

# Cookie Policy of [www.statebicycle.com](http://www.statebicycle.com)

This document informs Users about the technologies that help [www.statebicycle.com](http://www.statebicycle.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.statebicycle.com](http://www.statebicycle.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, 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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.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.statebicycle.com](http://www.statebicycle.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.statebicycle.com](http://www.statebicycle.com) uses Trackers

### Necessary

[www.statebicycle.com](http://www.statebicycle.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 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.statebicycle.com](http://www.statebicycle.com), i.e., communication between [www.statebicycle.com](http://www.statebicycle.com) and the User's browser, while also allowing analytical data from [www.statebicycle.com](http://www.statebicycle.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:

- `_cfuid`: indefinite
- `cf_clearance`: 30 minutes

#### 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: Trackers.

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

#### **Cloudflare Bot Management (Cloudflare, Inc.)**

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

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

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

Trackers duration:

- `__cf_bm`: 3 seconds
- `__cfuid`: duration of the session
- `_cfuid`: indefinite
- `cf_clearance`: 30 minutes
- `cf_ob_info`: 3 seconds
- `cf_use_ob`: 3 seconds
- `cfmrk_cic`: 3 months

#### **Functionality**

Www.statebicycle.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.statebicycle.com](http://www.statebicycle.com))**

By filling in the contact form with their Data, the User authorizes [www.statebicycle.com](http://www.statebicycle.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: Trackers and various types of Data.

#### **Mailing list or newsletter ([www.statebicycle.com](http://www.statebicycle.com))**

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.statebicycle.com](http://www.statebicycle.com). Your email address might also be added to this list as a result of signing up to [www.statebicycle.com](http://www.statebicycle.com) or after making a purchase.

Personal Data processed: Trackers.

#### **Trackers managed by third parties**

##### **LiveChat Widget (LiveChat, Inc.)**

The LiveChat Widget is a service for interacting with the LiveChat live chat platform provided by LiveChat, Inc.

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

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

Trackers duration:

- \_\_lc\_cid: duration of the session
- \_\_lc\_cst: duration of the session
- \_\_oauth\_redirect\_detector: duration of the session

#### **Experience**

[Www.statebicycle.com](http://www.statebicycle.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.statebicycle.com](http://www.statebicycle.com) to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

##### **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 X Corp.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- personalization\_id: 2 years

##### **Wufoo Widget (SurveyMonkey Inc.)**

The Wufoo widget is a service for interacting with the Wufoo data collection platform provided by SurveyMonkey Inc.

Personal Data processed: Trackers and Usage Data.

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

## **Mailchimp widget (Intuit Inc.)**

The Mailchimp widget is a service for interacting with the Mailchimp email address management and message sending service provided by Intuit Inc.

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

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

Trackers duration:

- cookies.js: duration of the session

## **Measurement**

Www.statebicycle.com 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 www.statebicycle.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: Trackers.

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.statebicycle.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

#### **Google Analytics Advertising Reporting Features (Google LLC)**

Google Analytics on www.statebicycle.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 months
- test\_cookie: 15 minutes

### **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.statebicycle.com](http://www.statebicycle.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 – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- IDE: 2 years
- \_gcl\_\*: 3 months
- test\_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.statebicycle.com](http://www.statebicycle.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

## **Marketing**

[www.statebicycle.com](http://www.statebicycle.com) uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

### **Trackers managed by third parties**

#### **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.statebicycle.com](http://www.statebicycle.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:

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

### **LiveIntent (Liveintent Inc.)**

LiveIntent is an advertising service provided by Liveintent Inc.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- \_lc2\_fpi: 2 years
- \_lc2\_fpi: indefinite
- \_lc2\_fpi\_exp: indefinite
- \_liChk: 10 seconds
- \_liChk: indefinite
- \_li\_ci: 5 minutes
- \_li\_ci: indefinite
- \_li\_ci\_exp: indefinite
- \_li\_cim: 1 month
- \_li\_cim: indefinite
- \_li\_cim\_exp: indefinite
- \_li\_dcdm\_c: duration of the session
- \_li\_duid: indefinite
- \_li\_ld: 1 month
- \_li\_ld: indefinite
- \_li\_ld\_exp: indefinite
- \_li\_ss: 1 month
- \_li\_ss: indefinite
- \_li\_ss\_exp: indefinite
- bh2: 7 months
- c: 2 years
- csrf: 2 hours
- lidid: 2 years
- tuuid: 2 years
- tuuid\_lu: 2 years

### **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.statebicycle.com](#).

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

### **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: Trackers.

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

## **Trackers that do not fit the above categorizations**

### **Retention.com**

When you visit or log in to our website, cookies and similar technologies may be used by our online data partners or vendors to associate these activities with other personal information they or others have about you, including by association with your email or home address. We (or service providers on our behalf) may then send communications and marketing to these email or home addresses. You may opt out of receiving this advertising by visiting <https://app.retention.com/optout>

## **How to manage preferences and provide or withdraw consent on [www.statebicycle.com](http://www.statebicycle.com)**

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on [www.statebicycle.com](http://www.statebicycle.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 [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.statebicycle.com](http://www.statebicycle.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**

F&F Imports LLC DBA State Bicycle Co.  
215 S 23rd Street  
Phoenix, AZ 85034

**Owner contact email:** info@statebicycle.com

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

### **[www.statebicycle.com](http://www.statebicycle.com) (or this Application)**

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

### **Service**

The service provided by [www.statebicycle.com](http://www.statebicycle.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.

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## **Legal information**

This privacy policy relates solely to [www.statebicycle.com](http://www.statebicycle.com), if not stated otherwise within this document.

Latest update: January 02, 2025