

# Cookie Policy of [www.ido.it](http://www.ido.it)

This document informs Users about the technologies that help [www.ido.it](http://www.ido.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 [www.ido.it](http://www.ido.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, depending on the applicable law. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

[www.ido.it](http://www.ido.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.

## Activities strictly necessary for the operation of [www.ido.it](http://www.ido.it) and delivery of the Service

[www.ido.it](http://www.ido.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.

### Other activities involving the use of Trackers

#### Experience

[www.ido.it](http://www.ido.it) uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

#### Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of [www.ido.it](http://www.ido.it) and interact with them.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

#### YouTube video widget (Google Inc.)

YouTube is a video content visualization service provided by Google Inc. that allows [www.ido.it](http://www.ido.it) to incorporate content of this kind on its pages.

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- PREF: 8 months
- VISITOR\_INFO1\_LIVE: 8 months
- YSC: duration of the session

#### Instagram widget (Instagram, Inc.)

Instagram is an image visualization service provided by Instagram, Inc. that allows [www.ido.it](http://www.ido.it) to incorporate content of this kind on its pages.

Personal Data processed: Cookies and Usage Data.

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

#### **Google Maps widget**

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

Personal Data processed: Cookies and Usage Data.

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

#### **Interaction with external social networks and platforms**

This type of service allows interaction with social networks or other external platforms directly from the pages of www.ido.it. The interaction and information obtained through www.ido.it are always subject to the User's privacy settings for each social network.

This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out from the respective services in order to make sure that the processed data on www.ido.it isn't being connected back to the User's profile.

#### **AddThis (Oracle Corporation)**

AddThis is a service provided by Oracle Corporation, which displays a widget that allows interaction with social networks and external platforms as well as sharing the contents of www.ido.it.

Depending on the configuration, this service can display widgets belonging to third parties such as the managers of social networks where interactions are shared. In this case, also the third parties that provide the widget will be informed of interactions and Usage Data on the pages where this service is installed.

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- UID: 2 years
- \_\_atuvc: 2 years
- \_\_atuv: 30 minutes

#### **Facebook Like button and social widgets (Facebook, Inc.)**

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

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- \_fbp: 3 months

#### **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: Cookies and Usage Data.

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

Storage duration:

- personalization\_id: 2 years

#### **Measurement**

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

## **Analytics**

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.

### **Google Ads conversion tracking**

Google Ads conversion tracking is an analytics service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Google Ads advertising network with actions performed on [www.ido.it](http://www.ido.it).

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- IDE: 2 years
- test\_cookie: 15 minutes

### **Facebook Ads conversion tracking (Facebook pixel) (Facebook, Inc.)**

Facebook Ads conversion tracking (Facebook pixel) is an analytics service provided by Facebook, Inc. that connects data from the Facebook advertising network with actions performed on [www.ido.it](http://www.ido.it). The Facebook pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Audience Network.

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- \_fbp: 3 months
- fr: 3 months

### **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 [www.ido.it](http://www.ido.it).

Users may opt out of behavioral advertising features through their device settings, their Pinterest [personalization settings](#) or by visiting the [AdChoices opt-out page](#).

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

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

Storage duration:

- \_pin\_unauth: 1 year
- \_pinterest\_ct\_ua: duration of the session

## **Anonymized analytics services**

The services contained in this section allow the Owner, through the use of third-party Trackers, to collect and manage analytics in an anonymized form.

### **Google Analytics with anonymized IP**

Google Analytics is a web analysis service provided by Google Inc. (“Google”). Google utilizes the Data collected to track and examine the use of [www.ido.it](http://www.ido.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.

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- AMP\_TOKEN: 1 hour
- \_ga: 2 years
- \_gac\*: 3 months
- \_gat: 1 minute
- \_gid: 1 day

## Marketing

Www.ido.it uses Trackers to deliver personalized marketing content based on User behavior and to operate, serve and track ads.

## Advertising

This type of service allows User Data to be utilized for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on www.ido.it, possibly based on User interests.

This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below.

Some of the services listed below may use Trackers to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User's interests and behavior, including those detected outside www.ido.it. For more information, please check the privacy policies of the relevant services.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

### 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](#) or by visiting the [AdChoices opt-out page](#).

Personal Data processed: Tracker.

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

Storage duration:

- \_pin\_unauth: 1 year
- \_pinterest\_ct\_ua: duration of the session

### Microsoft Advertising (Microsoft Corporation)

Microsoft Advertising is an advertising service provided by Microsoft Corporation.

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- MUID: 2 years
- \_uetmsclkid: 3 months
- \_uetmsclkid: indefinite
- \_uetsid: 1 day
- \_uetsid: indefinite
- \_uetvid: 2 years
- \_uetvid: indefinite

### Criteo (Criteo SA)

Criteo is an advertising service provided by Criteo SA.

Personal Data processed: Tracker and Usage Data.

Place of processing: France – [Privacy Policy](#) – [Opt Out](#).

