

Privacy Policy of Vistaexpert

Vistaexpert collects some Personal Data from its Users.

Owner and Data Controller

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Owner contact email: areaweb@vistaexpert.it

Types of Data collected

Among the types of Personal Data that Vistaexpert collects, by itself or through third parties, there are: phone number; email address; first name; profession; county; state; ZIP/Postal code; Trackers; Usage Data; number of Users; session statistics; Data communicated while using the service; browsing history; search history; device information; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); last name; answers to questions; user content; contents of the email or message; profile picture; date of the message; time the message was sent; sender of the message; payment info; launches; number of sessions; session duration; scroll-to-page interactions; mouse movements; scroll position; keypress events; clicks; page views; interaction events; page events; date of birth; IP address; app information; device logs; operating systems; browser information; language; physical address; geographic position; house number; address; geography/region; coarse location; positional information; city; province; country; latitude (of city); longitude (of city); metro area; billing address; shipping address; data relating to the point of sale; in-app purchases; invoicing information; product interaction; purchase history; order ID; User ID; identification document; Tax ID.

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using Vistaexpert. Unless specified otherwise, all Data requested by Vistaexpert is mandatory and failure to provide this Data may make it impossible for Vistaexpert to provide its services. In cases where Vistaexpert specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools — by Vistaexpert or by the owners of third-party services used by Vistaexpert serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy.

Users are responsible for any third-party Personal Data obtained, published or shared through Vistaexpert.

Mode and place of processing the Data

Methods of processing

The Owner takes appropriate security measures to prevent unauthorised access, disclosure, modification, or unauthorised destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organisational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of Vistaexpert (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Place

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data.

Retention time

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for.

The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent activity, as well as the following: Contacting the User, Handling payments, Managing contacts and sending messages, Remarketing and behavioural targeting, Advertising, Displaying content from external platforms, Commercial affiliation, Analytics, Interaction with live chat platforms, Platform services and hosting and Traffic optimisation and distribution.

For specific information about the Personal Data used for each purpose, the User may refer to the section “Detailed information on the processing of Personal Data”.

Detailed information on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

Advertising

This type of service allows User Data to be utilised for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on Vistaexpert, 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 behavioural retargeting technique, i.e. displaying ads tailored to the User’s interests and behaviour, including those detected outside Vistaexpert.

For more information, please check the privacy policies of the relevant services.

Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.

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 Vistaexpert.

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

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Microsoft Advertising (Microsoft Corporation)

Microsoft Advertising is an advertising service provided by Microsoft Corporation.

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California
- a Sharing in California

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 Vistaexpert. The Meta pixel tracks conversions that can be attributed to ads

on Facebook, Instagram and Meta Audience Network.

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

TikTok conversion tracking (TikTok Inc.)

TikTok conversion tracking is an analytics and behavioural targeting service provided by TikTok Inc. that connects data from the TikTok advertising network with actions performed on Vistaexpert. The TikTok pixel tracks conversions that can be attributed to TikTok ads and enables to target groups of Users on the base of their past use of Vistaexpert.

Personal Data processed: device information; Trackers; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

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

Category of Personal Information collected according to CCPA: identifiers; internet information.

This processing constitutes:

- a Sale in California

Google Ads Similar audiences (Google Ireland Limited)

Similar audiences is an advertising and behavioral targeting service provided by Google Ireland Limited that uses Data from Google Ads Remarketing in order to display ads to Users with similar behavior to Users who are already on the remarketing list due to their past use of Vistaexpert. On the basis of this Data, personalized ads will be shown to Users suggested by Google Ads Similar audiences.

Users who don't want to be included in Similar audiences can opt out and disable the use of advertising Trackers by going to: Google [Ad Settings](#).

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

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in the United States
- a Sharing in California
- Targeted Advertising in Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana

Google Ads enhanced conversions (Google LLC)

Google Ads enhanced conversions is an advertising service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows the Owner to send hashed first-party conversion Data to Google in order to improve conversion measurements.

Personal Data processed: Data communicated while using the service; Trackers.

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

Category of Personal Information collected according to CCPA: internet information.

Analytics

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

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 Vistaexpert, 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 their [partner policy](#) and their [Business Data page](#).

Personal Data processed: number of Users; session statistics; Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Meta Events Manager (Meta Platforms, Inc.)

