Cookie Policy of nadahome.it

This document informs Users about the technologies that help nadahome.it 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 nadahome.it.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Nadahome.it 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 nadahome.it uses Trackers

Necessary

Nadahome.it 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 by third parties

Google Tag Manager (Google LLC)

Google Tag Manager is a tag management service provided by Google LLC.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Cloudflare (Cloudflare Inc.)

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

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

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

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

Trackers duration:

_cfuvid: indefinite

• cf clearance: 30 minutes

Cloudflare Bot Management (Cloudflare, Inc.)

Cloudflare Bot Management is a malicious bot protection and management service provided by Cloudflare, Inc.

Personal Data processed: app information, Application opens, browser information, browsing history, city, clicks, country, county, custom events, device information, device logs, geography/region, interaction events, IP address, keypress events, language, latitude (of city), launches, longitude (of city), metro area, motion sensor events, mouse movements, number of sessions, operating systems, page events, page views, province, scroll position, scroll-to-page interactions, search history, session duration, session statistics, state, touch events, Trackers, Usage Data, video views and ZIP/Postal code.

Place of processing: United States – Privacy Policy.

Trackers duration:

• __cf_bm: 3 seconds

• cfruid: duration of the session

_cfuvid: indefinite
cf_clearance: 30 minutes
cf_ob_info: 3 seconds
cf_use_ob: 3 seconds
cfmrk_cic: 3 months

Klarna (Klarna AB)

Klarna is a payment service provided by Klarna AB.

Personal Data processed: payment info, Trackers and Usage Data.

Place of processing: Sweden – Privacy Policy.

Functionality

Nadahome.it 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

Facebook Authentication (Meta Platforms, Inc.)

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

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

Place of processing: United States - Privacy Policy.

Trackers duration:

- _fbp: 3 months
- datr: 2 years
- fbssls_*: duration of the session
- lastExternalReferrer: duration of the session

Stripe OAuth (Stripe Inc)

Stripe OAuth is a registration and authentication service provided by Stripe, Inc. and is connected to the Stripe network.

Personal Data processed: Tracker 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:

__stripe_mid: 1 year __stripe_sid: 30 minutes

Experience

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

Trackers managed by third parties

Google+ +1 button and social widgets (Google LLC)

The Google+ +1 button and social widgets are services allowing interaction with the Google+ social network provided by Google LLC.

Personal Data processed: Tracker and Usage Data.

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

PayPal button and widgets (PayPal Inc.)

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

Personal Data processed: Tracker and Usage Data.

Place of processing: See the PayPal privacy policy – Privacy Policy.

Trackers duration:

· LANG: 8 hours

• akavpau_ppsd: duration of the session

• ts: duration of the session

Facebook Like button and social widgets (Meta Platforms, Inc.)

The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Meta Platforms, Inc.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Trackers duration:

• _fbp: 3 months

• datr: 2 years

• 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 – <u>Privacy Policy</u>.

Trackers duration:

• personalization_id: 2 years

Pinterest "Pin it" button and social widgets (Pinterest, Inc.)

The Pinterest "Pin it" button and social widgets are services allowing interaction with the Pinterest platform provided by Pinterest Inc.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Trackers duration:

• _pin_unauth: 1 year

_pinterest_ct_ua: duration of the session

Google Programmable Search Engine (Google LLC)

Google Programmable Search Engine is a search engine embedding service provided by Google LLC that allows nadahome.it to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States - Privacy Policy.

Google Maps widget (Google LLC)

Google Maps is a maps visualization service provided by Google LLC that allows nadahome.it to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

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

Google Fonts (Google LLC)

Google Fonts is a typeface visualization service provided by Google LLC that allows nadahome.it to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

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

Facebook Comments (Meta Platforms, Inc.)

Facebook Comments is a content commenting service provided by Meta Platforms, Inc. enabling the User to leave comments and share them on the Facebook platform.

Personal Data processed: Tracker and Usage Data.

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

Trackers duration:

• datr: 2 years

• lastExternalReferrer: duration of the session

Facebook lead ads (Meta Platforms, Inc.)

