# Cookie Policy of www.gohighlead.com

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 www.gohighlead.com 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 www.gohighlead.com.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Www.gohighlead.com 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 www.gohighlead.com uses Trackers

# **Necessary**

Www.gohighlead.com 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

# Direct registration (www.gohighlead.com)

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

Personal Data processed: billing address, company name, country, email address, field of activity, first name, language, last name, phone number and Trackers.

## Trackers managed by third parties

#### 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 www.gohighlead.com, i.e., communication between www.gohighlead.com and the User's browser, while also allowing analytical data from www.gohighlead.com 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

#### Webflow (Webflow, Inc.)

Webflow is a platform provided by Webflow, Inc. that allows the Owner to build, run and host www.gohighlead.com. Webflow is highly customizable and can host websites from simple blogs to complex e-commerce platforms.

Personal Data processed: Trackers, 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> – <u>Opt out</u>.

#### hCaptcha (Intuition Machines, Inc)

hCaptcha is a SPAM protection service provided by Intuition Machines, Inc.

Personal Data processed: Data communicated in order to use the Service, Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

#### Stripe (Stripe, Inc.)

Stripe is a payment service provided by Stripe, Inc.

Personal Data processed: billing address, email address, first name, last name, payment info, purchase history, Trackers, 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:

- 1: indefinite
- \_\_Host-LinkSession: 2 years
- \_\_stripe\_mid: 1 year
- \_\_stripe\_sid: 30 minutes
- mf: indefinite
- dashboard.banner-dismissals: duration of the session
- link.auth\_session\_client\_secret: duration of the session
- m: 2 years
- pay\_sid: 1 year

# **Functionality**

Www.gohighlead.com 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 (www.gohighlead.com)

By filling in the contact form with their Data, the User authorizes www.gohighlead.com 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: company name, country, email address, field of activity, first name, last name, phone number, Trackers, Usage Data and website.

# Trackers managed by third parties

## Calendly (Calendly, LLC)

Calendly is a service provided by Calendly, LLC, that facilitates online scheduling of appointments.

Personal Data processed: device information, email address, geographic position, name, phone number and Trackers.

Place of processing: United States – Privacy Policy.

# Chat HQ

Engagement support widget

## **Experience**

Www.gohighlead.com 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 Fonts (Google LLC)**

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

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

## Calendly widget (Calendly, LLC)

Calendly widget is a calendar content visualization service provided by Calendly, LLC that allows www.gohighlead.com to incorporate content of this kind on its pages.

Personal Data processed: device information, email address, geographic position, name, phone number and Trackers.

Place of processing: United States – Privacy Policy.

## Font Awesome (Fonticons, Inc.)

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

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

#### Wistia widget (Wistia, Inc.)

Wistia is a video content visualization service provided by Wistia, Inc. that allows www.gohighlead.com to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

#### Google Drive account access (Google LLC)

This service allows www.gohighlead.com to connect with the User's account on Google Drive, provided by Google LLC.

Personal Data processed: device information, email address, first name, last name and Trackers.

Place of processing: United States – Privacy Policy.

#### Measurement

Www.gohighlead.com uses Trackers to measure traffic and analyse User behaviour 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 www.gohighlead.com, 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: United States – Privacy Policy – Opt Out.

Trackers duration:

- \_ga: 2 years
- \_ga\_\*: 2 years

#### 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 www.gohighlead.com, 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: Trackers 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

## 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 www.gohighlead.com.

Personal Data processed: billing address, browser information, browsing history, city, clicks, country, Data communicated while using the service, data relating to the point of sale, email address, first name, IP address, last name, page views, phone number, search history, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), Usage Data, User ID, user subscriptions and ZIP/Postal code.

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

Trackers duration:

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

## Google Analytics Demographics and Interests reports (Google LLC)

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for www.gohighlead.com (demographics means age and gender Data).

Users can opt out of Google's use of cookies by visiting Google's Ads Settings.

Personal Data processed: Trackers 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:

- IDE: 2 years
- \_gcl\_\*: 3 months
- test\_cookie: 15 minutes

# Google Analytics Advertising Reporting Features (Google LLC)

Google Analytics on www.gohighlead.com has Advertising Reporting Features activated, which collects additional information from the DoubleClick cookie (web activity) and from device advertising IDs (app activity). It allows the Owner to analyze

specific behavior and interests Data (traffic Data and Users' ads interaction Data) and, if enabled, demographic Data (information about the age and gender).

Users can opt out of Google's use of cookies by visiting Google's Ads Settings.

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

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

Trackers duration:

IDE: 2 years\_gcl\_\*: 3 monthstest\_cookie: 15 minutes

# 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 www.gohighlead.com, 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: Trackers 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

#### **Microsoft Clarity (Microsoft Corporation)**

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 and Usage Data.

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

Trackers duration:

• ANONCHK: 10 minutes

CLID: 1 yearMR: 7 daysMUID: 1 year

• SM: duration of the session

\_clck: 1 year\_clsk: 1 day\_cltk: indefinite

# **Marketing**

Www.gohighlead.com 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 www.gohighlead.com.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

Trackers duration:

• IDE: 2 years

• test\_cookie: 15 minutes

#### Google Ad Manager (Google LLC)

Google Ad Manager is an advertising service provided by Google LLC 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 www.gohighlead.com and User behavior concerning ads, products and services offered.

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

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – 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

# 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 www.gohighlead.com. 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:

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

## Google Ads Remarketing (Google LLC)

Google Ads Remarketing is a remarketing and behavioral targeting service provided by Google LLC that connects the activity of www.gohighlead.com 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: Trackers 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

## How to manage preferences on www.gohighlead.com

Users can set or update their preferences via the relevant privacy choices panel available on www.gohighlead.com.

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 and UK), the <u>Network Advertising 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 the use of Trackers**

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help www.gohighlead.com 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**

GoHighLead, LLC 340 9th St North, Suite 83, Naples, FL 34102

# Owner contact email: sales@gohighlead.com

Since the use of third-party Trackers through www.gohighlead.com 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 www.gohighlead.com.

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

# www.gohighlead.com (or this Application)

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

#### Service

The service provided by www.gohighlead.com 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 www.gohighlead.com, if not stated otherwise within this document.

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