

Cookie Policy of spazioottica

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 this Website 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 this Website.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Website 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 this Website uses Trackers

Necessary

This Website 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

Direct registration (this Website)

The User registers by filling out the registration form and providing the Personal Data directly to this Website.

Personal Data processed: academic background, billing address, budget, city, company name, country, county, date of birth, email address, fax number, field of activity, first name, gender, house number, language, last name, number of employees, password, phone number, physical address, picture, prefix, profession, profile picture, Social Security number (SSN), state, Tax ID, Trackers, Twitter handle, Usage Data, User ID, username, various types of Data, VAT Number, website, workplace and ZIP/Postal code.

Trackers managed by third parties

Shopify

Shopify is a platform provided by Shopify Inc., Shopify Commerce Singapore Pte. Ltd or by Shopify International Limited, depending on how the Owner manages the Data processing, that allows the Owner to build, run and host an e-commerce website.

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

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

Storage duration:

- `_ab`: 3 years
- `_cmp_a`: 1 day
- `_customer_account_shop_sessions`: 1 month
- `_landing_page`: 14 days
- `_orig_referrer`: 14 days
- `_pay_session`: duration of the session
- `_s`: 30 minutes
- `_secure_account_session_id`: 1 month
- `_secure_session_id`: 1 day
- `_shopify_country`: duration of the session
- `_shopify_d`: duration of the session
- `_shopify_evids`: duration of the session
- `_shopify_fs`: 1 year
- `_shopify_ga`: indefinite
- `_shopify_m`: duration of the session
- `_shopify_s`: 30 minutes
- `_shopify_sa_p`: 30 minutes
- `_shopify_sa_t`: 30 minutes
- `_shopify_tm`: duration of the session
- `_shopify_tw`: duration of the session
- `_shopify_y`: 1 year
- `_storefront_u`: 1 minute
- `_tracking_consent`: duration of the session
- `_y`: 1 year
- `c`: 2 years
- `card_update_verification_id`: 20 minutes
- `cart`: 14 days
- `cart_currency`: 14 days
- `cart_sig`: 14 days
- `cart_ts`: 14 days
- `cart_ver`: 14 days
- `checkout`: 28 days
- `checkout_prefill`: 5 minutes
- `checkout_queue_checkout_token`: 2 years
- `checkout_queue_token`: 2 years
- `checkout_session_lookup`: 21 days
- `checkout_session_token`: 21 days
- `checkout_session_token*`: 21 days
- `checkout_token`: 2 years
- `checkout_worker_session`: 3 days
- `customer_account_locale`: 1 year
- `customer_account_new_login`: 20 minutes
- `customer_account_preview`: 7 days
- `customer_auth_provider`: indefinite
- `customer_auth_session_created_at`: indefinite
- `customer_payment_method`: 1 hour
- `customer_shop_pay_agreement`: 20 minutes
- `discount_code`: indefinite
- `dynamic_checkout_shown_on_cart`: 30 minutes
- `hide_shopify_pay_for_checkout`: indefinite
- `identity-state`: 1 day
- `identity-state-*`: 1 day
- `identity_customer_account_number`: 3 months
- `keep_alive`: 14 days
- `localization`: 14 days
- `login_with_shop_finalize`: 5 minutes
- `master_device_id`: 2 years
- `order`: 21 days
- `pay_update_intent_id`: 20 minutes
- `preview_theme`: indefinite
- `previous_step`: 2 years
- `profile_preview_token`: 5 minutes
- `remember_me`: 2 years
- `secure_customer_sig`: 1 year
- `shopify-editor-unconfirmed-settings`: 16 hours
- `shopify_pay`: 2 years
- `shopify_pay_redirect`: 1 hour
- `source_name`: indefinite

- storefront_digest: 3 years
- tracked_start_checkout: 2 years

Google Tag Manager

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 optimisation and distribution service provided by Cloudflare Inc. The way Cloudflare is integrated means that it filters all the traffic through this Website, i.e., communication between this Website and the User's browser, while also allowing analytical data from this Website 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](#).

Google Pay

Google Pay is a payment service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, which allows users to make online payments using their Google credentials.

Personal Data processed: billing address, email address, first name, last name, payment info, phone number, purchase history, shipping address, Trackers, Usage Data and various types of Data as specified in the privacy policy of the service.

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

Functionality

This Website 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

Mailing list or newsletter (this Website)

By registering on the mailing list or for the newsletter, the User's email address will be added to the contact list of those who may receive email messages containing information of commercial or promotional nature concerning this Website. Your email address might also be added to this list as a result of signing up to this Website or after making a purchase.

Personal Data processed: city, company name, country, county, date of birth, email address, first name, gender, last name, phone number, physical address, profession, state, Trackers, Usage Data, website and ZIP/Postal code.

Experience

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

Trackers managed by third parties

Meta lead ads

Meta 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: city, company name, country, Data communicated while using the service, date of birth, email address, first name, gender, last name, marital status, phone number, physical address, profession, state, Trackers, Usage Data and ZIP/Postal code.

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

Storage duration:

- `_fbp`: 3 months

Measurement

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

Trackers managed by third parties

Google Analytics 4

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 this Website, 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: number of Users, session statistics, Trackers and Usage Data.

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

Storage duration:

- `_ga`: 2 years
- `_ga_*`: 2 years

Meta Events Manager

Meta Events Manager is an analytics service provided by Meta Platforms Ireland Limited or by Meta Platforms, Inc., depending on how the Owner manages the Data processing. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on this Website.

