- Contacting the User
- Managing contacts and sending messages
- Interaction with external social networks and platforms
- Managing landing and invitation pages
- Spam and bots protection
- Remarketing and behavioural targeting
- Backup saving and management
- Advertising

- Analytics
- Managing data collection and online surveys
- Infrastructure monitoring
- Collection of privacy-related preferences
- Heat mapping and session recording
- Handling activities related to productivity
- Registration and authentication provided directly by Sfridoo
- Managing support and contact requests
- Tag management
- Traffic optimisation and distribution
- Building and running Sfridoo
- Hosting and backend infrastructure

Detailed information on the processing of Personal Data

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 Sfridoo, 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 Sfridoo.
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.



Meta ads conversion tracking (Meta pixel)

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 Sfridoo. The Meta pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Meta Audience Network.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Meta Platforms Ireland Limited (Ireland) – Privacy Policy – Opt out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California



LinkedIn conversion tracking (LinkedIn Insight Tag)

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 Sfridoo. 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 Sfridoo.

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
- Usage Data

Service provided by:

- LinkedIn Corporation (United States) – Privacy Policy – Opt out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California

Direct Email Marketing (DEM)

Sfridoo uses the User Data to propose services and products provided by third parties or unrelated to the product or service provided by Sfridoo.

Personal Data processed:

- email address
- first name
- last name

Category of Personal Information collected according to the CCPA

- identifiers

LinkedIn Ads

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

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- LinkedIn Ireland Unlimited Company (Ireland) – Privacy Policy – Opt out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California
- a Sharing in California

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 Advertising Reporting Features

Google Analytics on Sfridoo has Advertising Reporting Features activated, which collects additional information from Google advertising cookies (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 may manage their advertising preferences and disable advertising Cookies via Google Ad Settings. Please note that this may not prevent Users' devices from being identified on the basis of information transmitted automatically, such as their IP address.

In order to understand Google's use of Data, consult their partner policy and their Business Data page.

Personal Data processed:

- Trackers
- unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)
- various types of Data as specified in the privacy policy of the service

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy – Opt Out

Category of Personal Information collected according to the CCPA

- identifiers
- internet information

This processing constitutes:

- a Sale in California



Analytics collected directly

Sfridoo uses an internal analytics system that does not involve third parties.

Personal Data processed:

- Trackers
- Usage Data

Category of Personal Information collected according to the CCPA

- internet information



Google Analytics 4

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 Sfridoo, 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.

In order to understand Google's use of Data, consult their partner policy and their Business Data page.

Personal Data processed:

- number of Users
- session statistics
- Trackers
- Usage Data

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy – Opt out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California

User ID extension for Google Analytics

Google Analytics on Sfridoo makes use of a feature called User ID. This setup allows for a more accurate tracking of Users by associating that User with the same ID over various sessions and devices. It is set up in a way that doesn't allow Google to personally identify an individual or permanently identify a particular device. The User ID extension might make it possible to connect Data from Google Analytics with other Data about the User collected by Sfridoo. The opt-out link below will only opt you out for the device you are on, but not from tracking performed independently by the Owner. Contact the Owner via the email address provided in this privacy policy to object to the aforementioned tracking as well.

Personal Data processed:

- Trackers

Service provided by:

- Google LLC (United States) – Privacy Policy – Opt Out

Category of Personal Information collected according to the CCPA

- internet information

Backup saving and management

This type of service allows the Owner to save and manage backups of Sfridoo on external servers managed by the service provider itself. The backups may include the source code and content as well as the data that the User provides to Sfridoo.

Backup on Dropbox

Dropbox is a service to save and manage backups provided by Dropbox Inc.

Personal Data processed:

- various types of Data as specified in the privacy policy of the service

Service provided by:

- Dropbox, Inc. (United States) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers



Backup on Google Drive

Google Drive is a service to save and manage backups provided by Google Ireland Limited.

Personal Data processed:

- various types of Data as specified in the privacy policy of the service

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers

Building and running Sfridoo

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



WordPress (self-hosted)

Sfridoo is built and run by the Owner via a CMS software (Content Management System) called WordPress.

Personal Data processed:

- company name
- email address
- first name
- last name
- phone number
- profession

Service provided by:

- Sfridoo

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- employment related information

Collection of privacy-related preferences

This type of service allows Sfridoo 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 Privacy Controls and Cookie Solution

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 Sfridoo.

Personal Data processed:

- Trackers

Service provided by:

- iubenda srl (Italy) – Privacy Policy

Category of Personal Information collected according to the CCPA

- internet information

Contacting the User

Phone contact

Users that provided their phone number might be contacted for commercial or promotional purposes related to Sfridoo, as well as for fulfilling support requests.

Personal Data processed:

- phone number

Category of Personal Information collected according to the CCPA

- identifiers

Mailing list or newsletter

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

Personal Data processed:

- company name
- email address
- first name
- last name
- phone number
- profession
- Trackers
- Usage Data

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- internet information
- employment related information

SumoMe Contact form

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

Personal Data processed:

- email address
- Trackers
- Usage Data

Service provided by:

- Sumo Group Inc. (United States) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- internet information

This processing constitutes:

- a Sale in California



Contact form

By completing the contact form with their information, the User authorises Sfridoo to use these details to respond to the inquiries (like quotes, and any other requests).