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

Personal Data processed: browsing history; Data communicated while using the service; search history.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Commercial affiliation

This type of service allows Vistaexpert to display advertisements for third-party products or services. Ads can be displayed either as advertising links or as banners using various kinds of graphics.

Clicks on the icon or banner posted on the Application are tracked by the third-party services listed below, and are shared with Vistaexpert.

For details of which data are collected, please refer to the privacy policy of each service.

Awin (AWIN AG)

Awin is a commercial affiliation service provided by AWIN AG.

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Contacting the User

Phone contact (Vistaexpert)

Users that provided their phone number might be contacted for commercial or promotional purposes related to Vistaexpert, as well as for fulfilling support requests.

Personal Data processed: phone number.

Category of Personal Information collected according to CCPA: identifiers.

Mailing list or newsletter (Vistaexpert)

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 Vistaexpert. Your email address might also be added to this list as a result of signing up to Vistaexpert or after making a purchase.

Personal Data processed: county; email address; first name; profession; state; ZIP/Postal code.

Category of Personal Information collected according to CCPA: identifiers; employment related information.

This processing constitutes:

- a Sale in Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana

Contact form (Vistaexpert)

By completing the contact form with their information, the User authorises Vistaexpert to use these details to respond to the inquiries (like quotes, and any other requests).

Personal Data processed: email address; Usage Data.

Category of Personal Information collected according to CCPA: identifiers; internet information.

7Pixel S.r.l.

7Pixel S.r.l., nella persona del legale rappresentante prottempore, è nominata responsabile del trattamento dei dati dell'Utente (indirizzo mail) per la gestione delle richieste di commenti nell'ambito del Trusted Program del sito www.trovaprezzi.it

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of Vistaexpert and interact with them. Such services are often referred to as widgets, which are small elements placed on a website or app. They provide specific information or perform a particular function and often allow for user interaction.

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.

Google Fonts (Google LLC)

Google Fonts is a typeface visualisation service provided by Google LLC that allows Vistaexpert to incorporate content of this kind on its pages.

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Handling payments

Unless otherwise specified, Vistaexpert processes any payments by credit card, bank transfer or other means via external payment service providers. In general and unless where otherwise stated, Users are requested to provide their payment details and personal information directly to such payment service providers. Vistaexpert isn't involved in the collection and processing of such information: instead, it will only receive a notification by the relevant payment service provider as to whether payment has been successfully completed.

PayPal (PayPal Inc.)

PayPal is a payment service provided by PayPal Inc., which allows Users to make online payments.

Personal Data processed: various types of Data as specified in the privacy policy of the service.

Place of processing: See the PayPal privacy policy – [Privacy Policy](#).

Category of Personal Information collected according to CCPA: identifiers.

This processing constitutes:

- a Sale in Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana

Google Pay (Google LLC)

Google Pay is a payment service provided by Google LLC, which allows users to make online payments using their Google credentials.

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

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

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information.

Scalapay (Scalapay S.r.l.)

Scalapay is a payment service provided by Scalapay S.r.l. that allows customers to pay in installments.

Personal Data processed: address; app information; billing address; browser information; city; clicks; coarse location; country; county; data relating to the point of sale; date of birth; device information; device logs; email address; first name; geographic position; geography/region; house number; identification document; in-app purchases; interaction events; invoicing information; IP address; keypress events; language; last name; latitude (of city); launches; longitude (of city); metro area; mouse movements; number of sessions; operating systems; order ID; page events; page views; payment info; phone number; physical address; positional information; product interaction; province; purchase history; scroll position; scroll-to-page interactions; session duration; session statistics; shipping address; state; Tax ID; Usage Data; User ID; ZIP/Postal code.

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

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information; geolocation data; inferred information.

This processing constitutes:

- a Sharing in California

Klarna (Klarna AB)

Klarna is a payment service provided by Klarna AB.

Personal Data processed: payment info; Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: commercial information; internet information.

Shop Pay (Shopify Inc.)

Shop Pay is a payment management and product checkout page service provided by Shopify Inc. which allows Users to make online payments on Vistaexpert.

Personal Data processed: data relating to the point of sale; payment info; Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: commercial information; internet information.

Visa (Visa Inc.)

Visa is a payment service provided by Visa Inc. which allows Users to make online payments.

