

Cookie Policy of Nixplay

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 Nixplay 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 Nixplay.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Nixplay 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 Nixplay uses Trackers

Necessary

Nixplay uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Trackers managed directly by the Owner

localStorage (Nixplay)

localStorage allows Nixplay to store and access data right in the User's browser with no expiration date.

Personal Data processed: Trackers.

sessionStorage (Nixplay)

sessionStorage allows Nixplay to store and access data right in the User's browser. Data in sessionStorage is deleted automatically when the session ends (in other words, when the browser tab is closed).

Personal Data processed: Trackers.

Trackers managed by third parties

Google Tag Manager (Google LLC)

Google Tag Manager is a tag management service provided by Google LLC.

Personal Data processed: Trackers and Usage Data.

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

iubenda Privacy Controls and Cookie Solution (iubenda srl)

The iubenda Privacy Controls and 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 Nixplay.

Personal Data processed: Trackers.

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

Trackers duration:

- _iub_cs-*: 1 year
- usprivacy: 1 year

Functionality

Nixplay uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

Trackers managed by third parties

Dropbox OAuth (Dropbox, Inc.)

Dropbox OAuth is a registration and authentication service provided by Dropbox, Inc. and is connected to the Dropbox service.

Personal Data processed: Trackers and various types of Data.

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

Facebook OAuth (Meta Platforms, Inc.)

Facebook OAuth is a registration and authentication service provided by Meta Platforms, Inc. and is connected to the Facebook social network.

Personal Data processed: Trackers and various types of Data.

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

Trackers duration:

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

Experience

Nixplay uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

Trackers managed by third parties

Google Fonts (Google LLC)

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

Personal Data processed: Trackers and Usage Data.

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

YouTube video widget (Google LLC)

YouTube is a video content visualization service provided by Google LLC that allows Nixplay to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- PREF: 8 months
- VISITOR_INFO1_LIVE: 8 months
- VISITOR_PRIVACY_METADATA: 7 months
- YSC: duration of the session
- YtIdbMeta:databases: duration of the session
- iU5q-!O9@\$: indefinite
- yt-player-headers-readable: duration of the session
- yt-remote-cast-available: indefinite
- yt-remote-cast-installed: indefinite
- yt-remote-connected-devices: duration of the session
- yt-remote-device-id: duration of the session
- yt-remote-fast-check-period: indefinite
- yt-remote-session-app: indefinite
- yt-remote-session-name: indefinite
- ytIdb::LAST_RESULT_ENTRY_KEY: duration of the session

Marketing

Nixplay uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

Trackers managed by third parties

Justuno (Justuno, Inc)

Justuno is a popup management service provided by Justuno, Inc. Data collected through the Justuno, including precise location Data, may be used to expand and enrich the Owner's User database, as well as to serve personalized ads to the User.

Users may opt out of such collection and use of Data by following the instructions provided by the [Network Advertising Initiative](#) and [AdChoices](#) or through applicable device settings, such as the device advertising settings for mobile devices or ads settings in general.

Personal Data processed: device information, email address, last name, phone number, physical address, Trackers, Usage Data and ZIP/Postal code.

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

TikTok conversion tracking (TikTok Inc.)

TikTok conversion tracking is an analytics and behavioral targeting service provided by TikTok Inc. that connects data from the TikTok advertising network with actions performed on Nixplay. 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 Nixplay.

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

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

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 Nixplay. 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:

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

TikTok Remarketing (TikTok Information Technologies UK Limited)

TikTok Remarketing is a remarketing and behavioral targeting service provided by TikTok Information Technologies UK Limited that connects the activity of Nixplay with the TikTok advertising network.

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

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

Trackers duration:

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

How to manage preferences and provide or withdraw consent on Nixplay

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 Nixplay.

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 Nixplay 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

Creedon Technologies USA LLC

505 Highway 169 N Suite 350
Minneapolis
MN 55441, United States

Creedon Technologies USA, LLC affiliates:

Creedon Technologies HK Limited

25/F Arion Commercial Centre, 2-12 Queen's Road West, Sheung Wan, Hong Kong SAR. Business Registration number 1514845;

Creedon Technologies Limited

17 Albert Road, Plymouth, PL2 1AB United Kingdom. Company number 05914272;

Creedon Technologies Canada Limited

306-3701 Hastings Street, Burnaby, Vancouver, BC V5C 2H6. Corporation number 863636-2;

Creedon Technologies DE GmbH

Johannes-Brahms-Platz 1, 20355 Hamburg, Germany. Company number HRB 154018.

Owner contact email: support@nixplay.com

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

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

Nixplay (or this Application)

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

Service

The service provided by Nixplay 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.

Legal information

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

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

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