

# Cookie Policy of Vistaexpert

To find more information on California consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Virginia consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Colorado consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Connecticut consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Utah consumers and their privacy rights, Users may [read the privacy policy](#).

This document informs Users about the technologies that help Vistaexpert 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 Vistaexpert.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Vistaexpert 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 Vistaexpert uses Trackers

### Necessary

Vistaexpert 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.

### Technical Trackers

Trackers duration: indefinite

### Trackers managed by third parties

#### 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 and Usage Data.

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

#### **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 and Usage Data.

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

#### **Klarna (Klarna AB)**

Klarna is a payment service provided by Klarna AB.

Personal Data processed: payment info, Trackers and Usage Data.

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

#### **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 and Usage Data.

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

#### **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 and Usage Data.

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

#### **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 and Usage Data.

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

#### **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 and Usage Data.

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

#### **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 and Trackers.

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

## **Experience**

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

Personal Data processed: Trackers and Usage Data.

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

## **Measurement**

Vistaexpert 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 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 and Usage Data.

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

Trackers duration:

- \_ga: 2 years
- \_ga\_\*: 2 years

## Marketing

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

Some of the advertising services used by the Owner adhere to the [IAB Transparency and Consent Framework](#), an initiative that facilitates responsible privacy practises across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customise their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on Vistaexpert.

Vistaexpert participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. Vistaexpert uses iubenda (identification number 123) as a Consent Management Platform.

### Trackers managed by third parties

#### 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 and Usage Data.

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

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL\_AW\_P: 3 months
- GED\_PLAYLIST\_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- \_\_gads: 2 years
- \_\_gpi: 2 years
- \_\_gpi\_optout: 2 years
- \_\_gsas: 2 years
- \_gac\_: 3 months
- \_gac\_gb\_: 3 months
- \_gcl\_ag: 3 months
- \_gcl\_au: 3 months
- \_gcl\_aw: 3 months
- \_gcl\_dc: 3 months
- \_gcl\_gb: 3 months
- \_gcl\_gf: 3 months
- \_gcl\_gs: 3 months
- \_gcl\_ha: 3 months
- ar\_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test\_cookie: 15 minutes

#### 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 and Usage Data.

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

Trackers duration:

- \_fbp: 3 months
- datr: 2 years
- lastExternalReferrer: duration of the session

### **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 and Usage Data.

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

Trackers duration:

- test\_cookie: 15 minutes
- IDE: 2 years
- \_gcl\_\*: 3 months

### **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 and Usage Data.

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

Trackers duration:

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

### **Microsoft Advertising (Microsoft Corporation)**

Microsoft Advertising is an advertising service provided by Microsoft Corporation.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

### **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 and Usage Data.

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

Trackers duration:

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

### **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 and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

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

Trackers duration:

- `_tt_enable_cookie`: 2 years
- `_ttp`: 2 years
- `tt_appInfo`: indefinite
- `tt_pixel_session_index`: indefinite
- `tt_sessionId`: indefinite

### **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 and Usage Data.

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

Trackers duration:

- `Conversion`: 3 months
- `DSID`: 14 days
- `FCNEC`: 1 year
- `FLC`: 10 seconds
- `FPAU`: 3 months
- `FPGCLAW`: 3 months
- `FPGCLDC`: 3 months
- `FPGCLGB`: 3 months
- `GCL_AW_P`: 3 months
- `GED_PLAYLIST_ACTIVITY`: duration of the session
- `IDE`: 2 years
- `NID`: 6 months
- `RUL`: 1 year
- `__gads`: 2 years
- `__gpi`: 2 years
- `__gpi_optout`: 2 years
- `__gsas`: 2 years
- `_gac_`: 3 months

- \_gac\_gb\_: 3 months
- \_gcl\_ag: 3 months
- \_gcl\_au: 3 months
- \_gcl\_aw: 3 months
- \_gcl\_dc: 3 months
- \_gcl\_gb: 3 months
- \_gcl\_gf: 3 months
- \_gcl\_gs: 3 months
- \_gcl\_ha: 3 months
- ar\_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test\_cookie: 15 minutes

## **Awin (AWIN AG)**

Awin is a commercial affiliation service provided by AWIN AG.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- AWSESS: duration of the session
- \_D9J: 1 year
- \_aw\_channel: 1 year
- \_aw\_j\_\*\*\*\*\*: 3 months
- \_aw\_m\_\*\*\*\*\*: 1 year
- \_aw\_sn\_\*\*\*\*\*: 1 year
- \_awc\_\*\*\*\*\*: 1 year
- adv\_awc: 1 year
- aw\*\*\*\*\*: 1 month
- awc: 1 year
- awin\_source: 1 year
- awpv\*\*\*\*\*: 1 day
- bId: 1 year
- lantern: 1 month
- source: 1 year
- xd\_hash: indefinite

## **How to manage preferences on Vistaexpert**

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

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 Vistaexpert 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**

MEETING S.R.L.  
Via Pozzillo Zona Ind. Ponteselice Cons.So.co.mer  
81100  
Caserta  
Italia

**Owner contact email:** [areaweb@vistaexpert.it](mailto:areaweb@vistaexpert.it)

Since the use of third-party Trackers through Vistaexpert 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 Vistaexpert.

### **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 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.

### **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 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