

Cookie Policy of Brake Free Technologies

To find more information on California consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Virginia consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Colorado consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Connecticut consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Utah consumers and their privacy rights, Users may [read the privacy policy](#).

This document informs Users about the technologies that help this Website to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with this Website.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent, depending on the applicable law. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

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

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

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

How this Website uses Trackers

Necessary

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

Technical Trackers

Trackers duration:

- __attentive_dv: 1 day
- TriplePixel: indefinite
- klaviyoOnsite: indefinite
- klaviyoPagesVisitCount: duration of the session

Trackers managed by third parties

Google Tag Manager (Google Ireland Limited)

Google Tag Manager is a tag management service provided by Google Ireland Limited.

Personal Data processed: Trackers.

Place of processing: Ireland – [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 this Website, i.e., communication between this Website and the User's browser, while also allowing analytical data from this Website to be collected.

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

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

Trackers duration:

- _cfuvid: indefinite
- cf_clearance: 30 minutes

PayPal (PayPal Inc.)

PayPal is a payment service provided by PayPal Inc., which allows Users to make online payments.

Personal Data processed: billing address, device information, email address, first name, last name, password, payment info, phone number, purchase history, Trackers, Usage Data, username and various types of Data as specified in the privacy policy of the service.

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

Trackers duration:

- LANG: 8 hours
- __paypal_storage__: indefinite
- akavpau_ppsd: duration of the session
- enforce_policy: duration of the session
- l7_az: duration of the session
- nsid: duration of the session
- ts: duration of the session
- tsrce: duration of the session
- x-cdn: duration of the session
- x-pp-s: duration of the session

Shopify (Shopify Inc.)

Shopify is a platform provided by Shopify Inc. that allows the Owner to build, run and host an e-commerce website.

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

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

Trackers duration:

- _ab: 3 years
- _customer_account_shop_sessions: 1 month
- _identity_session: 3 years
- _master_udr: duration of the session
- _merchant_essential: 2 years
- _orig_referrer: 14 days
- _pay_session: duration of the session
- _s: 30 minutes
- _secure_admin_session_id: 4 months
- _secure_admin_session_id_csrf: 4 months
- _shopify_country: duration of the session
- _shopify_d: duration of the session
- _shopify_essential: 2 years
- _shopify_essential_: 2 years
- _shopify_evids: duration of the session
- _shopify_fs: 1 year
- _shopify_m: duration of the session
- _shopify_s: 30 minutes
- _shopify_test: 1 minute
- _shopify_tm: duration of the session
- _shopify_tw: duration of the session
- _storefront_u: 1 minute
- _tracking_consent: duration of the session
- _y: 1 year
- auth_state_*: 25 minutes
- c: 2 years

- cart: 14 days
- cart_currency: 14 days
- cart_ver: 14 days
- checkout_queue_checkout_token: 2 years
- checkout_queue_token: 2 years
- checkout_session_token: 21 days
- checkout_worker_session: 3 days
- customer_account_new_login: 20 minutes
- customer_account_preview: 7 days
- customer_auth_provider: indefinite
- customer_auth_session_created_at: indefinite
- discount_code: duration of the session
- keep_alive: duration of the session
- localization: 14 days
- login_with_shop_finalize: 5 minutes
- master_device_id: 2 years
- shopifyChatData: duration of the session
- shopify_pay: 2 years
- source_name: indefinite
- storefront_digest: 2 years

Quickbooks (Intuit Limited.)

Quickbooks is an invoicing and accounting management service provided by Intuit Limited. that enables and facilitates the management of quotes, invoices and other types of accounting documents. Personal Data are shared with Quickbooks for the purpose of creating electronic invoices upon the fulfillment of a payment by the User. Quickbooks may also be used as an inventory management service.

Personal Data processed: payment info and Trackers.

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

Functionality

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

Trackers managed directly by the Owner

Contact form (this Website)

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

Personal Data processed: city, company name, country, county, date of birth, email address, fax number, field of activity, first name, gender, last name, number of employees, phone number, physical address, profession, state, Tax ID, Trackers, Usage Data, User ID, various types of Data, VAT Number, website and ZIP/Postal code.

Experience

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

Trackers managed by third parties

Font Awesome (Fonticons, Inc.)

Font Awesome is a typeface visualization service provided by Fonticons, Inc. that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

Google Fonts (Google LLC)

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

Personal Data processed: Trackers and Usage Data.

