Cookie Policy of Rewix eXP

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 Rewix eXP 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 Rewix eXP.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

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

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

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

How Rewix eXP uses Trackers

Necessary

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

Trackers managed directly by the Owner

Preference Cookies (Rewix eXP)

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

Personal Data processed: Tracker.

Trackers managed by third parties

Instapage (Instapage, Inc.)

Instapage is a landing page management service provided by Instapage, Inc., that allows Rewix eXP to collect the email addresses of Users interested in its service.

Instapage 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: email address, Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Google reCAPTCHA (Google Ireland Limited)

Google reCAPTCHA is a SPAM protection service provided by Google Ireland Limited. The use of reCAPTCHA is subject to the Google <u>privacy policy</u> and <u>terms of use</u>.

In order to understand Google's use of Data, consult Google's partner policy.

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

Place of processing: Ireland – Privacy Policy.

Trackers duration:

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

Functionality

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

Trackers managed by third parties

Linkedin OAuth (LinkedIn Corporation)

Linkedin Oauth is a registration and authentication service provided by Linkedin Corporation and is connected to the Linkedin social network.

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

Place of processing: United States – <u>Privacy Policy</u>.

Trackers duration:

- JSESSIONID: duration of the session
- bcookie: 1 yearbscookie: 1 year
- lang: duration of the session
- lissc: 1 yearsdui_ver: 1 day

Experience

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

Trackers managed by third parties

Linkedin account access (LinkedIn Corporation)

This service allows Rewix eXP to connect with the User's account on Linkedin, provided by LinkedIn Corporation.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>.

Trackers duration:

- lang: duration of the session
- lissc: 1 yearsdui_ver: 1 day

Facebook account access (Meta Platforms, Inc.)

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

Permissions asked: device information, Email, Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt out.

Trackers duration:

• _fbp: 3 months

• lastExternalReferrer: duration of the session

Twitter Tweet button and social widgets (X Corp.)

The Twitter Tweet button and social widgets are services allowing interaction with the Twitter social network provided by Twitter, Inc.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Trackers duration:

• personalization_id: 2 years

LinkedIn button and social widgets (LinkedIn Corporation)

The LinkedIn button and social widgets are services allowing interaction with the LinkedIn social network provided by LinkedIn Corporation.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Trackers duration:

• AnalyticsSyncHistory: 1 month

• JSESSIONID: duration of the session

• UserMatchHistory: 1 month

bcookie: 1 yearbscookie: 1 year

• lang: duration of the session

• li_gc: 7 months

lidc: 1 daylissc: 1 year

• lms_ads: 1 month

• lms_analytics: 1 month

• sdui_ver: 1 day

Google Fonts (Google Ireland Limited)

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

Personal Data processed: Tracker and Usage Data.

Place of processing: Ireland – Privacy Policy.

Measurement

Rewix eXP uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed directly by the Owner

Matomo (Rewix eXP)

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

Personal Data processed: Tracker and Usage Data.

Trackers duration:

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

Trackers managed by third parties

Google Analytics (Universal Analytics) (Google Ireland Limited)

Google Analytics (Universal Analytics) is a web analysis service provided by Google Ireland Limited ("Google"). Google utilises the Data collected to track and examine the use of Rewix eXP, 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.

In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: Tracker and Usage Data.

Place of processing: Ireland – Privacy Policy – Opt Out.

Trackers duration:

• AMP TOKEN: 1 hour

_ga: 2 years_gac*: 3 months_gat: 1 minute

• _gid: 1 day

Google Analytics 4 (Google Ireland Limited)

Google Analytics 4 is a web analysis service provided by Google Ireland Limited ("Google"). Google utilizes the Data collected to track and examine the use of Rewix eXP, 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 Google's partner policy.

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

Place of processing: Ireland – Privacy Policy – Opt Out.

Trackers duration:

• _ga: 2 years

ga*: 2 years

Google Optimize (Google Ireland Limited)

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

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

Personal Data processed: Tracker and Usage Data.

Place of processing: Ireland – Privacy Policy.

Trackers duration:

2 .1

• _gaexp: 3 months

_opt_awcid: 1 day

_opt_awgid: 1 day

_opt_awkid: 1 day

• _opt_awmid: 1 day

• _opt_expid: 10 seconds

• _opt_utmc: 1 day

Google Analytics (Universal Analytics) with anonymised IP (Google Ireland Limited)

Google Analytics (Universal Analytics) is a web analysis service provided by Google Ireland Limited ("Google"). Google utilises the Data collected to track and examine the use of Rewix eXP, to prepare reports on its activities and share them with other Google services.

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

This integration of Google Analytics anonymises your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

Trackers duration:

• AMP_TOKEN: 1 hour

_ga: 2 years_gac*: 3 months_gat: 1 minute_gid: 1 day

Marketing

Rewix eXP uses Trackers to deliver ads or marketing content, and to measure their performance.