Personal Data processed: email address; payment info; Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information.

Mastercard (Mastercard Inc.)

Mastercard is a payment service provided by Mastercard Inc. which allows Users to make online payments.

Personal Data processed: email address; payment info; Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information.

American Express (American Express Company)

American Express is a payment service provided by American Express Company which allows Users to make online payments.

Personal Data processed: email address; payment info; Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information.

Interaction with live chat platforms

This type of service allows Users to interact with third-party live chat platforms directly from the pages of Vistaexpert, in order to contact and be contacted by Vistaexpert's support service.

If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service. Moreover, live chat conversations may be logged.

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; user content.

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

Category of Personal Information collected according to CCPA: identifiers; internet information; sensorial information; inferred information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Managing contacts and sending messages

This type of service makes it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User.

These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message.

MailUp (TeamSystem S.p.A.)

MailUp is an email address management and message sending service provided by TeamSystem S.p.A.

Personal Data processed: email address.

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

Category of Personal Information collected according to CCPA: identifiers.

This processing constitutes:

- a Sale in California
- a Sharing in California

Platform services and hosting

These services have the purpose of hosting and running key components of Vistaexpert, therefore allowing the provision of Vistaexpert from within a unified platform. Such platforms provide a wide range of tools to the Owner – e.g. analytics, user registration, commenting, database management, e-commerce, payment processing – that imply the collection and handling of Personal Data. Some of these services work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.

Shopify (Shopify Inc.)

Shopify is a platform provided by Shopify Inc. that allows the Owner to build, run and host an e-commerce website. This service may place Trackers on the User's device. For the most up-to-date and comprehensive information, refer to the service's [official documentation](#).

Personal Data processed: device information; Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

Remarketing and behavioural targeting

This type of service allows Vistaexpert and its partners to inform, optimize and serve advertising based on past use of Vistaexpert 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 behavioural targeting activity.

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

Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.

Google Ads Remarketing (Google LLC)

Google Ads Remarketing is a remarketing and behavioural targeting service provided by Google LLC that connects the activity of Vistaexpert with the Google Ads advertising network and the DoubleClick Cookie.

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

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

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Facebook Remarketing (Meta Platforms, Inc.)

Facebook Remarketing is a remarketing and behavioural targeting service provided by Meta Platforms, Inc. that connects the activity of Vistaexpert with the Meta Audience Network.

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Remarketing with Google Analytics (Google LLC)

Remarketing with Google Analytics is a remarketing and behavioural targeting service provided by Google LLC that connects the tracking activity performed by Google Analytics and its Trackers with the Google Ads advertising network and the Doubleclick Cookie.

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

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Traffic optimisation and distribution

This type of service allows Vistaexpert to distribute their content using servers located across different countries and to optimise their performance. Which Personal Data are processed depends on the characteristics and the way these services are implemented. Their function is to filter communications between Vistaexpert and the User's browser. Considering the widespread distribution of this system, it is difficult to determine the locations to which the contents that may contain Personal Information of the User are transferred.

jsDelivr CDN (jsdelivr.com)

jsDelivr CDN is a traffic optimisation and distribution service provided by jsdelivr.com.

Personal Data processed: Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

Information on opting out of interest-based advertising

In addition to any opt-out feature provided by any of the services listed in this document, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

Cookie Policy

Vistaexpert uses Trackers. To learn more, Users may consult the [Cookie Policy](#).

Further Information for Users

Legal basis of processing

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes.
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Further information about retention time

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for.

Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.
- Personal Data collected for the purposes of the Owner's legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to fulfil a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

The rights of Users based on the General Data Protection Regulation (GDPR)

Users may exercise certain rights regarding their Data processed by the Owner.

In particular, Users have the right to do the following, to the extent permitted by law:

- **Withdraw their consent at any time.** Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data.
- **Object to processing of their Data.** Users have the right to object to the processing of their Data if the processing is carried out on a legal basis other than consent.
- **Access their Data.** Users have the right to learn if Data is being processed by the Owner, obtain disclosure regarding certain aspects of the processing and obtain a copy of the Data undergoing processing.
- **Verify and seek rectification.** Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected.
- **Restrict the processing of their Data.** Users have the right to restrict the processing of their Data. In this case, the Owner will not process their Data for any purpose other than storing it.
- **Have their Personal Data deleted or otherwise removed.** Users have the right to obtain the erasure of their Data from the Owner.
- **Receive their Data and have it transferred to another controller.** Users have the right to receive their Data in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another controller without any hindrance.
- **Lodge a complaint.** Users have the right to bring a claim before their competent data protection authority.