Personal Data processed:

- email address
- first name
- last name
- phone number
- physical address
- profession
- various types of Data
- VAT Number

Category of Personal Information collected according to the CCPA

- identifiers
- employment related information

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of Sfridoo 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 Sfridoo to incorporate content of this kind on its pages.

Personal Data processed:

- Usage Data

Service provided by:

- Google LLC (United States) – Privacy Policy
- Google Ireland Limited (Ireland) – Privacy Policy

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California



Spotify Widgets

Spotify is an audio content delivery service provided by Spotify AB that allows Sfridoo to incorporate content of this kind on its pages.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Spotify AB (Sweden) – Privacy Policy

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California



YouTube Video Widget

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

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California



YouTube Video Widget (Privacy Enhanced Mode)

YouTube is a video content visualisation service provided by Google Ireland Limited that allows Sfridoo 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 Sfridoo unless they play the video.

Personal Data processed:

- Usage Data

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California



Mapbox Widget

Mapbox is a maps visualisation service provided by Mapbox Inc. that allows Sfridoo to incorporate content of this kind on its pages.

Personal Data processed:

- Trackers
- Usage Data

Category of Personal Information collected according to the CCPA

- internet information

Handling activities related to productivity

This type of service helps the Owner to manage tasks, collaboration and, in general, activities related to productivity. In using this type of service, Data of Users will be processed and may be retained, depending on the purpose of the activity in question. These services may be integrated with a wide range of third-party services disclosed within this privacy policy to enable the Owner to import or export Data needed for the relative activity.



Airtable

Airtable is an online spreadsheet and collaboration service provided by Formagrid, Inc.

Personal Data processed:

- city
- company name
- Data communicated while using the service
- email address
- first name
- last name
- password
- phone number
- profession
- profile picture
- Usage Data
- username

- VAT Number
- workplace
- ZIP/Postal code

Service provided by:

- Formagrid, Inc. (United States) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- internet information
- sensorial information
- employment related information



Google Sheets

Google Sheets is an online spreadsheet and collaboration service provided by Google Ireland Limited.

Personal Data processed:

- city
- company name
- country
- Data communicated while using the service
- email address
- first name
- last name
- phone number
- profession
- Trackers
- VAT Number
- workplace
- ZIP/Postal code

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- internet information
- employment related information



Google Workspace

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

Personal Data processed:

- city
- company name
- country
- Data communicated while using the service

- email address
- first name
- geographic position
- last name
- password
- phone number
- profession
- Trackers
- username
- VAT Number
- workplace

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- internet information
- geolocation data
- employment related information

Heat mapping and session recording

Heat mapping services are used to display the areas of Sfridoo 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.



Microsoft Clarity

Microsoft Clarity is a session recording and heat mapping service provided by Microsoft Corporation. Microsoft processes or receives Personal Data via Microsoft Clarity, which in turn may be used for any purpose in accordance with the Microsoft Privacy Statement, including improving and providing Microsoft Advertising.

Personal Data processed:

- clicks
- country
- custom events
- device information
- diagnostic events
- interaction events
- layout details
- mouse movements
- page events
- positional information
- scroll-to-page interactions
- session duration
- time zone
- Trackers
- Usage Data

Service provided by:

- Microsoft Corporation (United States) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- internet information
- geolocation data

This processing constitutes:

- a Sale in California

Hosting and backend infrastructure

This type of service has the purpose of hosting Data and files that enable Sfridoo to run and be distributed or to provide a ready-made infrastructure to run specific features or parts of Sfridoo.

Some services among those listed below, if any, may work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.

ArubaCloud

ArubaCloud is a hosting service provided by Aruba S.p.A.

Personal Data processed:

- various types of Data as specified in the privacy policy of the service

Category of Personal Information collected according to the CCPA

- identifiers

Supabase

Supabase is a hosting and backend service provided by Supabase, Inc.

Personal Data processed:

- Trackers
- Usage Data
- various types of Data as specified in the privacy policy of the service

Service provided by:

- Supabase, Inc. (Europe) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- internet information

Vercel

Vercel is a hosting and backend service provided by Vercel Inc.

Personal Data processed:

- Usage Data
- various types of Data as specified in the privacy policy of the service

Category of Personal Information collected according to the CCPA

- identifiers
- internet information

Infrastructure monitoring

This type of service allows Sfridoo to monitor the use and behaviour 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 Sfridoo.

Uptime Robot

Uptime Robot is a monitoring service provided by Buzpark Bilisim Tarim Urunleri Sanayi Tic. Ltd. Sti.

Personal Data processed:

- various types of Data as specified in the privacy policy of the service

Service provided by:

- Buzpark Bilisim Tarim Urunleri Sanayi Tic. Ltd. Sti. (Turkey) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers

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

LinkedIn Button and Social Widgets

The LinkedIn Button and Social Widgets are services allowing interaction with the LinkedIn social network provided by LinkedIn Corporation.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- LinkedIn Corporation (United States) – Privacy Policy – Opt Out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California

X Post Button and Social Widgets

The X Post Button and Social Widgets are services allowing interaction with the X social network provided by X Corp.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- X Corp. (United States) – Privacy Policy

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California

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 Ireland Limited.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Meta Platforms Ireland Limited (Ireland) – Privacy Policy – Opt out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in the United States

YouTube Button and Social Widgets

The YouTube Button and Social Widgets are services allowing interaction with the YouTube social network provided by Google Ireland Limited.