Trackers managed by third parties

Google Ad Manager (Google Ireland Limited)

Google Ad Manager is an advertising service provided by Google Ireland Limited that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with.

In order to understand Google's use of Data, consult Google's partner policy.

This service uses the "DoubleClick" Cookie, which tracks use of Rewix eXP and User behaviour concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: Google Ad Settings.

Personal Data processed: Tracker and Usage Data.

Place of processing: Ireland – Privacy Policy.

Trackers duration:

• Conversion: 3 months

• DSID: 14 days

• FCNEC: 1 year

• FLC: 10 seconds

• FPAU: 3 months

· FPGCLAW: 3 months

• FPGCLDC: 3 months

• FPGCLGB: 3 months

• GCL_AW_P: 3 months

• GED_PLAYLIST_ACTIVITY: duration of the session

• IDE: 2 years

• NID: 6 months

• RUL: 1 year

• __gads: 2 years

• __gpi: 2 years

• __gpi_optout: 2 years

__gsas: 2 years

gac: 3 months

• _gac_gb_: 3 months

• _gcl_ag: 3 months

• _gcl_au: 3 months

- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

Google AdSense (Google Ireland Limited)

Google AdSense is an advertising service provided by Google Ireland Limited. This service uses the "DoubleClick" Cookie, which tracks use of Rewix eXP and User behaviour concerning ads, products and services offered. Users may decide to disable all the DoubleClick Cookies by going to: Google Ad Settings.

In order to understand Google's use of data, consult Google's partner policy.

Personal Data processed: Tracker and Usage Data.

Place of processing: Ireland – Privacy Policy – Opt Out.

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL AW P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months _gcl_gs: 3 months
- gcl ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test cookie: 15 minutes

Google Ads conversion tracking (Google Ireland Limited)

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

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – <u>Privacy Policy</u>.

Trackers duration:

• IDE: 2 years

• test cookie: 15 minutes

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

LinkedIn conversion tracking (LinkedIn Insight Tag) is an analytics and behavioural targeting service provided by LinkedIn Corporation that connects data from the LinkedIn advertising network with actions performed on Rewix eXP. 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 Rewix eXP.

Users may opt out of behavioural targeting features through their device settings, <u>their LinkedIn account settings</u> or by visiting the <u>AdChoices opt-out page</u>.

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

Place of processing: United States – Privacy Policy – Opt out.

Trackers duration:

• AnalyticsSyncHistory: 1 month

• JSESSIONID: duration of the session

• UserMatchHistory: 1 month

bcookie: 1 yearbscookie: 1 year

• lang: duration of the session

li_gc: 7 monthslidc: 1 day

lms_ads: 1 monthlms_analytics: 1 month

• sdui ver: 1 day

LinkedIn Website Retargeting (LinkedIn Corporation)

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

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Trackers duration:

• AnalyticsSyncHistory: 1 month

• JSESSIONID: duration of the session

• UserMatchHistory: 1 month

bcookie: 1 yearbscookie: 1 year

• lang: duration of the session

li_gc: 7 months
lidc: 1 day
lissc: 1 year
lms_ads: 1 month
lms_analytics: 1 month

• IIIS_allarytics. I IIIOIIt

• sdui_ver: 1 day

Google Ad Manager Audience Extension (Google Ireland Limited)

Google Ad Manager Audience Extension is a remarketing and behavioural targeting service provided by Google Ireland Limited that tracks the visitors of Rewix eXP and allows selected advertising partners to display targeted ads across the web to them.

In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: Tracker and Usage Data.

Place of processing: Ireland – Privacy Policy – Opt Out.

Trackers duration:

• Conversion: 3 months

- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- gcl aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- gcl gf: 3 months
- gcl gs: 3 months
- _gci_gs. 5 inonius
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

How to manage preferences on Rewix eXP

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

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

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

Users may use their own browser settings to:

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

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

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

- Google Chrome
- Mozilla Firefox
- Apple Safari
- Microsoft Internet Explorer
- Microsoft Edge
- Brave
- Opera

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

How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by <u>YourOnlineChoices</u> (EU), the <u>Network Advertising</u> <u>Initiative</u> (US) and the <u>Digital Advertising Alliance</u> (US), <u>DAAC</u> (Canada), <u>DDAI</u> (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 <u>AppChoices</u> that helps Users to control interest-based advertising on mobile apps.

Consequences of denying consent

Users are free to decide whether or not to grant consent. However, please note that Trackers help Rewix eXP to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

Owner and Data Controller

Zero11 S.r.l. P.I. 09333840016 - R.E.A. n.1043021 C.C.I.A.A. Torino, via Druento 280 - 10078 - Venaria Reale - Torino, Tel. 011.19827030 - Fax 011.19837230

Owner contact email: sales@rewixecommerce.com

Since the use of third-party Trackers through Rewix eXP 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 Rewix eXP.

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

Rewix eXP (or this Application)

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

Service

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

Latest update: 7 May 2025