Facebook lead ads is an advertising and data collection service provided by Meta Platforms, Inc. that allows form-based ads to be shown to Users pre-populated with Personal Data from their Facebook profiles, such as names and email addresses. Depending on the type of advertisement, Users may be requested to provide further information.

Form submission results in the collection and processing of these Data by the Owner under this privacy policy, and only for the specific purpose outlined on the form and/or inside this privacy policy, where provided.

Users may exercise their rights, at any time, including the right to withdraw their consent to the processing of their Data, as specified in the section containing information about User rights in this privacy policy.

Personal Data processed: Tracker.

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

Trackers duration:

• fbp: 3 months

• lastExternalReferrer: duration of the session

• lastExternalReferrerTime: duration of the session

Measurement

Nadahome.it uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed by third parties

Google Analytics (Universal Analytics) (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC ("Google"). Google utilizes the Data collected to track and examine the use of nadahome.it, 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 order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: Tracker and Usage Data.

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

Trackers duration:

• AMP TOKEN: 1 hour

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

Facebook Analytics for Apps (Meta Platforms, Inc.)

Facebook Analytics for Apps is an analytics service provided by Meta Platforms, Inc.

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 – Privacy Policy.

Trackers duration:

• _fbp: 3 months

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 nadahome.it, 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: browser information, city, device information, latitude (of city), longitude (of city), number of Users, session statistics, Trackers and Usage Data.

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

Trackers duration:

_ga: 2 years_ga_*: 2 years

Meta Events Manager (Meta Platforms Ireland Limited)

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- _fbp: 3 months
- lastExternalReferrer: duration of the session
- lastExternalReferrerTime: duration of the session

Google Analytics (Universal Analytics) with anonymized IP (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC ("Google"). Google utilizes the Data collected to track and examine the use of nadahome.it, 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. This integration of Google Analytics anonymizes 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: Tracker and Usage Data.

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

Trackers duration:

• AMP_TOKEN: 1 hour

• ga: 2 years

• _gac*: 3 months

• _gat: 1 minute

• _gid: 1 day

Marketing

Nadahome.it uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

Trackers managed by third parties

Google Ads Remarketing (Google LLC)

Google Ads Remarketing is a remarketing and behavioral targeting service provided by Google LLC that connects the activity of nadahome.it with the Google Ads advertising network and the DoubleClick Cookie.

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

Users can opt out of Google's use of Trackers for ads personalization by visiting Google's Ads Settings.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – 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

Facebook Remarketing is a remarketing and behavioral targeting service provided by Meta Platforms, Inc. that connects the activity of nadahome.it with the Facebook advertising network.

Personal Data processed: Tracker and Usage Data.

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

Trackers duration:

_fbp: 3 monthsdatr: 2 years

• lastExternalReferrer: duration of the session

Facebook Custom Audience (Meta Platforms, Inc.)

Facebook Custom Audience is a remarketing and behavioral targeting service provided by Meta Platforms, Inc. that connects the activity of nadahome.it with the Facebook advertising network.

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

Personal Data processed: email address and Tracker.

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

Trackers duration:

_fbp: 3 months

• lastExternalReferrer: duration of the session

• lastExternalReferrerTime: duration of the session

TikTok Remarketing (TikTok Technology Limited)

TikTok Remarketing is a remarketing and behavioral targeting service provided by TikTok Technology Limited that connects the activity of nadahome.it with the TikTok advertising network.

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

Place of processing: Ireland – Privacy Policy.

Trackers duration:

• _tt_enable_cookie: 2 years

• _ttp: 2 years

• tt_appInfo: indefinite

• tt_pixel_session_index: indefinite

• tt_sessionId: indefinite

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

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

• fbc: 3 months

• _fbp: 3 months

• fr: 3 months

• lastExternalReferrer: duration of the session

• lastExternalReferrerTime: duration of the session

ShareThis (Sharethis Inc.)

ShareThis is an advertising and behavioral targeting service provided by Sharethis Inc. that displays a widget that allows interaction with social networks and external platforms as well as sharing the contents of nadahome.it. Users can opt out of ShareThis's use of Trackers for ads personalization by visiting this <u>opt-out page</u>.