Personal Data processed:

- Usage Data

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California

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

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

Personal Data processed:

- company name
- email address
- first name
- last name
- phone number
- physical address
- Trackers
- Usage Data
- various types of Data

Service provided by:

- Intuit Inc. (United States) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- internet information

This processing constitutes:

- a Sale in the United States
- a Sharing in California

Managing data collection and online surveys

This type of service allows Sfridoo to manage the creation, deployment, administration, distribution and analysis of online forms and surveys in order to collect, save and reuse Data from any responding Users.
The Personal Data collected depend on the information asked and provided by the Users in the corresponding online form.

These services may be integrated with a wide range of third-party services to enable the Owner to take subsequent steps with the Data processed - e.g. managing contacts, sending messages, analytics, advertising and payment processing.



Typeform

Typeform is a form builder and data collection platform provided by TYPEFORM S.L.

Personal Data processed:

- company name
- country

- Data communicated while using the service
- email address
- first name
- geographic position
- last name
- phone number
- Trackers
- Usage Data
- various types of Data as specified in the privacy policy of the service

Service provided by:

- TYPEFORM S.L (Spain) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- internet information
- geolocation data

This processing constitutes:

- a Sale in California

Managing landing and invitation pages

This type of service helps with building and managing landing and invitation pages, i.e., pages for presenting a product or service, where you may add your contact information such as an email address.
Managing these pages means that these services will handle the Personal Data collected through the pages, including Usage Data.



Mailchimp Landing Page

Mailchimp Landing Page is a landing page management service provided by Intuit Inc, that allows Sfridoo to collect the email addresses of Users interested in its service. Mailchimp Landing Page allows 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 the created landing pages.

Personal Data processed:

- company name
- email address
- first name
- last name
- phone number
- Trackers
- Usage Data

Service provided by:

- Intuit Inc. (United States) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- internet information

This processing constitutes:

- a Sale in California

Managing support and contact requests

This type of service allows Sfridoo to manage communications, support and contact requests with Users, whether received or sent via email or by other means (such as an email client or the contact form). The Personal Data processed depend on the information provided by the User in the messages and the means used for communication (e.g. email address).



Gmail

Gmail is a service that manages email communication provided by Google Ireland Limited. Such email communication is not scanned by Google for advertising purposes. In addition, Google does not collect or use data inside this service for advertising purposes in any other way.

Personal Data processed:

- city
- company name
- Data communicated while using the service
- email address
- first name
- geographic position
- last name
- phone number
- profession
- Trackers
- VAT Number
- workplace

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- internet information
- geolocation data
- employment related information

Registration and authentication provided directly by Sfridoo

By registering or authenticating, Users allow Sfridoo to identify them and give them access to dedicated services. The Personal Data is collected and stored for registration or identification purposes only. The Data collected are only those necessary for the provision of the service requested by the Users.



Direct registration

The User registers by filling out the registration form and providing the Personal Data directly to Sfridoo.

Personal Data processed:

- billing address
- company name
- country
- email address
- field of activity
- first name
- last name
- password
- phone number
- profession
- profile picture

- state
- Usage Data
- User ID
- username
- various types of Data
- VAT Number

Category of Personal Information collected according to the CCPA

- identifiers
- commercial information
- internet information
- sensorial information
- employment related information

Remarketing and behavioural targeting

This type of service allows Sfridoo and its partners to inform, optimize and serve advertising based on past use of Sfridoo 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 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.

Remarketing with Google Analytics

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.

In order to understand Google's use of Data, consult their partner policy and their Business Data page.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy – Opt Out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California
- a Sharing in California

Google Ads Remarketing

Google Ads Remarketing is a remarketing and behavioural targeting service provided by Google Ireland Limited that connects the activity of Sfridoo 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:

- Trackers
- Usage Data

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy – Opt out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California
- a Sharing in California

Facebook Remarketing

Facebook Remarketing is a remarketing and behavioural targeting service provided by Meta Platforms Ireland Limited that connects the activity of Sfridoo with the Meta Audience Network.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Meta Platforms Ireland Limited (Ireland) – Privacy Policy – Opt out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California
- a Sharing in California

Meta Custom Audience

Meta Custom Audience is a remarketing and behavioural targeting service provided by Meta Platforms Ireland Limited that connects the activity of Sfridoo with the Meta Audience Network.

Users can opt out of Meta's use of Trackers for ads personalisation by visiting this opt-out page.

Personal Data processed:

- email address
- Trackers

Service provided by:

- Meta Platforms Ireland Limited (Ireland) – Privacy Policy – Opt out

Category of Personal Information collected according to the CCPA

- identifiers
- internet information

This processing constitutes:

- a Sale in California
- a Sharing in California



LinkedIn Website Retargeting

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

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- LinkedIn Corporation (United States) – Privacy Policy – Opt out

Category of Personal Information collected according to the CCPA

- internet information

This processing constitutes:

- a Sale in California
- a Sharing in California

Spam and bots protection

This type of service analyses the traffic of Sfridoo, potentially containing Users' Personal Data, with the purpose of filtering it from unwanted parts of traffic, messages and content that are recognised as spam or protecting it from malicious bots activities.