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

YouTube video widget (Google LLC)

YouTube is a video content visualization service provided by Google LLC that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- PREF: 8 months
- VISITOR_INFO1_LIVE: 8 months
- VISITOR_PRIVACY_METADATA: 7 months
- YSC: duration of the session
- YtIdbMeta:databases: duration of the session
- iU5q-!O9@\$: indefinite
- yt-player-headers-readable: duration of the session
- yt-remote-cast-available: indefinite
- yt-remote-cast-installed: indefinite
- yt-remote-connected-devices: duration of the session
- yt-remote-device-id: duration of the session
- yt-remote-fast-check-period: indefinite
- yt-remote-session-app: indefinite
- yt-remote-session-name: indefinite
- ytIdb::LAST_RESULT_ENTRY_KEY: duration of the session

YouTube Data API (Google LLC)

YouTube Data API is a video content visualization service provided by Google LLC that allows this Website to incorporate functions normally executed on YouTube so that Users can watch, find, and manage YouTube content directly on this Website.

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

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

Personal Data processed: Data communicated in order to use the Service, Data communicated while using the service, device information, password, Trackers, Usage Data, User ID and username.

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

Trackers duration:

- VISITOR_PRIVACY_METADATA: 7 months

Klaviyo Forms (Klaviyo Inc.)

Klaviyo Forms is a form builder and data collection platform provided by Klaviyo Inc.

To take advantage of the service provided by Klaviyo, the Owner typically shares information about (purchasing) Users, such as for example contact details and shopping histories. Check the indication at "Personal Data processed" below for an explanation of the extent of the sharing.

Personal Data processed: Trackers and username.

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

Trackers duration:

- __kla_id: 3 years

Measurement

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

Trackers managed by third parties

Google Analytics 4 (Google LLC)

Google Analytics 4 is a web analysis service provided by Google LLC (“Google”). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google’s official documentation](#).

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 and Usage Data.

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

Trackers duration:

- _ga: 2 years
- _ga_*: 2 years

Meta Events Manager (Meta Platforms, Inc.)

Meta Events Manager is an analytics service provided by Meta Platforms, Inc. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on this Website.

Personal Data processed: browsing history, clicks, page views, Trackers 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

Marketing

This Website uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

Trackers managed by third parties

Google Ads conversion tracking (Google LLC)

Google Ads conversion tracking is an analytics service provided by Google LLC that connects data from the Google Ads advertising network with actions performed on this Website.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- IDE: 2 years
- test_cookie: 15 minutes

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

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

Google Conversion linker (Google LLC)

Google Conversion linker is an analytics service provided by Google LLC that connects Data from the Google advertising services with actions performed on this Website. Depending on the setup of the service, such Data might also be used for retargeting purposes.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: Trackers and Usage Data.

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

Klaviyo (Klaviyo Inc.)

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

To take advantage of the service provided by Klaviyo, the Owner typically shares information about (purchasing) Users, such as for example contact details and shopping histories. Check the indication at “Personal Data processed” below for an explanation of the extent of the sharing.

Personal Data processed: company name, country, date of birth, email address, first name, gender, last name, phone number, physical address, profession, purchase history, state, Trackers, Usage Data, username and various types of Data.

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

Trackers duration:

- __kla_id: 3 years

Attentive (Attentive Mobile, Inc.)

Attentive is a message-sending service provided by Attentive Mobile, Inc. Attentive uses the Attentive tag as a Tracker to recognize and track User behavior as well as to manage any User-entered data such as email or telephone numbers.

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

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

Trackers duration:

- __attentive_id: 2 years
- __attentive_pv: 30 minutes
- __attentive_ss_referrer: 30 minutes
- _attn_: 2 years
- attntv_mstore_email: 30 minutes

Klaviyo CRM (Klaviyo Inc.)

Klaviyo CRM is a User database management service provided by Klaviyo Inc.

Klaviyo CRM can also be used as a medium for communications, either through email, or through messages within this Website.

To take advantage of the service provided by Klaviyo, the Owner typically shares information about (purchasing) Users, such as for example contact details and shopping histories. Check the indication at “Personal Data processed” below for an explanation of the extent of the sharing.

Personal Data processed: Trackers and username.

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

Trackers duration:

- __kfa_id: 3 years

OptinMonster (Retyp LLC d/b/a OptinMonster)

OptinMonster is a lead generation service provided by Retyp LLC d/b/a OptinMonster that identifies qualified leads (i.e. contacts that have indicated an interest in becoming paying customers) and allows their management.

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

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

Trackers duration:

- _omappvp: 11 years
- _omappvs: 20 minutes
- _omra: 1 year
- om-*: 1 month
- om-*-closed: 1 month
- om-success-*: 1 year
- om-success-cookie: 1 year
- omSeen-*: 1 month
- omSessionPageviews: indefinite
- omSessionStart: indefinite
- omSlideClosed-*: 1 month
- omSuccess-*: 1 year
- omSuccessCookie: 1 year

How to manage preferences on this Website

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

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 [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

Consequences of denying the use of Trackers

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

Owner and Data Controller

Brake Free Technologies, Inc.
11001 W 120th Ave Suite 400
Broomfield, CO 80021-3493

Owner contact email: support@brakefreetech.com

Since the use of third-party Trackers through this Website cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by this Website.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

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

User

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

This Website (or this Application)

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

Service

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

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

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

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

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