Personal Data processed: Tracker and Usage Data.

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

Trackers duration:

• __stid: 2 years

Facebook Lookalike Audience (Meta Platforms, Inc.)

Facebook Lookalike Audience is an advertising and behavioral targeting service provided by Meta Platforms, Inc. that uses Data collected through Facebook Custom Audience in order to display ads to Users with similar behavior to Users who are already in a Custom Audience list on the base of their past use of nadahome.it or engagement with relevant content across the Facebook apps and services.

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

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

Personal Data processed: Tracker and Usage Data.

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

Trackers duration:

- fbp: 3 months
- lastExternalReferrer: duration of the session
- lastExternalReferrerTime: duration of the session

Meta Audience Network (Meta Platforms, Inc.)

Meta Audience Network is an advertising service provided by Meta Platforms, Inc. In order to understand Facebook's use of Data, consult Facebook's data policy.

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

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

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

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

Trackers duration:

- lastExternalReferrer: duration of the session
- lastExternalReferrerTime: duration of the session

Pinterest Ads (Pinterest, Inc.)

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

Users may opt out of behavioral advertising features through their device settings, their Pinterest personalization settings.

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

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

Trackers duration:

- pin unauth: 1 year
- pinterest ct ua: duration of the session

Pinterest Conversion Tag (Pinterest, Inc.)

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

Users may opt out of behavioral advertising features through their device settings, their Pinterest <u>personalization 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 – <u>Privacy Policy</u> – <u>Opt out</u>.

Trackers duration:

• _pin_unauth: 1 year

• _pinterest_ct_ua: duration of the session

TikTok conversion tracking (TikTok Technology Limited)

TikTok conversion tracking is an analytics and behavioral targeting service provided by TikTok Technology Limited that connects data from the TikTok advertising network with actions performed on nadahome.it. The TikTok pixel tracks conversions that can be attributed to TikTok ads and enables to target groups of Users on the base of their past use of nadahome.it.

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

Place of processing: Ireland – Privacy Policy.

Trackers duration:

- _tt_enable_cookie: 2 years
- ttp: 2 years
- tt_appInfo: indefinite
- tt_pixel_session_index: indefinite
- tt sessionId: indefinite

Programattik (TTNET AS)

Programattik is an advertising service provided by TTNET AS.

Personal Data processed: Tracker and Usage Data.

Place of processing: Turkey – <u>Privacy Policy</u> – <u>Opt out</u>.

Trackers duration:

- ADKUID: 1 month
- ADK_CID: duration of the session
- ADK_EX_*: 14 days
- ADK_OPTOUT: 6 months
- DSP2F *: duration of the session
- SSPR *: duration of the session
- SSPZ: duration of the session
- adk_rtb_conv_id: 6 months

Google Ads conversion tracking (Google Ireland Limited)

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

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – Privacy Policy.

Trackers duration:

• IDE: 2 years

• test cookie: 15 minutes

How to manage preferences and provide or withdraw consent on nadahome.it

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on nadahome.it.

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 YourOnlineChoices (EU and UK), the Network Advertising Initiative (US) and the Digital Advertising Alliance (US), DAAC (Canada), DDAI (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called <u>AppChoices</u> that helps Users to control interest-based advertising on mobile apps.

Consequences of denying the use of Trackers

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help nadahome.it to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, if the User chooses to block the use of Trackers, the Owner may be unable to provide related features.

Owner and Data Controller

Nada Home s.r.l.s. Via Armando Diaz, 171 80047 San Giuseppe Vesuviano (NA)

Owner contact email: info@nadahome.it

Since the use of third-party Trackers through nadahome.it 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 nadahome.it.

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 nadahome.it (or third-party services employed in nadahome.it), which can include: the IP addresses or domain names of the computers utilized by the Users who use nadahome.it, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using nadahome.it 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 nadahome.it. The Data Controller, unless otherwise specified, is the Owner of nadahome.it.

nadahome.it (or this Application)

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

Service

The service provided by nadahome.it 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 policy relates solely to nadahome.it, if not stated otherwise within this document.

Latest update: December 27, 2024