Google reCAPTCHA

Google reCAPTCHA is a spam protection service provided by Google Ireland Limited.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google Ireland Limited (Ireland) – Privacy Policy

Category of Personal Information collected according to the CCPA

- internet information

Tag management

This type of service helps the Owner to manage the tags or scripts needed on Sfridoo 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.

In order to understand Google's use of Data, consult their partner policy and their Business Data page.

Personal Data processed:

- Trackers
- Usage Data

Service provided by:

- Google LLC (United States) – Privacy Policy

Category of Personal Information collected according to the CCPA

- internet information

Traffic optimisation and distribution

This type of service allows Sfridoo 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 Sfridoo 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 is a traffic optimisation and distribution service provided by Cloudflare Inc. The way Cloudflare is integrated means that it filters all the traffic through Sfridoo, i.e., communication between Sfridoo and the User's browser, while also allowing analytical data from Sfridoo to be collected.

Personal Data processed:

- Trackers
- various types of Data as specified in the privacy policy of the service

Service provided by:

- Cloudflare, Inc. (United States) – Privacy Policy

Category of Personal Information collected according to the CCPA

- identifiers
- internet information

Information on opting out of interest-based advertising

In addition to any opt-out feature provided by any of the services listed in this document, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

Further information about the processing of Personal Data

Analysis and predictions based on the User’s Data (“profiling”)

The Owner may use the Personal and Usage Data collected through Sfridoo to create or update User profiles. This type of Data processing allows the Owner to evaluate User choices, preferences and behaviour for the purposes outlined in the respective section of this document. User profiles can also be created through the use of automated tools like algorithms, which can also be provided by third parties. To find out more about the profiling activities performed, Users can check the relevant sections of this document. The User always has a right to object to this kind of profiling activity. To find out more about the User's rights and how to exercise them, the User is invited to consult the section of this document outlining the rights of the User.

Selling goods and services online

The Personal Data collected are used to provide the User with services or to sell goods, including payment and possible delivery. The Personal Data collected to complete the payment may include the credit card, the bank account used for the transfer, or any other means of payment envisaged. The kind of Data collected by Sfridoo depends on the payment system used.

Cookie Policy

Sfridoo uses Trackers. To learn more, Users may consult the Cookie Policy.

Further Information for Users in the European Union

Legal basis of processing

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes.
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Further information about retention time

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for.

Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.
- Personal Data collected for the purposes of the Owner’s legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to fulfil a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

The rights of Users based on the General Data Protection Regulation (GDPR)

Users may exercise certain rights regarding their Data processed by the Owner.

In particular, Users have the right to do the following, to the extent permitted by law:

- **Withdraw their consent at any time.** Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data.
- **Object to processing of their Data.** Users have the right to object to the processing of their Data if the processing is carried out on a legal basis other than consent.
- **Access their Data.** Users have the right to learn if Data is being processed by the Owner, obtain disclosure regarding certain aspects of the processing and obtain a copy of the Data undergoing processing.

- **Verify and seek rectification.** Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected.
- **Restrict the processing of their Data.** Users have the right to restrict the processing of their Data. In this case, the Owner will not process their Data for any purpose other than storing it.
- **Have their Personal Data deleted or otherwise removed.** Users have the right to obtain the erasure of their Data from the Owner.
- **Receive their Data and have it transferred to another controller.** Users have the right to receive their Data in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another controller without any hindrance.
- **Lodge a complaint.** Users have the right to bring a claim before their competent data protection authority.

Users are also entitled to learn about the legal basis of Data transfers to a country outside the European Union or to any international organisation governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

If any such transfer takes place, Users can find out more by checking the relevant sections of this document or enquire with the Owner using the information provided in the contact section.

Details about the right to object to processing

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground related to their particular situation to justify the objection.

Users must know that, however, should their Personal Data be processed for direct marketing purposes, they can object to that processing at any time, free of charge and without providing any justification. Where the User objects to processing for direct marketing purposes, the Personal Data will no longer be processed for such purposes. To learn whether the Owner is processing Personal Data for direct marketing purposes, Users may refer to the relevant sections of this document.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible and always within one month, providing Users with the information required by law. Any rectification or erasure of Personal Data or restriction of processing will be communicated by the Owner to each recipient, if any, to whom the Personal Data has been disclosed unless this proves impossible or involves disproportionate effort. At the Users' request, the Owner will inform them about those recipients.

Further information for Users in Switzerland

This section applies to Users in Switzerland, and, for such Users, supersedes any other possibly divergent or conflicting information contained in the privacy policy.

Further details regarding the categories of Data processed, the purposes of processing, the categories of recipients of the personal data, if any, the retention period and further information about Personal Data can be found in **the section titled "Detailed information on the processing of Personal Data" within this document**.

The rights of Users according to the Swiss Federal Act on Data Protection

Users may exercise certain rights regarding their Data within the limits of law, including the following:

- right of access to Personal Data;
- right to object to the processing of their Personal Data (which also allows Users to demand that processing of Personal Data be restricted, Personal Data be deleted or destroyed, specific disclosures of Personal Data to third parties be prohibited);
- right to receive their Personal Data and have it transferred to another controller (data portability);
- right to ask for incorrect Personal Data to be corrected.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible, providing Users with the information required by law.