Users are also entitled to learn about the legal basis of Data transfers to a country outside the European Union or to any international organisation governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

If any such transfer takes place, Users can find out more by checking the relevant sections of this document or enquire with the Owner using the information provided in the contact section.

Details about the right to object to processing

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground related to their particular situation to justify the objection.

Users must know that, however, should their Personal Data be processed for direct marketing purposes, they can object to that processing at any time, free of charge and without providing any justification. Where the User objects to processing for direct marketing purposes, the Personal Data will no longer be processed for such purposes. To learn whether the Owner is processing Personal Data for direct marketing purposes, Users may refer to the relevant sections of this document.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible and always within one month, providing Users with the information required by law. Any rectification or erasure of Personal Data or restriction of processing will be communicated by the Owner to each recipient, if any, to whom the Personal Data has been disclosed unless this proves impossible or involves disproportionate effort. At the Users' request, the Owner will inform them about those recipients.

Further information for Users in Switzerland

This section applies to Users in Switzerland, and, for such Users, supersedes any other possibly divergent or conflicting information contained in the privacy policy.

Further details regarding the categories of Data processed, the purposes of processing, the categories of recipients of the personal data, if any, the retention period and further information about Personal Data can be found in the section titled “**Detailed information on the processing of Personal Data**” within this document.

The rights of Users according to the Swiss Federal Act on Data Protection

Users may exercise certain rights regarding their Data within the limits of law, including the following:

- right of access to Personal Data;
- right to object to the processing of their Personal Data (which also allows Users to demand that processing of Personal Data be restricted, Personal Data be deleted or destroyed, specific disclosures of Personal Data to third parties be prohibited);
- right to receive their Personal Data and have it transferred to another controller (data portability);
- right to ask for incorrect Personal Data to be corrected.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible, providing Users with the information required by law.

Further information for Users in the United States

This part of the document integrates with and supplements the information contained in the rest of the privacy policy and is provided by the business running Vistaexpert and, if the case may be, its parent, subsidiaries and affiliates (for the purposes of this section referred to collectively as “we”, “us”, “our”).

The information contained in this section applies to all Users (Users are referred to below, simply as “you”, “your”, “yours”), who are residents in the following states: **California, Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana.**

For such Users, this information supersedes any other possibly divergent or conflicting provisions contained in the privacy policy.

This part of the document uses the term Personal Information (and Sensitive Personal Information).

Notice at collection

The following Notice at collection provides you with timely notice about the **categories of Personal Information collected or disclosed in the past 12 months** so that you can exercise meaningful control over our use of that Information.

While such categorization of Personal Information is mainly based on California privacy laws, it can also be helpful for anyone who is not a California resident to get a general idea of what types of Personal Information are collected.

Identifiers

Personal Information collected or disclosed: phone number, email address, first name, profession, county, state, ZIP/Postal code, various types of Data as specified in the privacy policy of the service, Trackers, device information, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), last name, Data communicated while using the service, answers to questions, user content, profile picture, date of the message, time the message was sent, sender of the message, Usage Data, launches, number of sessions, session duration, scroll-to-page interactions, mouse movements, scroll position, keypress events, clicks, session statistics, page views, interaction events, page events, date of birth, IP address, app information, device logs, operating systems, browser information, language, physical address, geographic position, house number, address, geography/region, coarse location, positional information, city, province, country, latitude (of city), longitude (of city), metro area, billing address, shipping address, data relating to the point of sale, in-app purchases, invoicing information, product interaction, purchase history, order ID, User ID, identification document

Sensitive Personal Information collected or disclosed : contents of the email or message, payment info, Tax ID

Purposes:

- Contacting the User
- Handling payments
- Managing contacts and sending messages
- Advertising
- Interaction with live chat platforms

Retention period: for the time necessary to fulfill the purpose

Sold or Shared : Yes

Targeted Advertising: : Yes

Third-parties: PayPal Inc., TeamSystem S.p.A., TikTok Inc., Meta Platforms, Inc., Google LLC, Scalapay S.r.l., Visa Inc., Mastercard Inc., American Express Company

