

# Cookie Policy of GLOBElife

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 GLOBElife 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 GLOBElife.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

GLOBElife 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 GLOBElife uses Trackers

### Necessary

GLOBElife 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: up to 12 months

### Trackers managed by third parties

#### Google Tag Manager (Google LLC)

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

Personal Data processed: Trackers and Usage Data.

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

#### Cloudflare (Cloudflare, Inc.)

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

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

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

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

Trackers duration:

- \_cfuid: indefinite
- cf\_clearance: 30 minutes

#### **Google Hosted Libraries (Google LLC)**

Google Hosted Libraries is a traffic optimization and distribution service provided by Google LLC.

Personal Data processed: Trackers and Usage Data.

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

#### **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 GLOBELife.

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
- usprivacy: 1 year

#### **iubenda Consent Solution (iubenda srl)**

The iubenda Consent Solution allows to store and retrieve records of Users' consent to the processing of Personal Data, and information and preferences expressed in relation to the provided consent.

In order to do so, it makes use of a Tracker that temporarily stores pending information on the User's device until it is processed by the API. The Tracker (a browser feature called localStorage) is at that point deleted.

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

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

Trackers duration:

- ConS JS library localStorage (IUB\_DATA): indefinite
- cookie\_iub\_previous\_preference\_id: 2 years

#### **Google reCAPTCHA (Google LLC)**

Google reCAPTCHA is a SPAM protection service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

The use of reCAPTCHA is subject to the Google [privacy policy](#) and [terms of use](#).

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

Personal Data processed: answers to questions, clicks, keypress events, motion sensor events, mouse movements, scroll position, touch events, Trackers and Usage Data.

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

Trackers duration:

- \_GRECAPTCHA: duration of the session
- rc::a: indefinite
- rc::b: duration of the session
- rc::c: duration of the session
- rc::f: indefinite

## **Functionality**

GLOBELife 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 directly by the Owner**

#### **Contact form (GLOBELife)**

By filling in the contact form with their Data, the User authorizes GLOBELife to use these details to reply to requests for information, quotes or any other kind of request as indicated by the form's header.

Personal Data processed: city, company name, country, county, date of birth, email address, fax number, field of activity, first name, gender, last name, number of employees, phone number, physical address, profession, state, Tax ID, Trackers, Usage Data, User ID, various types of Data, VAT Number, website and ZIP/Postal code.

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

#### **Facebook Messenger Customer Chat (Meta Platforms, Inc.)**

The Facebook Messenger Customer Chat is a service for interacting with the Facebook Messenger live chat platform provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing,

Personal Data processed: Data communicated while using the service, Trackers and Usage Data.

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

Trackers duration:

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

### **Experience**

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

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

#### **Facebook lead ads (Meta Platforms, Inc.)**

Facebook lead ads is an advertising and data collection service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that allows form-based ads to be shown to Users pre-populated with Personal Data from their Facebook profiles, such as names and email addresses. Depending on the type of advertisement, Users may be requested to provide further information.

Form submission results in the collection and processing of these Data by the Owner under this privacy policy, and only for the specific purpose outlined on the form and/or inside this privacy policy, where provided.

Users may exercise their rights, at any time, including the right to withdraw their consent to the processing of their Data, as specified in the section containing information about User rights in this privacy policy.

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

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

Trackers duration:

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

#### **Hotjar surveys (Hotjar Ltd.)**

Hotjar surveys is a survey builder and data collection platform provided by Hotjar Ltd.

Hotjar surveys may use cookies to track User behavior. Users can Opt-Out of Hotjar surveys cookie tracking by visiting this [opt-out page](#).

Hotjar surveys respects the Do Not Track option available in most modern browsers that, if activated, sends a special signal to stop tracking User activity. Users can find more information on how to enable Do Not Track for each supported browser [here](#).

Personal Data processed: Trackers.

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

Trackers duration:

- \_hjAbsoluteSessionInProgress: 30 minutes
- \_hjCachedUserAttributes: duration of the session
- \_hjClosedSurveyInvites: 1 year
- \_hjDonePolls: 1 year
- \_hjFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- \_hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- \_hjid: 1 year
- hjActiveViewportIds: duration of the session

### **Hotjar Recruit User Testers (Hotjar Ltd.)**

The Hotjar Recruit User Testers widget is a service for interacting with the Hotjar data collection platform provided by Hotjar Ltd.

Hotjar honors generic „Do Not Track” headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's [opt-out information here](#).

Personal Data processed: Trackers, Usage Data and various types of Data.

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

Trackers duration:

- \_hjAbsoluteSessionInProgress: 30 minutes
- \_hjCachedUserAttributes: duration of the session
- \_hjClosedSurveyInvites: 1 year
- \_hjDonePolls: 1 year
- \_hjFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- \_hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- \_hjid: 1 year

### **Hotjar Poll & Survey widgets (Hotjar Ltd.)**

The Hotjar Poll & Survey widgets are services that enable interaction with the Hotjar platform provided by Hotjar Ltd. Hotjar honors generic „Do Not Track” headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's [opt-out information here](#).

Personal Data processed: Trackers, Usage Data and various types of Data.

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

Trackers duration:

- \_hjAbsoluteSessionInProgress: 30 minutes
- \_hjCachedUserAttributes: duration of the session
- \_hjClosedSurveyInvites: 1 year
- \_hjDonePolls: 1 year
- \_hjFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- \_hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- \_hjid: 1 year

### **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 GLOBElife 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](#).

### **Google Maps widget (Google LLC)**

Google Maps is a maps visualization service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows GLOBElife 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](#).