Further information for Users in Brazil

This section of the document integrates with and supplements the information contained in the rest of the privacy policy and is provided by the entity running Sfridoo and, if the case may be, its parent, subsidiaries and affiliates (for the purposes of this section referred to collectively as “we”, “us”, “our”).
This section applies to all Users in Brazil (Users are referred to below, simply as “you”, “your”, “yours”), according to the "Lei Geral de Proteção de Dados" (the "LGPD"), and for such Users, it supersedes any other possibly divergent or conflicting information contained in the privacy policy.
This part of the document uses the term “personal information“ as it is defined in the **LGPD**.

The grounds on which we process your personal information

We can process your personal information solely if we have a legal basis for such processing. Legal bases are as follows:

- your consent to the relevant processing activities;
- compliance with a legal or regulatory obligation that lies with us;
- the carrying out of public policies provided in laws or regulations or based on contracts, agreements and similar legal instruments;
- studies conducted by research entities, preferably carried out on anonymised personal information;
- the carrying out of a contract and its preliminary procedures, in cases where you are a party to said contract;
- the exercising of our rights in judicial, administrative or arbitration procedures;
- protection or physical safety of yourself or a third party;
- the protection of health – in procedures carried out by health entities or professionals;
- our legitimate interests, provided that your fundamental rights and liberties do not prevail over such interests; and
- credit protection.

To find out more about the legal bases, you can contact us at any time using the contact details provided in this document.

Categories of personal information processed

To find out what categories of your personal information are processed, you can read the section titled “Detailed information on the processing of Personal Data” within this document.

Why we process your personal information

To find out why we process your personal information, you can read the sections titled “Detailed information on the processing of Personal Data” and “The purposes of processing” within this document.

Your Brazilian privacy rights, how to file a request and our response to your requests

Your Brazilian privacy rights

You have the right to:

- obtain confirmation of the existence of processing activities on your personal information;
- access to your personal information;
- have incomplete, inaccurate or outdated personal information rectified;
- obtain the anonymization, blocking or elimination of your unnecessary or excessive personal information, or of information that is not being processed in compliance with the LGPD;
- obtain information on the possibility to provide or deny your consent and the consequences thereof;
- obtain information about the third parties with whom we share your personal information;
- obtain, upon your express request, the portability of your personal information (except for anonymised information) to another service or product provider, provided that our commercial and industrial secrets are safeguarded;
- obtain the deletion of your personal information being processed if the processing was based upon your consent, unless one or more exceptions provided for in art. 16 of the LGPD apply;
- revoke your consent at any time;
- lodge a complaint related to your personal information with the ANPD (the National Data Protection Authority) or with consumer protection bodies;
- oppose a processing activity in cases where the processing is not carried out in compliance with the provisions of the law;
- request clear and adequate information regarding the criteria and procedures used for an automated decision; and
- request the review of decisions made solely on the basis of the automated processing of your personal information, which affect your interests. These include decisions to define your personal, professional, consumer and credit profile, or aspects of your personality.

You will never be discriminated against, or otherwise suffer any sort of detriment, if you exercise your rights.

How to file your request

You can file your express request to exercise your rights free from any charge, at any time, by using the contact details provided in this document, or via your legal representative.

How and when we will respond to your request

We will strive to promptly respond to your requests.
In any case, should it be impossible for us to do so, we'll make sure to communicate to you the factual or legal reasons that prevent us from immediately, or otherwise ever, complying with your requests. In cases where we are not processing your personal information, we will indicate to you the physical or legal person to whom you should address your requests, if we are in the position to do so.

In the event that you file an **access** or personal information **processing confirmation** request, please make sure that you specify whether you'd like your personal information to be delivered in electronic or printed form.
You will also need to let us know whether you want us to answer your request immediately, in which case we will answer in a simplified fashion, or if you need a complete disclosure instead.
In the latter case, we'll respond within 15 days from the time of your request, providing you with all the information on the origin of your personal information, confirmation on whether or not records exist, any criteria used for the processing and the purposes of the processing, while safeguarding our commercial and industrial secrets.

In the event that you file a **rectification, deletion, anonymization or personal information blocking** request, we will make sure to immediately communicate your request to other parties with whom we have shared your personal information in order to enable such third parties to also comply with your request – except in cases where such communication is proven impossible or involves disproportionate effort on our side.

Transfer of personal information outside of Brazil permitted by the law

We are allowed to transfer your personal information outside of the Brazilian territory in the following cases:

- when the transfer is necessary for international legal cooperation between public intelligence, investigation and prosecution bodies, according to the legal means provided by the international law;
- when the transfer is necessary to protect your life or physical security or those of a third party;
- when the transfer is authorised by the ANPD;
- when the transfer results from a commitment undertaken in an international cooperation agreement;
- when the transfer is necessary for the execution of a public policy or legal attribution of public service;
- when the transfer is necessary for compliance with a legal or regulatory obligation, the carrying out of a contract or preliminary procedures related to a contract, or the regular exercise of rights in judicial, administrative or arbitration procedures.