Service providers or contractors: Vistaexpert, Google LLC

Employment related information

Personal Information collected or disclosed: email address, first name, profession, county, state, ZIP/Postal code

Purposes:

- Contacting the User

Retention period: for the time necessary to fulfill the purpose

Sold or Shared : Yes

Targeted Advertising: : Yes

Service providers or contractors: Vistaexpert

Internet or other electronic network activity information

Personal Information collected or disclosed: Trackers, Usage Data, number of Users, session statistics, Data communicated while using the service, browsing history, search history, device information, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), first name, last name, phone number, answers to questions, user content, profile picture, date of the message, time the message was sent, sender of the message, email address, launches, number of sessions, session duration, scroll-to-page interactions, mouse movements, scroll position, keypress events, clicks, page views, interaction events, page events, date of birth, IP address, app information, device logs, operating systems, browser information, language, physical address, geographic position, house number, address, geography/region, coarse location, positional information, city, ZIP/Postal code, state, province, county, country, latitude (of city), longitude (of city), metro area, billing address, shipping address, data relating to the point of sale, in-app purchases, invoicing information, product interaction, purchase history, order ID, User ID, identification document

Sensitive Personal Information collected or disclosed : contents of the email or message, payment info, Tax ID

Purposes:

- Remarketing and behavioural targeting
- Advertising
- Displaying content from external platforms
- Commercial affiliation
- Analytics
- Interaction with live chat platforms
- Platform services and hosting
- Handling payments
- Traffic optimisation and distribution
- Contacting the User

Retention period: for the time necessary to fulfill the purpose

Sold or Shared : Yes

Targeted Advertising: : Yes

Third-parties: Google LLC, Meta Platforms, Inc., AWIN AG, Microsoft Corporation, TikTok Inc., Google Ireland Limited, Shopify Inc., Scalapay S.r.l., jsdelivr.com, Klarna AB, Visa Inc., Mastercard Inc., American Express Company

Service providers or contractors: Google LLC, Vistaexpert

Audio, electronic, visual, thermal, olfactory, or similar information

Personal Information collected or disclosed: first name, last name, phone number, Data communicated while using the service, answers to questions, user content, profile picture, date of the message, time the message was sent, sender of the message

Sensitive Personal Information collected or disclosed : contents of the email or message

Purposes:

- Interaction with live chat platforms

Retention period: for the time necessary to fulfill the purpose

Sold or Shared : Yes

Targeted Advertising: : Yes

Third-parties: Meta Platforms, Inc.

Inferences drawn from other personal information

Personal Information collected or disclosed: first name, last name, phone number, Data communicated while using the service, answers to questions, user content, profile picture, date of the message, time the message was sent, sender of the message, Usage Data, launches, number of sessions, session duration, scroll-to-page interactions, mouse movements, scroll position, keypress events, clicks, session statistics, page views, interaction events, page events, date of birth, IP address, device information, app information, device logs, operating systems, browser information, language, email address, physical address, geographic position, house number, address, geography/region, coarse location, positional information, city, ZIP/Postal code, state, province, county, country, latitude (of city), longitude (of city), metro area, billing address, shipping address, data relating to the point of sale, in-app purchases, invoicing information, product interaction, purchase history, order ID, User ID, identification document

Sensitive Personal Information collected or disclosed : contents of the email or message, payment info, Tax ID

Purposes:

- Interaction with live chat platforms
- Handling payments

Retention period: for the time necessary to fulfill the purpose

Sold or Shared : Yes

Targeted Advertising: : Yes

Third-parties: Meta Platforms, Inc., Scalapay S.r.l.

Commercial information

Personal Information collected or disclosed: Trackers, Usage Data, first name, last name, email address, launches, number of sessions, session duration, scroll-to-page interactions, mouse movements, scroll position, keypress events, clicks, session statistics, page views, interaction events, page events, date of birth, IP address, device information, app information, device logs, operating systems, browser information, language, phone number, physical address, geographic position, house number, address, geography/region, coarse location, positional information, city, ZIP/Postal code, state, province, county, country, latitude (of city), longitude (of city), metro area, billing address, shipping address, data relating to the point of sale, in-app purchases, invoicing information, product interaction, purchase history, order ID, User ID, identification document

