

# Cookie Policy of Claireity consulting

This document informs Users about the technologies that help Claireity consulting 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 Claireity consulting.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Claireity consulting 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 Claireity consulting uses Trackers

### Necessary

Claireity consulting 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:

- XSRF-TOKEN: duration of the session
- svSession: duration of the session
- fedops.logger.defaultOverrides: duration of the session
- \_wixAB3|eb5772fd-6a2f-4ed7-ba89-0f9e47275ff2: duration of the session
- fedops.logger.defaultOverrides: duration of the session
- firebase:sentinel: indefinite

### Trackers managed by third parties

#### iubenda Cookie Solution (iubenda srl)

The iubenda Cookie Solution allows the Owner to collect and store Users' preferences related to the processing of personal information, and in particular to the use of Cookies and other Trackers on Claireity consulting.

Personal Data processed: Trackers.

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

Trackers duration:

- \_iub\_cs-\*: 1 year
- \_iub\_cs-\*-granular: 1 year
- euconsent-v2: 12 months

#### Wix (Wix.com, Ltd.)

Wix is a platform provided by Wix.com, Ltd. that allows the Owner to build, run and host Claireity consulting. Wix is highly customizable and can host websites from simple blogs to complex e-commerce platforms.

Personal Data processed: email address, first name, last name, payment info, phone number, Trackers and Usage Data.

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

Trackers duration:

- TS\*: indefinite
- XSRF-TOKEN: duration of the session
- \_wixAB3|\*: 7 months
- \_wixCIDX: 3 months
- \_wix\_browser\_sess: duration of the session
- bSession: 30 minutes
- client-session-bind: indefinite
- fedops.logger.defaultOverrides: 2 years
- fedops.logger.sessionId: duration of the session
- hs: duration of the session
- server-session-bind: indefinite
- ssr-caching: duration of the session
- svSession: 1 year

#### **Google Tag Manager (Google Ireland Limited)**

Google Tag Manager is a tag management service provided by Google Ireland Limited.

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](#).

## **Measurement**

Claireity consulting uses Trackers to measure traffic and analyse User behaviour to improve the Service.

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

#### **SessionCam (ServiceTick Limited)**

SessionCam is a session recording and heat mapping service provided by ServiceTick Limited.

Personal Data processed: Trackers and Usage Data.

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

#### **Google Analytics (Universal Analytics) (Google Ireland Limited)**

Google Analytics (Universal Analytics) is a web analysis service provided by Google Ireland Limited (“Google”). Google utilizes the Data collected to track and examine the use of Claireity consulting, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

In order to understand Google's use of Data, consult 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:

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

## **Marketing**

Claireity consulting uses Trackers to deliver personalized 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 practices across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customize their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on Claireity consulting.

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

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

#### **LinkedIn Ads (LinkedIn Ireland Unlimited Company)**

LinkedIn Ads is an advertising service provided by LinkedIn Ireland Unlimited Company.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- GAID: indefinite
- IDFA: indefinite
- UserMatchHistory: 1 month
- \_gcl\_\*: 3 months
- \_guid: 3 months
- aam\_uuid: 1 month
- li\_fat\_id: 1 month
- li\_giant: 7 days
- li\_sugr: 3 months
- lms\_ads: 1 month
- oribi\_cookie\_test: duration of the session
- oribi\_session: 2 hours
- oribi\_user\_guid: 7 months

#### **LinkedIn conversion tracking (LinkedIn Insight Tag) (LinkedIn Corporation)**

LinkedIn conversion tracking (LinkedIn Insight Tag) is an analytics and behavioral targeting service provided by LinkedIn Corporation that connects data from the LinkedIn advertising network with actions performed on Claireity consulting. The LinkedIn Insight Tag tracks conversions that can be attributed to LinkedIn ads and enables to target groups of Users on the base of their past use of Claireity consulting.

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

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

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

Trackers duration:

- AnalyticsSyncHistory: 1 month
- JSESSIONID: duration of the session
- UserMatchHistory: 1 month
- bcookie: 1 year
- bscookie: 1 year
- lang: duration of the session
- li\_gc: 7 months
- lidc: 1 day
- lms\_ads: 1 month
- lms\_analytics: 1 month
- sdui\_ver: 1 day

### **How to manage preferences and provide or withdraw consent on Claireity consulting**

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 Claireity consulting.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

## **How to control or delete Cookies and similar technologies via your device settings**

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

## **How to opt out of interest-based advertising**

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU and UK), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

## **Consequences of denying the use of Trackers**

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help Claireity consulting to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, if the User chooses to block the use of Trackers, the Owner may be unable to provide related features.

## **Owner and Data Controller**

### **Leo Florea**

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1160 Auderghem,  
Brussels, Belgium

**Owner contact email:** [info@claireity.io](mailto:info@claireity.io)

Since the use of third-party Trackers through Claireity consulting 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 Claireity consulting.

## **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 Claireity consulting (or third-party services employed in Claireity consulting), which can include: the IP addresses or domain names of the computers utilized by the Users who use Claireity consulting, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

## **User**

The individual using Claireity consulting 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 Claireity consulting. The Data Controller, unless otherwise specified, is the Owner of Claireity consulting.

## **Claireity consulting (or this Application)**

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

## **Service**

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

## **European Union (or EU)**

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

## **Cookie**

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

## **Tracker**

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

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## **Legal information**

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

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