Further information for Users in the United States

This part of the document integrates with and supplements the information contained in the rest of the privacy policy and is provided by the business running Sfridoo and, if the case may be, its parent, subsidiaries and affiliates (for the purposes of this section referred to collectively as "we", "us", "our").
The information contained in this section applies to all Users (Users are referred to below, simply as "you", "your", "yours"), who are residents in the following states: **California, Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana.**
For such Users, this information supersedes any other possibly divergent or conflicting provisions contained in the privacy policy.
This part of the document uses the term Personal Information (and Sensitive Personal Information).

Notice at collection

The following Notice at collection provides you with timely notice about the **categories of Personal Information collected or disclosed in the past 12 months** so that you can exercise meaningful control over our use of that Information.
While such categorization of Personal Information is mainly based on California privacy laws, it can also be helpful for anyone who is not a California resident to get a general idea of what types of Personal Information are collected.

Internet or other electronic network activity information

Sold or Shared

Targeted Advertising

Personal Data processed: Usage data; Email address; First name; Last name + 33

Personal Information collected or disclosed:

- Usage Data
- email address
- first name
- last name
- Trackers
- phone number
- profession
- company name
- physical address
- various types of Data
- unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)
- various types of Data as specified in the privacy policy of the service
- device information
- geographic position
- country
- Data communicated while using the service
- session duration
- scroll-to-page interactions
- clicks
- time zone
- mouse movements
- interaction events
- diagnostic events
- page events
- custom events
- layout details
- positional information
- city
- workplace
- profile picture
- ZIP/Postal code
- state
- User ID
- billing address
- field of activity
- number of Users
- session statistics

Sensitive Personal Information collected or disclosed username, password, VAT Number

Purposes:

- Displaying content from external platforms
- Contacting the User
- Managing contacts and sending messages
- Interaction with external social networks and platforms
- Managing landing and invitation pages
- Spam and bots protection
- Remarketing and behavioural targeting
- Advertising
- Analytics
- Managing data collection and online surveys
- Collection of privacy-related preferences
- Heat mapping and session recording
- Handling activities related to productivity
- Registration and authentication provided directly by Sfridoo
- Managing support and contact requests
- Tag management
- Traffic optimisation and distribution
- Hosting and backend infrastructure

Retention period: for the time necessary to fulfill the purpose

Sold or Shared: Yes

Targeted Advertising: Yes

Third-parties: Google LLC, Sumo Group Inc., Intuit Inc., LinkedIn Corporation, X Corp., Meta Platforms Ireland Limited, Google Ireland Limited, Spotify AB, TYPEFORM S.L, iubenda srl, Microsoft Corporation, Formagrid, Inc., LinkedIn Ireland

Unlimited Company, Cloudflare, Inc., Supabase, Inc.

Identifiers

Sold or Shared

Targeted Advertising

Personal Data processed: Phone number; Email address; First name; Last name + 31

Personal Information collected or disclosed:

- phone number
- email address
- first name
- last name
- Trackers
- Usage Data
- profession
- company name
- physical address
- various types of Data
- various types of Data as specified in the privacy policy of the service
- unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)
- geographic position
- country
- Data communicated while using the service
- session duration
- scroll-to-page interactions
- clicks
- time zone
- device information
- mouse movements
- interaction events
- diagnostic events
- page events
- custom events
- layout details
- positional information
- city
- workplace
- profile picture
- ZIP/Postal code
- state
- User ID
- billing address
- field of activity

Sensitive Personal Information collected or disclosed VAT Number, username, password

Purposes:

- Contacting the User
- Managing contacts and sending messages
- Managing landing and invitation pages
- Backup saving and management
- Analytics
- Further information about Personal Data
- Remarketing and behavioural targeting
- Managing data collection and online surveys
- Infrastructure monitoring
- Advertising
- Heat mapping and session recording
- Handling activities related to productivity
- Registration and authentication provided directly by Sfridoo
- Managing support and contact requests
- Traffic optimisation and distribution
- Building and running Sfridoo
- Hosting and backend infrastructure

Retention period: for the time necessary to fulfill the purpose

Sold or Shared: Yes

Targeted Advertising: Yes

Third-parties: Sumo Group Inc., Intuit Inc., Dropbox, Inc., Google Ireland Limited, Meta Platforms Ireland Limited, TYPEFORM S.L, Buzpark Bilisim Tarim Urunleri Sanayi Tic. Ltd. Sti., Microsoft Corporation, Formagrid, Inc., Cloudflare, Inc., Supabase, Inc.

Service providers or contractors: Sfridoo

Commercial information

Sold or Shared

Targeted Advertising

Personal Data processed: Email address; First name; Last name; Trackers + 18

Personal Information collected or disclosed:

- email address
- first name
- last name
- Trackers
- Usage Data
- phone number
- profession
- company name
- physical address
- various types of Data
- various types of Data as specified in the privacy policy of the service
- geographic position
- country
- Data communicated while using the service
- city
- workplace
- profile picture
- ZIP/Postal code
- state
- User ID
- billing address
- field of activity

Sensitive Personal Information collected or disclosed username, password, VAT Number

Purposes:

- Contacting the User
- Managing contacts and sending messages
- Managing landing and invitation pages
- Managing data collection and online surveys
- Handling activities related to productivity
- Registration and authentication provided directly by Sfridoo
- Managing support and contact requests
- Building and running Sfridoo

Retention period: for the time necessary to fulfill the purpose

Sold or Shared: Yes

Targeted Advertising: Yes

Third-parties: Intuit Inc., TYPEFORM S.L, Formagrid, Inc., Google Ireland Limited

