

Cookie Policy of www.innovibe.life

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.innovibe.life 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.innovibe.life.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.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.innovibe.life](http://www.innovibe.life) 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.innovibe.life uses Trackers

Necessary

[Www.innovibe.life](http://www.innovibe.life) 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

sessionStorage (www.innovibe.life)

sessionStorage allows www.innovibe.life to store and access data right in the User's browser. Data in sessionStorage is deleted automatically when the session ends (in other words, when the browser tab is closed).

Personal Data processed: 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.innovibe.life, i.e., communication between www.innovibe.life and the User's browser, while also allowing analytical data from www.innovibe.life 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

Google Hosted Libraries (Google LLC)

Google Hosted Libraries is a traffic optimization and distribution service provided by Google LLC.

Personal Data processed: Trackers and Usage Data.

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

Webflow (Webflow, Inc.)

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

Personal Data processed: Trackers and Usage Data.

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

Stripe (Stripe, Inc.)

Stripe is a payment service provided by Stripe, Inc.

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

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

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

iubenda Consent Database (iubenda srl)

The iubenda Consent Database allows to store and retrieve records of Users' consent to the processing of Personal Data, and information and preferences expressed in relation to the provided consent. In order to do so, it makes use of a Tracker that temporarily stores pending information on the User's device until it is processed by the API. The Tracker (a browser feature called localStorage) is at that point deleted.

Personal Data processed: Data communicated while using the service, IP address and Trackers.

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

Trackers duration:

- ConS JS library localStorage (IUB_DATA): indefinite
- cookie_iub_previous_preference_id: 2 years

iubenda Newsletter Opt-in Booster (iubenda srl)

The iubenda Newsletter Opt-in Booster is a widget provided by iubenda s.r.l. for the collection of consent for email marketing. If the User freely decides to provide their email address via the widget, that consent is confirmed with a double opt-in email. Thereafter, the User's consent is recorded in the "iubenda Consent Database".

If the User withdraws their consent for email marketing using the opt-out method provided by the Owner, the Owner will update this preference in the database.

Personal Data processed: current page, email address, IP address, language and Trackers.

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

iubenda Privacy Controls and Cookie Solution (iubenda srl)

The iubenda Privacy Controls and Cookie Solution allows the Owner to collect and store Users' preferences related to the processing of personal information, and in particular to the use of Cookies and other Trackers on www.innovibe.life.

Personal Data processed: IP address and Trackers.

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

Trackers duration:

- `_iub_cs-*`: 1 year
- `usprivacy`: 1 year

iubenda WayWidget (iubenda srl)

iubenda WayWidget is a service that helps websites to comply with accessibility standards and is provided by iubenda srl.

Personal Data processed: IP address, page views, Trackers and Usage Data.

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

Google reCAPTCHA (Google LLC)

Google reCAPTCHA is a spam protection service provided by Google LLC. The use of reCAPTCHA is subject to the Google [privacy policy](#) and [terms of use](#).

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

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

Place of processing: United States – [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

Cloudflare Turnstile (Cloudflare, Inc.)

Cloudflare Turnstile is a spam protection service provided by Cloudflare, Inc.

Personal Data processed: browser fingerprint, browser information, IP address, Trackers and Usage Data.

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

Trackers duration:

- `cf_clearance`: 30 minutes

Functionality

[Www.innovibe.life](http://www.innovibe.life) 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

ZOHO CRM Email (Zoho Corporation Pvt. Ltd.)

ZOHO CRM Email is a support and contact request management service provided by Zoho Corporation Pvt. Ltd.

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

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

Zoho SalesIQ messaging (Zoho Corporation)

The Zoho SalesIQ messaging is a service for interacting with the Zoho SalesIQ platform provided by Zoho Corporation.

Personal Data processed: browser information, contents of the email or message, date of the message, language, operating systems, profile picture, time the message was sent, Trackers and username.

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

Trackers duration:

- ZLD*avuid: indefinite
- isiframeenabled: 1 day

WhatsApp Business Chat Widget (Meta Platforms, Inc.)

WhatsApp Business Chat Widget is a service for interacting with the WhatsApp instant messaging app and platform provided by Meta Platforms, Inc.

Personal Data processed: answers to questions, contents of the email or message, Data communicated while using the service, date of the message, first name, last name, phone number, profile picture, sender of the message, time the message was sent, Trackers and user content.

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

Zoho Meeting (Zoho Corporation B.V.)