Sensitive Personal Information collected or disclosed : payment info, Tax ID

Purposes:

- Handling payments

Retention period: for the time necessary to fulfill the purpose

Sold or Shared : Yes

Targeted Advertising:  : Yes

Third-parties: Google LLC, Scalapay S.r.l., Klarna AB, Shopify Inc., Visa Inc., Mastercard Inc., American Express Company

Geolocation data

Personal Information collected or disclosed: Usage Data, launches, number of sessions, session duration, scroll-to-page interactions, mouse movements, scroll position, keypress events, clicks, session statistics, page views, interaction events, page events, first name, last name, date of birth, IP address, device information, app information, device logs, operating systems, browser information, language, phone number, email address, physical address, geographic position, house number, address, geography/region, coarse location, positional information, city, ZIP/Postal code, state, province, county, country, latitude (of city), longitude (of city), metro area, billing address, shipping address, data relating to the point of sale, in-app purchases, invoicing information, product interaction, purchase history, order ID, User ID, identification document

Sensitive Personal Information collected or disclosed  : payment info, Tax ID

Purposes:

- Handling payments

Retention period: for the time necessary to fulfill the purpose

Sold or Shared  : Yes

Targeted Advertising:  : Yes

Third-parties: Scalapay S.r.l.

 You can read the definitions of these concepts inside the "[Definitions and legal references section](#)" of the privacy policy.

To know more about your rights in particular to opt out of certain processing activities and to limit the use of your sensitive personal information ("Limit the Use of My Sensitive Personal Information") you can refer to the "[Your privacy rights under US state laws](#)" section of our privacy policy.

For more details on the collection of Personal Information, please read the section "[Detailed information on the processing of Personal Data](#)" of our privacy policy.

We won't process your Information for unexpected purposes, or for purposes that are not reasonably necessary to and compatible with the purposes originally disclosed, without your consent.

What are the sources of the Personal Information we collect?

We collect the above-mentioned categories of Personal Information, either directly or indirectly, from you when you use Vistaexpert.

For example, you directly provide your Personal Information when you submit requests via any forms on Vistaexpert. You also provide Personal Information indirectly when you navigate Vistaexpert, as Personal Information about you is automatically observed and collected.

Finally, we may collect your Personal Information from third parties that work with us in connection with the Service or with the functioning of Vistaexpert and features thereof.

Your privacy rights under US state laws

You may exercise certain rights regarding your Personal Information. In particular, to the extent permitted by applicable law, you have:

- **the right to access Personal Information: the right to know.** You have the right to request that we confirm whether or not we are processing your Personal Information. You also have the right to access such Personal Information;
- **the right to correct inaccurate Personal Information.** You have the right to request that we correct any inaccurate Personal Information we maintain about you;
- **the right to request the deletion of your Personal Information.** You have the right to request that we delete any of your Personal Information;
- **the right to obtain a copy of your Personal Information.** We will provide your Personal Information in a portable and usable format that allows you to transfer data easily to another entity – provided that this is technically feasible;
- **the right to opt out from the Sale of your Personal Information;** We will not discriminate against you for exercising your privacy rights.
- **the right to non-discrimination.**

Additional rights for Users residing in California

In addition to the rights listed above common to all Users in the United States, as a User residing in California, you have:

- **The right to opt out of the Sharing of your Personal Information** for cross-context behavioral advertising;
- **The right to request to limit our use or disclosure of your Sensitive Personal Information** to only that which is necessary to perform the services or provide the goods, as is reasonably expected by an average consumer. Please note that certain exceptions outlined in the law may apply, such as, when the collection and processing of Sensitive Personal Information is necessary to verify or maintain the quality or safety of our service.

Additional rights for Users residing in Virginia, Colorado, Connecticut, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana

In addition to the rights listed above common to all Users in the United States, as a User residing in Virginia, Colorado, Connecticut, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana you have

- **The right to opt out of** the processing of your personal information for **Targeted Advertising or profiling** in furtherance of decisions that produce legal or similarly significant effects concerning you;
- **The right to freely give, deny or withdraw your consent for the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer. In Maryland, your Sensitive Personal Information will be collected or processed only if strictly necessary to provide or maintain a specific product or service requested by you.