Service providers or contractors: Sfridoo

Employment related information

Sold or Shared

Targeted Advertising

Personal Data processed: Email address; First name; Last name; Trackers + 17

Personal Information collected or disclosed:

- email address
- first name
- last name
- Trackers
- Usage Data
- phone number
- profession
- company name
- physical address
- various types of Data
- city
- workplace
- profile picture
- ZIP/Postal code
- Data communicated while using the service
- country
- state
- User ID
- billing address
- field of activity
- geographic position

Sensitive Personal Information collected or disclosed VAT Number, username, password

Purposes:

- Contacting the User
- Handling activities related to productivity
- Registration and authentication provided directly by Sfridoo
- Managing support and contact requests
- Building and running Sfridoo

Retention period: for the time necessary to fulfill the purpose

Sold or Shared: Yes

Targeted Advertising: Yes

Third-parties: Formagrid, Inc., Google Ireland Limited

Service providers or contractors: Sfridoo

Geolocation data

Sold or Shared

Targeted Advertising

Personal Data processed: Trackers; Usage data; First name; Last name + 22

Personal Information collected or disclosed:

- Trackers
- Usage Data
- first name
- last name
- phone number
- email address
- various types of Data as specified in the privacy policy of the service
- geographic position
- company name
- country

- Data communicated while using the service
- session duration
- scroll-to-page interactions
- clicks
- time zone
- device information
- mouse movements
- interaction events
- diagnostic events
- page events
- custom events
- layout details
- positional information
- profession
- city
- workplace

Sensitive Personal Information collected or disclosed username, password, VAT Number

Purposes:

- Managing data collection and online surveys
- Heat mapping and session recording
- Handling activities related to productivity
- Managing support and contact requests

Retention period: for the time necessary to fulfill the purpose

Sold or Shared: Yes

Targeted Advertising: Yes

Third-parties: TYPEFORM S.L, Microsoft Corporation, Google Ireland Limited

Audio, electronic, visual, thermal, olfactory, or similar information

Sold or Shared

Targeted Advertising

Personal Data processed: Usage data; First name; Last name; Phone number + 14

Personal Information collected or disclosed:

- Usage Data
- first name
- last name
- phone number
- email address
- company name
- profession
- city
- workplace
- profile picture
- ZIP/Postal code
- Data communicated while using the service
- country
- state
- User ID
- billing address
- field of activity
- various types of Data

Sensitive Personal Information collected or disclosed username, password, VAT Number

Purposes:

- Handling activities related to productivity
- Registration and authentication provided directly by Sfridoo

Retention period: for the time necessary to fulfill the purpose

Sold or Shared: Yes

Targeted Advertising: Yes

Third-parties: Formagrid, Inc.

ℹ️ You can read the definitions of these concepts inside the "Definitions and legal references section" of the privacy policy.

To know more about your rights in particular to opt out of certain processing activities and to limit the use of your sensitive personal information ("Limit the Use of My Sensitive Personal Information") you can refer to the "Your privacy rights under US state laws" section of our privacy policy.

For more details on the collection of Personal Information, please read the section "Detailed information on the processing of Personal Data" of our privacy policy.

We won't process your Information for unexpected purposes, or for purposes that are not reasonably necessary to and compatible with the purposes originally disclosed, without your consent.

What are the sources of the Personal Information we collect?

We collect the above-mentioned categories of Personal Information, either directly or indirectly, from you when you use Sfridoo.

For example, you directly provide your Personal Information when you submit requests via any forms on Sfridoo. You also provide Personal Information indirectly when you navigate Sfridoo, as Personal Information about you is automatically observed and collected.

Finally, we may collect your Personal Information from third parties that work with us in connection with the Service or with the functioning of Sfridoo and features thereof.

Your privacy rights under US state laws

You may exercise certain rights regarding your Personal Information. In particular, to the extent permitted by applicable law, you have:

- **the right to access Personal Information: the right to know.** You have the right to request that we confirm whether or not we are processing your Personal Information. You also have the right to access such Personal Information;
- **the right to correct inaccurate Personal Information.** You have the right to request that we correct any inaccurate Personal Information we maintain about you;
- **the right to request the deletion of your Personal Information.** You have the right to request that we delete any of your Personal Information;
- **the right to obtain a copy of your Personal Information.** We will provide your Personal Information in a portable and usable format that allows you to transfer data easily to another entity – provided that this is technically feasible;
- **the right to opt out from the Sale of your Personal Information;** We will not discriminate against you for exercising your privacy rights.
- **the right to non-discrimination.**

Additional rights for Users residing in California

In addition to the rights listed above common to all Users in the United States, as a User residing in California, you have:

- **The right to opt out of the Sharing of your Personal Information** for cross-context behavioral advertising;
- **The right to request to limit our use or disclosure of your Sensitive Personal Information** to only that which is necessary to perform the services or provide the goods, as is reasonably expected by an average consumer. Please note that certain exceptions outlined in the law may apply, such as, when the collection and processing of Sensitive Personal Information is necessary to verify or maintain the quality or safety of our service.