Zoho Meeting is a web conferencing management service provided by Zoho Corporation B.V.

Personal Data processed: country, email address, first name, last name, Trackers and Usage Data.

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

Trackers duration:

- CT_CSRF_TOKEN: duration of the session
- CT_CSRF_TOKEN_slauth: duration of the session
- GUEST_DETAILS: duration of the session
- RTCPLATFORM_CSRF_TOKEN: 2 months
- Stateless_auth: 1 day
- ZMEET_CSRF_TOKEN: 7 days
- ZMEET_NON: 2 days
- ZM_SOURCE_: 1 minute
- ZM_cohost_*_token: 1 day
- ZS_CSRF_TOKEN: duration of the session
- ZWB_CSRF_TOKEN: duration of the session
- com_avcliq_owner: 1 minute
- com_chat_owner: 1 minute
- functional-*_att_join_status: 1 day
- functional-*_att_notify_chime: 1 day
- functional-*_chat_info: 1 day
- functional-*_in_app_chat_notify: 1 day
- functional-*_in_app_notify: 1 day
- functional-*_project_question: 1 day
- functional-*_tool_bar_animate_status: 1 day
- functional-Annotator_app_downloaded=: indefinite
- functional-ZMEET_NATIVE_APP_LAUNCHER: 2 years
- functional-crmtrialCancelled: 2 years
- functional-electronCookieVersion: 7 months
- functional-mac_join_downloaded=: 2 years
- functional-nativeAppDownloadShown_: 1 day
- functional-participantName: 4 months
- functional-zm_auto_join_: 1 hour
- functional-zohoMeetingLauncherVersion: 2 years
- meeting-cookie: 7 days
- stateless_auth: 1 day
- x-client-access-token: 2 months
- zcglobal_cookie_optOut: 2 months

Google Meet (Google LLC)

Google Meet is a web conferencing management service provided by Google LLC.

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

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

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: Trackers and Usage Data.

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

Trackers duration:

- __stripe_mid: 1 year
- __stripe_sid: 30 minutes

Google Workspace (Google LLC)

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

Personal Data processed: Data communicated while using the service, Trackers and Usage Data.

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

Mailing list or newsletter

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

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

Experience

[Www.innovibe.life](#) 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.innovibe.life](#) to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

PostHog surveys (PostHog, Inc.)

PostHog surveys is a form builder and data collection platform provided by PostHog, Inc. The service also allows the Owner to perform analyses and get insights on User response to and interaction with such forms.

Personal Data processed: answers to questions, device information, email address, IP address, Trackers and Usage Data.

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

Trackers duration:

- ph_phc_*_posthog: 2 years

TruConversion forms and surveys (TruConversion)

TruConversion forms and surveys is a form builder and data collection platform provided by TruConversion. The service also allows the Owner to perform analyses and get insights on User response to and interaction with such forms.

Personal Data processed: Data communicated while using the service, email address, Trackers and Usage Data.

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

Trackers duration:

- _tcSecSess: indefinite
- _tcSessInfo: indefinite
- _tcfv: indefinite
- _tipkcvpr*: 2 years
- _tipkcvr*: 3 years
- _tipkcvr*: indefinite
- _tipkopv*: 2 years
- _tisfrv: 3 years
- ti_ukp: 5 minutes

Stripe account access (Stripe, Inc.)

This service allows www.innovibe.life to connect with the User's account on Stripe, provided by Stripe, Inc.

Personal Data processed: email address, first name, last name, payment info, Trackers and Usage Data.

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

Trackers duration:

- __stripe_mid: 1 year
- __stripe_sid: 30 minutes

Facebook account access (Meta Platforms, Inc.)

This service allows www.innovibe.life 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

Measurement

Www.innovibe.life uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed directly by the Owner

Matomo (self-hosted) (www.innovibe.life)

Matomo is an analytics software used by www.innovibe.life to analyze data directly without the help of third parties.

Personal Data processed: IP address, Trackers 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

PostHog feature flags and A/B testing (PostHog, Inc.)

PostHog feature flags and A/B testing is a feature flags and A/B testing service provided by PostHog, Inc.

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

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

Trackers duration:

- ph_phc_*_posthog: 2 years

PostHog product analytics (PostHog, Inc.)

PostHog product analytics is an analytics service provided by PostHog, Inc. that gives the Owner insight into the use of www.innovibe.life by Users.

