

Cookie Policy of digitalcoaching.academy

This document informs Users about the technologies that help digitalcoaching.academy 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 digitalcoaching.academy.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Digitalcoaching.academy 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 digitalcoaching.academy uses Trackers

Necessary

Digitalcoaching.academy 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

Google Tag Manager

Google Tag Manager is a tag management service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

Personal Data processed: Trackers and Usage Data.

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

Stripe (Stripe Payments Ltd)

Stripe is a payment service provided by Stripe Payments Ltd.

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 Kingdom – [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

SiteGround Hosting (SiteGround Hosting Ltd.)

SiteGround Hosting is a hosting service provided by SiteGround Hosting Ltd.

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

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

Cloudflare (Cloudflare Inc.)

Cloudflare is a traffic optimisation and distribution service provided by Cloudflare Inc.

The way Cloudflare is integrated means that it filters all the traffic through digitalcoaching.academy, i.e., communication between digitalcoaching.academy and the User's browser, while also allowing analytical data from digitalcoaching.academy 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

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

Digitalcoaching.academy 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

HubSpot Chat (HubSpot, Inc.)

HubSpot Chat is a service for interacting with the HubSpot live chat platform provided by HubSpot, Inc.

Personal Data processed: answers to questions, browsing history, city, clicks, company name, contents of the email or message, country, Data communicated while using the service, device information, email address, fax number, first name, industry, IP address, job title, language, last name, number of sessions, page views, phone number, physical address, prefix, referral URL, search history, session duration, state, time the message was received, Trackers, Usage Data, user content, User ID, website and ZIP/Postal code.

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

Trackers duration:

- __himpl: duration of the session
- hs-messages-hide-welcome-message: 1 day
- hs-messages-is-open: 30 minutes

- hublytics_events_53: duration of the session
- messagesUtk: 7 months

Experience

Digitalcoaching.academy 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 Fonts is a typeface visualisation service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows digitalcoaching.academy to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

Measurement

Digitalcoaching.academy uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed directly by the Owner

Matomo (self-hosted) (digitalcoaching.academy)

Matomo is an analytics software used by digitalcoaching.academy to analyse 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

Google Analytics 4

Google Analytics 4 is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of digitalcoaching.academy, 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](#); Ireland – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- _ga: 2 years
- _ga_*: 2 years

Meta Events Manager (Meta Platforms Ireland Limited)

Meta Events Manager is an analytics service provided by Meta Platforms Ireland Limited. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on digitalcoaching.academy.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- `_fbp`: 3 months
- `lastExternalReferrer`: duration of the session
- `lastExternalReferrerTime`: duration of the session

Matomo Cloud (InnoCraft)

Matomo Cloud is an analytics service provided by InnoCraft.

Personal Data processed: app information, 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, mouse movements, number of sessions, operating systems, order ID, page events, page views, scroll position, scroll-to-page interactions, search history, session duration, session statistics, state, time zone, Trackers, Usage Data, User ID, video views and ZIP/Postal code.

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

Google Analytics (Universal Analytics)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilises the Data collected to track and examine the use of digitalcoaching.academy, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualise and personalise 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](#); Ireland – [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 Analytics on digitalcoaching.academy 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 analyse specific behaviour 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](#); Ireland – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- `IDE`: 2 years
- `_gcl_*`: 3 months
- `test_cookie`: 15 minutes

Google Analytics Demographics and Interests reports

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for digitalcoaching.academy (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](#); Ireland – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- IDE: 2 years
- _gcl_*: 3 months
- test_cookie: 15 minutes

Google Analytics (Universal Analytics) with anonymised IP

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilises the Data collected to track and examine the use of digitalcoaching.academy, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualise and personalise the ads of its own advertising network.

This integration of Google Analytics anonymises 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](#); Ireland – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- AMP_TOKEN: 1 hour
- _ga: 2 years
- _gac*: 3 months
- _gat: 1 minute
- _gid: 1 day

Marketing

Digitalcoaching.academy uses Trackers to deliver personalised ads or marketing content, and to measure their performance.

Trackers managed by third parties

Meta ads conversion tracking (Meta pixel)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Meta Audience Network with actions performed on digitalcoaching.academy. 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](#); Ireland – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

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

ActiveCampaign (ActiveCampaign, Inc.)

ActiveCampaign is a User database management service provided by ActiveCampaign, Inc.

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

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

Trackers duration:

- ac_enable_tracking: 1 month

HubSpot CRM (HubSpot, Inc.)

HubSpot CRM is a User database management service provided by HubSpot, Inc.

Personal Data processed: company name, country, Current City, email address, first name, gender, last name, phone number, physical address, profession, purchase history, Trackers, Usage Data, username and various types of Data as specified in the privacy policy of the service.

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

Trackers duration:

- __hmpl: duration of the session
- __hs_gpc_banner_dismiss: 6 months
- __hssc: 30 minutes
- __hssrc: duration of the session
- __hstc: 2 months
- hublytics_events_53: duration of the session
- hubspotutk: 2 months
- messagesUtk: 2 months

MailerLite (UAB "Mailerlite")

MailerLite is an email address management and message sending service provided by UAB "Mailerlite".

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

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

How to manage preferences and provide or withdraw consent on digitalcoaching.academy

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 digitalcoaching.academy.

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), 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 consent

Users are free to decide whether or not to grant consent. However, please note that Trackers help digitalcoaching.academy to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

Owner and Data Controller

Digital Coaching Academy Limited
81 Buryfield Road
Solihull
West Midlands
B91 2DG

Owner contact email: hello@digitalcoaching.academy

Since the use of third-party Trackers through digitalcoaching.academy 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 digitalcoaching.academy.

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 digitalcoaching.academy (or third-party services employed in digitalcoaching.academy), which can include: the IP addresses or domain names of the computers utilised by the Users who use digitalcoaching.academy, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised 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 utilised 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 digitalcoaching.academy 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 digitalcoaching.academy. The Data Controller, unless otherwise specified, is the Owner of digitalcoaching.academy.

digitalcoaching.academy (or this Application)

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

Service

The service provided by digitalcoaching.academy 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.

Current City

Provides access to the User's current location.

Legal information

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

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