### **Font Awesome (Fonticons, Inc. )**

Font Awesome is a typeface visualization service provided by Fonticons, Inc. that allows GLOBElife to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

### **Google Programmable Search Engine (Google LLC)**

Google Programmable Search Engine is a search engine embedding service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows GLOBElife 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](#).

### **Instagram widget (Meta Platforms, Inc.)**

Instagram is an image visualization service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that allows GLOBElife 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](#).

### **Elfsight (SP Iusupov A.A.)**

Elfsight is a widget embedding service provided by SP Iusupov A.A. that allows GLOBElife to incorporate content of this kind on its pages.

Personal Data processed: Data communicated while using the service, Trackers and Usage Data.

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

Trackers duration:

- `_p_hfp_client_id`: 1 day
- `elfsight_viewed_recently`: 15 seconds
- `session_id`: indefinite

### **Twitter Tweet button and social widgets (X Corp.)**

The Twitter Tweet button and social widgets are services allowing interaction with the Twitter social network provided by Twitter, Inc.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- `personalization_id`: 2 years

### **Facebook Like button and social widgets (Meta Platforms, Inc.)**

The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing,

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

### **Facebook account access (Meta Platforms, Inc.)**

This service allows GLOBElife to connect with the User's account on the Facebook social network, provided by Meta Platforms, Inc.

Permissions asked: device information, Email, Trackers and Usage Data.

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

Trackers duration:

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

## **Measurement**

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

## Trackers managed by third parties

### Hotjar Heat Maps & Recordings (Hotjar Ltd.)

Hotjar is a session recording and heat mapping service provided by Hotjar Ltd. Hotjar honors generic „Do Not Track” headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's [opt-out information here](#).

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

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

Trackers duration:

- \_hjAbsoluteSessionInProgress: 30 minutes
- \_hjCachedUserAttributes: duration of the session
- \_hjClosedSurveyInvites: 1 year
- \_hjDonePolls: 1 year
- \_hjFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- \_hjLocalStorageTest: duration of the session
- \_hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- \_hjid: 1 year

### Google Analytics (Universal Analytics) with anonymized IP (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of GLOBElife, 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. This integration of Google Analytics anonymizes your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

### Google Analytics (Universal Analytics) (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of GLOBElife, 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 [Google's partner policy](#).

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

### **Alexa Metrics (Alexa Internet, Inc.)**

Alexa Metrics is an analytics service provided by Alexa Internet, Inc.

Personal Data processed: Trackers and Usage Data.

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

### **Google Analytics 4 (Google LLC)**

Google Analytics 4 is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of GLOBElife, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google's official documentation](#).

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

Personal Data processed: browser information, device information, number of Users, session statistics, Trackers and Usage Data.

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

Trackers duration:

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

### **Wordpress Stats (Automattic Inc.)**

Wordpress Stats is an analytics service provided by Automattic Inc. or by Aut O'Mattic A8C Ireland Ltd., depending on how the Owner manages the Data processing.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- tk\_tc: duration of the session

### **Meta Events Manager (Meta Platforms Ireland Limited)**

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

## Marketing

GLOBELife 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 GLOBELife.

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

### Trackers managed directly by the Owner

#### Direct Advertising (GLOBELife)

GLOBELife uses User Data to propose services or products provided by third parties, related or unrelated to the product or service provided by GLOBELife.

Direct Advertising may involve the use of Trackers to monitor Users' behavior and serve personalized ads. Users may opt-out of ad personalization by visiting their device settings or following the instructions provided by [YourOnlineChoices](#) and [AdChoices](#).

Besides applicable device settings, the User may also make use of the rights described under User rights in the relevant section of this privacy policy.

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

### Trackers managed by third parties

#### Meta ads conversion tracking (Meta pixel) (Meta Platforms, Inc.)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Meta Audience Network with actions performed on GLOBELife. The Meta pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Meta Audience Network.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

#### Hotjar Form Analysis & Conversion Funnels (Hotjar Ltd.)

Hotjar is an analytics service provided by Hotjar Ltd.

Hotjar honors generic Do Not Track headers. This means your browser can tell its script not to collect any of your data. This is a setting that is available in all major browsers. Find Hotjar's [opt-out information here](#).

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- `_hjAbsoluteSessionInProgress`: 30 minutes
- `_hjCachedUserAttributes`: duration of the session
- `_hjClosedSurveyInvites`: 1 year
- `_hjDonePolls`: 1 year
- `_hjFirstSeen`: duration of the session
- `_hjIncludedInSessionSample`: 30 minutes
- `_hjLocalStorageTest`: duration of the session

- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- \_hjid: 1 year

### **Jetpack (Jetpack Digital LLC)**

Jetpack is an advertising service provided by Jetpack Digital LLC.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- JP\*: indefinite

### **Google Conversion linker (Google LLC)**

Google Conversion linker is an analytics service provided by Google LLC that connects Data from the Google advertising services with actions performed on GLOBElife. Depending on the setup of the service, such Data might also be used for retargeting purposes.

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

Personal Data processed: Trackers and Usage Data.

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

### **Facebook Remarketing (Meta Platforms, Inc.)**

Facebook Remarketing is a remarketing and behavioral targeting service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects the activity of GLOBElife with the Facebook advertising network.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

## **How to manage preferences on GLOBElife**

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

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 GLOBElife 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**

**Edizioni HP Srl** Via Primo Maggio n.11/13, San Vittore Olona, 20028 (MI)

**Owner contact email:** [info@globelife.com](mailto:info@globelife.com)

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

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

**GLOBElife (or this Application)**

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

**Service**

The service provided by GLOBElife 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 GLOBElife, if not stated otherwise within this document.

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