

# Cookie Policy of IntelliCoach Webpage | App | Events

This document informs Users about the technologies that help IntelliCoach Webpage | App | Events 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 IntelliCoach Webpage | App | Events.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

IntelliCoach Webpage | App | Events 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.

## Activities strictly necessary for the operation of IntelliCoach Webpage | App | Events and delivery of the Service

IntelliCoach Webpage | App | Events 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.

### Third-party Trackers

### Traffic optimization and distribution

This type of service allows IntelliCoach Webpage | App | Events to distribute their content using servers located across different countries and to optimize 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 IntelliCoach Webpage | App | Events 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.

### 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 IntelliCoach Webpage | App | Events, i.e., communication between IntelliCoach Webpage | App | Events and the User's browser, while also allowing analytical data from IntelliCoach Webpage | App | Events to be collected.

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

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

## Further information about Personal Data

### iubenda CCPA Cookie (usprivacy) (iubenda srl)

iubenda CCPA Cookie (usprivacy) is set by the iubenda Cookie Solution and stores California consumer opt-out choices in the local domain.

Personal Data processed: Tracker.

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

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

iubenda ConS JS library localStorage (IUB\_DATA) temporarily stores pending data in a storage space internal to the User's browser (localStorage) until it's received by the API, then it is deleted.

Personal Data processed: Tracker.

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

### **iubenda Cookie Solution (consent Cookie) (iubenda srl)**

iubenda consent Cookie (\_iub\_cs-X) is set by the iubenda Cookie Solution and stores User preferences related to Trackers in the local domain.

Personal Data processed: Tracker.

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

Storage duration:

- \_iub\_cs-\*: 1 year

### **iubenda Cookie Solution (remote consent Cookie) (iubenda srl)**

Remote iubenda consent Cookie (\_iub\_cs-X) is set by the iubenda Cookie Solution and stores User preferences related to Trackers under the .iubenda.com domain.

Personal Data processed: Tracker.

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

## **Other activities involving the use of Trackers**

### **Experience enhancement**

IntelliCoach Webpage | App | Events uses Trackers to provide a personalized user experience by improving the quality of preference management options, and by enabling interaction with external networks and platforms.

### **Displaying content from external platforms**

This type of service allows you to view content hosted on external platforms directly from the pages of IntelliCoach Webpage | App | Events and interact with them. 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.

### **YouTube video widget (Google LLC)**

YouTube is a video content visualization service provided by Google LLC that allows IntelliCoach Webpage | App | Events to incorporate content of this kind on its pages.

Personal Data processed: Cookies and Usage Data.

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

Storage duration:

- PREF: 8 months
- VISITOR\_INFO1\_LIVE: 8 months
- YSC: duration of the session

### **Measurement**

IntelliCoach Webpage | App | Events uses Trackers to measure traffic and analyze User behavior with the goal of improving the Service.

### **Analytics**

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used

to keep track of User behavior.

### **Wordpress Stats**

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: Cookies and Usage Data.

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

Storage duration:

- tk\_tc: duration of the session

### **Content performance and features testing (A/B testing)**

The services contained in this section allow the Owner to track and analyze the User response concerning web traffic or behavior regarding changes to the structure, text or any other component of IntelliCoach Webpage | App | Events.

### **Google Optimize**

Google Optimize is an A/B testing service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, ("Google").

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

Personal Data processed: Tracker and Usage Data.

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

Storage duration:

- \_gaexp: 3 months
- \_opt\_awcid: 1 day
- \_opt\_awgid: 1 day
- \_opt\_awkid: 1 day
- \_opt\_awmid: 1 day
- \_opt\_expid: 10 seconds
- \_opt\_utmc: 1 day

### **How to manage preferences and provide or withdraw consent**

There are various ways to manage Tracker related preferences and to provide and withdraw consent, where relevant:

Users can manage preferences related to Trackers from directly within their own device settings, for example, by preventing the use or storage of Trackers.

Additionally, whenever the use of Trackers is based on consent, Users can provide or withdraw such consent by setting their preferences within the cookie notice or by updating such preferences accordingly via the relevant consent-preferences widget, if available.

It is also possible, via relevant browser or device features, to delete previously stored Trackers, including those used to remember the User's initial consent.

Other Trackers in the browser's local memory may be cleared by deleting the browsing history.

With regard to any third-party Trackers, Users can manage their preferences and withdraw their consent 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.

### **Locating Tracker Settings**

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).

### **Consequences of denying consent**

Users are free to decide whether or not to grant consent. However, please note that Trackers help IntelliCoach Webpage | App | Events 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**

IntelliCoach Pte. Ltd. - 1 Irving Place, The Commerze @ Irving #08-01, Singapore 369546

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

Since the use of third-party Trackers through IntelliCoach Webpage | App | Events 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 IntelliCoach Webpage | App | Events.

### **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 IntelliCoach Webpage | App | Events (or third-party services employed in IntelliCoach Webpage | App | Events), which can include: the IP addresses or domain names of the computers utilized by the Users who use IntelliCoach Webpage | App | Events, 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 IntelliCoach Webpage | App | Events who, unless otherwise specified, coincides with the Data Subject.

#### **Data Subject**

The natural person to whom the Personal Data refers.

#### **Data Processor (or Data Supervisor)**

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 IntelliCoach Webpage | App | Events. The Data Controller, unless otherwise specified, is the Owner of IntelliCoach Webpage | App | Events.

### **IntelliCoach Webpage | App | Events (or this Application)**

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

### **Service**

The service provided by IntelliCoach Webpage | App | Events 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, including Art. 13/14 of Regulation (EU) 2016/679 (General Data Protection Regulation).

This privacy policy relates solely to IntelliCoach Webpage | App | Events, if not stated otherwise within this document.

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