Personal Data processed: browser information, browsing history, clicks, device information, IP address, page views and Trackers.

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

Trackers duration:

- ph_phc_*_posthog: 2 years

Matomo Cloud (InnoCraft)

Matomo Cloud is an analytics service provided by InnoCraft.

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

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

Trackers duration:

- _pk_cvar*: 30 minutes
- _pk_id*: 2 years
- _pk_ref*: 7 months
- _pk_ses*: 30 minutes
- _pk_testcookie: 3 seconds

FullStory (FullStory, Inc.)

FullStory is an analytics and heat mapping service provided by FullStory, Inc. FullStory maps how frequently Users interact with the different areas of www.innovibe.life, allowing the Owner to draw conclusions about their interests and preferences. FullStory further allows for the recording of mapping sessions making them available for later visual playback.

Personal Data processed: Trackers and Usage Data.

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

TruConversion funnel analytics (TruConversion)

TruConversion funnel analytics is an analytics service provided by TruConversion that gives the Owner insight into the use of www.innovibe.life by Users.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- _tcSecSess: indefinite
- _tcSessInfo: indefinite
- _tcfv: indefinite
- _tisfrv: 3 years
- ti_ukp: 5 minutes

Zoho SalesIQ website tracking (Zoho Corporation Pty. Ltd.)

Zoho SalesIQ website tracking is an analytics service provided by Zoho Corporation Pty. Ltd.

Personal Data processed: address, city, clicks, language, state, Trackers, Usage Data and User ID.

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

Trackers duration:

- *_sigid: 3 years
- *_uuid: 3 years
- *_zldp: 3 years
- *_zldt: 1 day
- *_mc_cid: 1 day
- *_mc_eid: 1 day
- _zldvfp: 7 months
- e3de1f7d42*: indefinite
- fbpgsr_*: duration of the session
- gdpr_*__donottrack: 2 months
- gdpr_*_trackingconfig: 2 months
- shopifyat_*: duration of the session
- uesign: 2 months
- zld*Article_*: 1 day
- zld*dragpos: 5 minutes
- zld*state: 5 minutes

PostHog session replay (PostHog, Inc.)

PostHog session replay is a session recording service provided by PostHog, Inc.

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

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

Trackers duration:

- ph_phc_*_posthog: 2 years

Matomo Heatmaps (InnoCraft)

Matomo Heatmaps is a heat mapping service provided by InnoCraft.

Personal Data processed: clicks, interaction events, scroll position, Trackers and Usage Data.

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

Trackers duration:

- _pk_hsr*: 30 minutes

TruConversion heatmaps (TruConversion)

TruConversion heatmaps is a heat mapping service provided by TruConversion.

Personal Data processed: clicks, device information, interaction events, keypress events, mouse movements, scroll position, Trackers and Usage Data.

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

Trackers duration:

- _tcSecSess: indefinite
- _tcSessInfo: indefinite
- _tcfv: indefinite
- _tisfrv: 3 years
- ti_ukp: 5 minutes

Marketing

Www.innovibe.life uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

Trackers managed by third parties

ZOHO CRM (Zoho Corporation Pvt. Ltd.)

ZOHO CRM is a User database management service provided by Zoho Corporation Pvt. Ltd.

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

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

ZOHO Campaigns (Zoho Corporation Pvt. Ltd.)

ZOHO Campaigns is an email address management and message sending service provided by Zoho Corporation Pvt. Ltd.

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

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

Post Affiliate Pro (Quality Unit, s. r. o.)

Post Affiliate Pro is a commercial affiliation service provided by Quality Unit, s. r. o.

Personal Data processed: clicks, IP address, number of sessions, order ID, payment info, referral URL, Trackers and Usage Data.

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

Trackers duration:

- PAPAffiliateId: 5 minutes
- PAPVisitorId: 2 months

How to manage preferences on www.innovibe.life

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

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 [www.innovibe.life](#) 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

Innovibe OOD
Izgreve district g.k. Dianabad, bl. 11, entrance A, fl. 1
Sofia, 1172
Bulgaria

Owner contact email: info@innovibe.life

Since the use of third-party Trackers through [www.innovibe.life](#) 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.innovibe.life](#).

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

www.innovibe.life (or this Application)

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

Service

The service provided by www.innovibe.life 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.

Full access

Full access to the account, including permanent deletion of threads and messages.

Legal information

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

This privacy policy relates solely to www.innovibe.life, if not stated otherwise within this document.

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