Additional rights for Users residing in Virginia, Colorado, Connecticut, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana

In addition to the rights listed above common to all Users in the United States, as a User residing in Virginia, Colorado, Connecticut, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana you have

- **The right to opt out of** the processing of your personal information for **Targeted Advertising or profiling** in furtherance of decisions that produce legal or similarly significant effects concerning you;

- **The right to freely give, deny or withdraw your consent for the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer. In Maryland, your Sensitive Personal Information will be collected or processed only if strictly necessary to provide or maintain a specific product or service requested by you.

In Minnesota and Maryland Users also have the right to obtain a list of the specific third parties to which the controller has disclosed the consumer's personal data

* Note that in some states like Minnesota you have the following specific rights connected to profiling:

- The right to question the results of the profiling;
- The right to be informed of the reason that the profiling resulted in the decision; if feasible
- The right to be informed of what actions the consumer might have taken to secure a different decision and the actions that the consumer might take to secure a different decision in the future;
- The right to review personal data used in the profiling;
- If inaccurate, the right to have the data corrected and the profiling decision reevaluated based on the corrected data;

Additional rights for users residing in Utah and Iowa

In addition to the rights listed above common to all Users in the United States, as a User residing in Utah and Iowa, you have:

- **The right to opt out of** the processing of your Personal Information for **Targeted Advertising**;
- **The right to opt out of the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer.

How to exercise your privacy rights under US state laws

To exercise the rights described above, you need to submit your request to us by contacting us via the contact details provided in this document.

For us to respond to your request, we must know who you are. We will not respond to any request if we are unable to verify your identity and therefore confirm the Personal Information in our possession relates to you. You are not required to create an account with us to submit your request. We will use any Personal Information collected from you in connection with the verification of your request solely for verification and shall not further disclose the Personal Information, retain it longer than necessary for purposes of verification, or use it for unrelated purposes.

If you are an adult, you can make a request on behalf of a child under your parental authority.

How to exercise your rights to opt out

In addition to what is stated above, to exercise your right to opt-out of Sale or Sharing and Targeted Advertising you can also use the privacy choices link provided on Sfridoo.

If you want to submit requests to opt out of Sale or Sharing and Targeted Advertising activities via a user-enabled **global privacy control**, such as for example the Global Privacy Control (“GPC”), you are free to do so and we will abide by such request in a frictionless manner.

How and when we are expected to handle your request

We will respond to your request without undue delay, but in all cases within the timeframe required by applicable law. Should we need more time, we will explain to you the reasons why, and how much more time we need.

Should we deny your request, we will explain to you the reasons behind our denial (where envisaged by applicable law you may then contact the relevant authority to submit a complaint).

We do not charge a fee to process or respond to your request unless such request is manifestly unfounded or excessive and in all other cases where it is permitted by the applicable law. In such cases, we may charge a reasonable fee or refuse to act on the request. In either case, we will communicate our choices and explain the reasons behind them.

Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of Sfridoo or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

Additional information about User's Personal Data

In addition to the information contained in this privacy policy, Sfridoo may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

System logs and maintenance

For operation and maintenance purposes, Sfridoo and any third-party services may collect files that record interaction with Sfridoo (System logs) or use other Personal Data (such as the IP Address) for this purpose.

Information not contained in this policy

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

Changes to this privacy policy

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within Sfridoo and/or - as far as technically and legally feasible - sending a notice to Users via any contact information available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User’s consent, the Owner shall collect new consent from the User, where required.

Definitions and legal references

Personal Data (or Data) / Personal Information (or Information)

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.

Sensitive Personal Information

Sensitive Personal Information means any Personal Information that is not publicly available and reveals information considered sensitive according to the applicable privacy law.

Usage Data

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

Sfridoo (or this Application)

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

Service

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

Sale

Sale means any exchange of Personal Information by the Owner to **a third party, for monetary or other valuable consideration**, as defined by the applicable privacy US state law. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the applicable law, does not constitute a Sale of your Personal Information.

Sharing

Sharing means any sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's Personal Information by the business to a **third party for cross-context behavioural advertising**, whether for monetary or other valuable consideration, including transactions between a business and a third party for cross-context behavioural advertising for the benefit of a business in which no money is exchanged, as defined by the California privacy laws. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the California privacy laws, does not constitute sharing of your Personal Information.

Targeted advertising

Targeted advertising means displaying advertisements to a consumer where the advertisement is selected based on Personal Information obtained from that consumer’s activities over time and across nonaffiliated websites or online applications to predict such consumer’s preferences or interests, as defined by the applicable privacy US state law.

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 policy has been prepared based on provisions of multiple legislations.

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

How can we help?

What you can do

Your data

- Ask us to know and access the information we hold on you
- Ask us to correct information we hold on you

- Ask us to be forgotten (delete the information we hold on you)
- Ask to port your data to another service

In case of issues

While we strive to create a positive user experience, we understand that issues may occasionally arise between us and our users. If this is the case, please feel free to contact us.

Contact us

Sfridoo

Sfridoo S.r.l.
Sede legale - Via Giuseppe Garibaldi 152, Casalecchio di Reno (BO), 40033, Italy
Sede operativa - Via della Ferriera 4, Bologna (BO), 40133, Italy

Owner contact email: info@sfridoo.com

Downloadable documents

- Privacy Policy
  Latest update: 25 November 2026
- Cookie Policy
  Latest update: 25 November 2026

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