In Minnesota and Maryland Users also have the right to obtain a list of the specific third parties to which the controller has disclosed the consumer's personal data

* Note that in some states like Minnesota you have the following specific rights connected to profiling:

- The right to question the results of the profiling;
- The right to be informed of the reason that the profiling resulted in the decision; if feasible
- The right to be informed of what actions the consumer might have taken to secure a different decision and the actions that the consumer might take to secure a different decision in the future;
- The right to review personal data used in the profiling;
- If inaccurate, the right to have the data corrected and the profiling decision reevaluated based on the corrected data;

Additional rights for users residing in Utah and Iowa

In addition to the rights listed above common to all Users in the United States, as a User residing in Utah and Iowa, you have:

- **The right to opt out of** the processing of your Personal Information for **Targeted Advertising**;
- **The right to opt out of the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer.

How to exercise your privacy rights under US state laws

To exercise the rights described above, you need to submit your request to us by contacting us via the contact details provided in this document.

For us to respond to your request, we must know who you are. We will not respond to any request if we are unable to verify your identity and therefore confirm the Personal Information in our possession relates to you. You are not required to create an account with us to submit your request. We will use any Personal Information collected from you in connection with the verification of your request solely for verification and shall not further disclose the Personal Information, retain it longer than necessary for purposes of verification, or use it for unrelated purposes.

If you are an adult, you can make a request on behalf of a child under your parental authority.

How to exercise your rights to opt out

In addition to what is stated above, to exercise your right to opt-out of Sale or Sharing and Targeted Advertising you can also use the privacy choices link provided on Vistaexpert.

If you want to submit requests to opt out of Sale or Sharing and Targeted Advertising activities via a user-enabled **global privacy control**, such as for example the Global Privacy Control ("GPC"), you are free to do so and we will abide by such request in a frictionless manner.

How and when we are expected to handle your request

We will respond to your request without undue delay, but in all cases within the timeframe required by applicable law. Should we need more time, we will explain to you the reasons why, and how much more time we need.

Should we deny your request, we will explain to you the reasons behind our denial (where envisaged by applicable law you may then contact the relevant authority to submit a complaint).

We do not charge a fee to process or respond to your request unless such request is manifestly unfounded or excessive and in all other cases where it is permitted by the applicable law. In such cases, we may charge a reasonable fee or refuse to act on the request. In either case, we will communicate our choices and explain the reasons behind them.

Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of Vistaexpert or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

Additional information about User's Personal Data

In addition to the information contained in this privacy policy, Vistaexpert may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

System logs and maintenance

For operation and maintenance purposes, Vistaexpert and any third-party services may collect files that record interaction with Vistaexpert (System logs) or use other Personal Data (such as the IP Address) for this purpose.

Information not contained in this policy

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

Changes to this privacy policy

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within Vistaexpert and/or - as far as technically and legally feasible - sending a notice to Users via any contact information available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

Definitions and legal references

Personal Data (or Data) / Personal Information (or Information)

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.

Sensitive Personal Information

Sensitive Personal Information means any Personal Information that is not publicly available and reveals information considered sensitive according to the applicable privacy law.

Usage Data

Information collected automatically through Vistaexpert (or third-party services employed in Vistaexpert), which can include: the IP addresses or domain names of the computers utilised by the Users who use Vistaexpert, 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 Vistaexpert 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 Vistaexpert. The Data Controller, unless otherwise specified, is the Owner of Vistaexpert.

Vistaexpert (or this Application)

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

Service

The service provided by Vistaexpert as described in the relative terms (if available) and on this site/application.

Sale

Sale means any exchange of Personal Information by the Owner to a **third party, for monetary or other valuable consideration**, as defined by the applicable privacy US state law. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the applicable law, does not constitute a Sale of your Personal Information.

Sharing

Sharing means any sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's Personal Information by the business to a **third party for cross-context behavioural advertising**, whether for monetary or other valuable consideration, including transactions between a business and a third party for cross-context behavioural advertising for the benefit of a business in which no money is exchanged, as defined by the California privacy laws. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the California privacy laws, does not constitute sharing of your Personal Information.

Targeted advertising

Targeted advertising means displaying advertisements to a consumer where the advertisement is selected based on Personal Information obtained from that consumer's activities over time and across nonaffiliated websites or online applications to predict such consumer's preferences or interests, as defined by the applicable privacy US state law.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

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

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

Latest update: 30 January 2026