Storage duration:

- criteo\_fast\_bid: 7 days
- criteo\_fast\_bid\_expires: 7 days
- cto\_bundle: 2 years
- cto\_bundle: indefinite
- cto\_optout: 5 years
- cto\_optout: indefinite
- optout: 5 years
- uid: 2 years

### **Interaction with external social networks and platforms**

This type of service allows interaction with social networks or other external platforms directly from the pages of www.ido.it. The interaction and information obtained through www.ido.it are always subject to the User's privacy settings for each social network.

This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out from the respective services in order to make sure that the processed data on www.ido.it isn't being connected back to the User's profile.

#### **AddThis (Oracle Corporation)**

AddThis is a service provided by Oracle Corporation, which displays a widget that allows interaction with social networks and external platforms as well as sharing the contents of www.ido.it.

Depending on the configuration, this service can display widgets belonging to third parties such as the managers of social networks where interactions are shared. In this case, also the third parties that provide the widget will be informed of interactions and Usage Data on the pages where this service is installed.

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- UID: 2 years
- \_\_atuvc: 2 years
- \_\_atuvs: 30 minutes

#### **Facebook Like button and social widgets (Facebook, Inc.)**

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

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- \_fbp: 3 months

#### **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: Cookies and Usage Data.

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

Storage duration:

- personalization\_id: 2 years

### **Remarketing and behavioral targeting**

This type of service allows www.ido.it and its partners to inform, optimize and serve advertising based on past use of www.ido.it by the User.

This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioral targeting activity.

Some services offer a remarketing option based on email address lists.

In addition to any opt-out feature provided by any of the services below, Users may opt out by visiting the [Network Advertising Initiative opt-out page](#).

**Users may also opt-out of certain advertising features through applicable device settings, such as the device advertising settings for mobile phones or ads settings in general.**

#### **Google Ads Remarketing**

Google Ads Remarketing is a remarketing and behavioral targeting service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that connects the activity of www.ido.it with the Google Ads advertising network and the DoubleClick Cookie.

Users can opt out of Google's use of cookies for ads personalization by visiting Google's [Ads Settings](#).

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- AID: 2 years
- ANID: 2 years
- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- TAID: 14 days
- \_\_gads: 2 years
- \_\_gsas: 2 years
- \_gac\_: 3 months
- \_gac\_gb\_: 3 months
- \_gcl\_au: 3 months
- \_gcl\_aw: 3 months
- \_gcl\_dc: 3 months
- \_gcl\_gb: 3 months
- \_gcl\_gf: 3 months
- \_gcl\_ha: 3 months
- id: 2 years
- test\_cookie: 15 minutes

#### **Facebook Custom Audience (Facebook, Inc.)**

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

Personal Data processed: Cookies and email address.

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

Storage duration:

- \_fbp: 3 months

#### **Facebook Remarketing (Facebook, Inc.)**

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

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- `_fbp`: 3 months

#### **Criteo Dynamic Retargeting (Criteo SA)**

Criteo Dynamic Retargeting is a remarketing and behavioral targeting service provided by Criteo SA., that connects the activity of [www.ido.it](#) with the Criteo advertising network.

Personal Data processed: Tracker and Usage Data.

Place of processing: France – [Privacy Policy](#) – [Opt Out](#).

Storage duration:

- `criteo_fast_bid`: 7 days
- `criteo_fast_bid_expires`: 7 days
- `cto_bundle`: 2 years
- `cto_optout`: 5 years
- `optout`: 5 years
- `uid`: 2 years

#### **Google Signals**

[www.ido.it](#) uses Google Signals, a feature of Google Analytics, which will associate the visitation information that it collects from [www.ido.it](#) with Google information from accounts of signed-in Google-account users who have consented to this association for the purpose of ads personalization. This Google information may include User location, search history, YouTube history and Data from sites that partner with Google – and is used to provide aggregated and anonymized insights into Users' cross device behaviors.

If a User falls under the described association, they [may access and/or delete such Data via My Activity](#) provided by Google.

Personal Data processed: Trackers and Usage Data.

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

### **How to manage preferences and provide or withdraw consent**

There are various ways to manage Tracker related preferences and to provide and withdraw consent, where relevant:

Users can manage preferences related to Trackers from directly within their own device settings, for example, by preventing the use or storage of Trackers.

Additionally, whenever the use of Trackers is based on consent, Users can provide or withdraw such consent by setting their preferences within the cookie notice or by updating such preferences accordingly via the relevant consent-preferences privacy widget, if available.

It is also possible, via relevant browser or device features, to delete previously stored Trackers, including those used to remember the User's initial consent preferences.

Other Trackers in the browser's local memory may be cleared by deleting the browsing history.

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.

#### **Locating Tracker Settings**

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.ido.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**

iDO è un marchio Miniconf Spa - Sede Legale: Via Provinciale 1/A, 52010 Ortignano Raggiolo, Arezzo - Tel. +39.0575.5331 - miniconf@pec.miniconf.it  
P.IVA e CF 00249390519 - REA AR 64978 - Cap. Soc. € 3.000.000 - Soggetta all'attività di direzione e coordinamento di MINFIN s.r.l.

**Owner contact email:** [privacy@miniconf.it](mailto:privacy@miniconf.it)

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

### **www.ido.it (or this Application)**

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

### **Service**

The service provided by www.ido.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.

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### **Legal information**

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

Latest update: March 21, 2023