Personal Data processed: billing address, browser information, browsing history, city, clicks, country, Data communicated while using the service, data relating to the point of sale, date of birth, email address, first name, gender, IP address, last name, order ID, page views, payment info, phone number, search history, shipping address, state, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), Usage Data, User ID, user subscriptions and ZIP/Postal code.

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

Storage duration:

- `_fbp`: 3 months

Microsoft Clarity (Microsoft Corporation)

Microsoft Clarity is a session recording and heat mapping service provided by Microsoft Corporation.

Microsoft processes or receives Personal Data via Microsoft Clarity, which in turn may be used for any purpose in accordance with the Microsoft Privacy Statement, including improving and providing Microsoft Advertising.

Personal Data processed: clicks, country, custom events, device information, diagnostic events, interaction events, layout details, mouse movements, page events, positional information, scroll-to-page interactions, session duration, time zone, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#); Brazil – [Privacy Policy](#); South Africa – [Privacy Policy](#); Australia – [Privacy Policy](#); Japan – [Privacy Policy](#); Canada – [Privacy Policy](#); Korea, Republic of – [Privacy Policy](#); India – [Privacy Policy](#);

Switzerland – [Privacy Policy](#); United Arab Emirates – [Privacy Policy](#); Germany – [Privacy Policy](#); United Kingdom – [Privacy Policy](#); France – [Privacy Policy](#); Netherlands – [Privacy Policy](#); Ireland – [Privacy Policy](#).

Storage duration:

- ANONCHK: 10 minutes
- CLID: 1 year
- MR: 7 days
- MUID: 1 year
- SM: duration of the session
- _clck: 1 year
- _clsk: 1 day

Hotjar Heat Maps & Recordings (Hotjar Ltd.)

Hotjar is a session recording and heat mapping service provided by Hotjar Ltd.

Hotjar honours 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](#).

Storage 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
- _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

Marketing

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

Trackers managed by third parties

Facebook Remarketing

Facebook Remarketing is a remarketing and behavioural 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 this Website with the Meta Audience Network.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- _fbp: 3 months

Meta Custom Audience

Meta Custom Audience is a remarketing and behavioural 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 this Website with the Meta Audience Network.

Users can opt out of Meta's use of Trackers for ads personalisation by visiting this [opt-out page](#).

Personal Data processed: email address and Trackers.

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

Storage duration:

- `_fbp`: 3 months

Criteo Dynamic Retargeting (Criteo SA)

Criteo Dynamic Retargeting is a remarketing and behavioural targeting service provided by Criteo SA., that connects the activity of this Website with the Criteo advertising network.

As part of the operation of this Website, the Owner and Criteo SA are joint controllers for the Criteo Dynamic Retargeting advertising service.

For this purpose, the Owner has entered into a Data Processing Agreement (DPA) with Criteo SA which can be reviewed [here](#).

Users may at any time withdraw their consent to the processing of their Personal Data by Criteo and opt out of personalised advertising by clicking the “[Disable Criteo services](#)” button in Criteo’s [privacy policy](#).

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- `criteo_fast_bid`: 7 days
- `criteo_fast_bid_expires`: 7 days
- `cto_bundle`: 2 years
- `cto_optout`: 5 years
- `optout`: 5 years
- `uid`: 2 years

Meta Lookalike Audience

Meta Lookalike Audience is an advertising and behavioural targeting service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that uses Data collected through Meta's Custom Audience in order to display ads to Users with similar behaviour to Users who are already in a Custom Audience list on the basis of their past use of this Website or engagement with relevant content across Meta's apps and services. On the basis of these Data, personalised ads will be shown to Users suggested by Meta Lookalike Audience.

Users can opt out of Meta's use of Trackers for ads personalisation by visiting this [opt-out page](#).

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- `_fbp`: 3 months

Meta ads conversion tracking (Meta pixel)

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 this Website. 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](#).

Storage duration:

- _fbp: 3 months
- fr: 3 months

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](#).

Storage duration:

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

Microsoft Advertising Universal Event Tracking (Microsoft Corporation)

Microsoft Advertising Universal Event Tracking is an analytics service provided by Microsoft Corporation that connects data from the Microsoft Advertising network with actions performed on this Website.

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

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

Storage duration:

- _uetsid: 1 day
- _uetvid: 2 years

Criteo (Criteo SA)

Criteo is an advertising service provided by Criteo SA.

As part of the operation of this Website, the Owner and Criteo SA are joint controllers for the Criteo advertising service.

For this purpose, the Owner has entered into a Data Processing Agreement (DPA) with Criteo SA which can be reviewed [here](#).

Users may at any time **withdraw their consent** to the processing of their Personal Data by Criteo and **opt out of personalised advertising by clicking the “Disable Criteo services”** button in Criteo’s [privacy policy](#).

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- criteo_fast_bid: 7 days
- criteo_fast_bid_expires: 7 days
- cto_bundle: 2 years
- cto_bundle: indefinite
- cto_optout: 5 years
- cto_optout: indefinite
- optout: 5 years
- uid: 2 years

Hotjar Form Analysis & Conversion Funnels (Hotjar Ltd.)

Hotjar is an analytics service provided by Hotjar Ltd.

Hotjar honours 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](#).

Storage 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
- _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

How to manage preferences on this Website

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

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 this Website 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

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VIA FRANCESCO SIACCI 4 CAP 00197
ROMA (RM)
Numero REA/RI: RM - 1660005
Partita IVA: 16508211006

Owner contact email: it@aerial-vi.com

Since the use of third-party Trackers through this Website 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 this Website.

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

This Website (or this Application)

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

Service

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

Latest update: 18 September 2024