Cookie Policy of valap

This document informs Users about the technologies that help valap 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 valap.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Valap 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 valap and delivery of the Service

Valap 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.

First-party Trackers

Storage duration:

- valpTAntiCsrf: duration of the session
- ClientValap: duration of the session
- __cfruid: duration of the session
- CLID: 13 months
- SM: duration of the session
- MUID: 2 years
- ANONCHK: 10 minutes
- mv_tokens: duration of the session
- mv_tokens_eu-v1: duration of the session
- criteo: duration of the session
- CMID: duration of the session
- CMPS: duration of the session
- CMPRO: duration of the session
- tuuid: duration of the session
- tuuid_lu: duration of the session
- visitor-id: duration of the session
- data-c-ts: duration of the session
- data-c: duration of the session
- A3: duration of the session
- demdex: duration of the session
- IDSYNC: duration of the session
- um: duration of the session
- umeh: duration of the session
- CMTS: duration of the session
- dpm: duration of the session
- _kuid_: duration of the session
- portailActif: duration of the session
- tkPositionne: duration of the session
- _cltk: duration of the session

Third-party Trackers

Collection of privacy-related preferences

This type of service allows valap to collect and store Users' preferences related to the collection, use, and processing of their personal information, as requested by the applicable privacy legislation.

iubenda Consent Database (iubenda srl)

The iubenda Consent Database 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, IP address and Trackers.

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

Storage duration:

- ConS JS library localStorage (IUB_DATA): indefinite

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 valap.

Personal Data processed: IP address and Trackers.

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

Storage duration:

- _iub_cs-*: 1 year

Traffic optimization and distribution

This type of service allows valap 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 valap 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 valap, i.e., communication between valap and the User's browser, while also allowing analytical data from valap 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](#).

Platform services and hosting

These services have the purpose of hosting and running key components of valap, therefore allowing the provision of valap from within a unified platform. Such platforms provide a wide range of tools to the Owner – e.g. analytics, user registration, commenting, database management, e-commerce, payment processing – that imply the collection and handling of Personal Data. Some of these services work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.

App Store Connect (Apple Inc.)

Valap is distributed on Apple's App Store, a platform for the distribution of mobile apps, provided by Apple Inc.

App Store Connect enables the Owner to manage valap on Apple's App Store. Depending on the configuration, App Store Connect provides the Owner with analytics data on user engagement and app discovery, marketing campaigns, sales, in-app

purchases, and payments to measure the performance of valap. App Store Connect only collects such data from Users who have agreed to share them with the Owner. Users may find more information on how to opt out via their device settings [here](#).

Personal Data processed: Trackers and Usage Data.

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

Other Trackers

Handling payments

Unless otherwise specified, valap processes any payments by credit card, bank transfer or other means via external payment service providers. In general and unless where otherwise stated, Users are requested to provide their payment details and personal information directly to such payment service providers. Valap isn't involved in the collection and processing of such information: instead, it will only receive a notification by the relevant payment service provider as to whether payment has been successfully completed.

PayZen (Lyra SAS)

PayZen is a payment service provided by Lyra SAS, which allows the User to make online payments.

Personal Data processed: surname; purchase history; email; billing address; payment information; name; Tracking Tools; various types of Data as specified in the privacy policy of the service.

Place of processing: See PayZen's privacy policy - [Privacy Policy.](#)

Other activities involving the use of Trackers

Functionality

Valap 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.

Registration and authentication

By registering or authenticating, Users allow valap to identify them and give them access to dedicated services.
Depending on what is described below, third parties may provide registration and authentication services. In this case, valap will be able to access some Data, stored by these third-party services, for registration or identification purposes.
Some of the services listed below may also collect Personal Data for targeting and profiling purposes; to find out more, please refer to the description of each service.

Facebook Oauth (Meta Platforms Ireland Limited)

Facebook Oauth is a registration and authentication service provided by Meta Platforms Ireland Limited and is connected to the Facebook social network.

Personal Data processed: Trackers and various types of Data.

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

Storage duration:

- _fbp: 3 months

Experience

Valap uses Trackers to improve the quality of the user experience and enable interactions with external content, 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 valap and interact with them. Such services are often referred to as widgets, which are small elements placed on a website or app. They provide specific information or perform a particular function and often allow for user interaction.
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.

Google Fonts (Google Ireland Limited)

Google Fonts is a typeface visualization service provided by Google Ireland Limited that allows valap to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

Measurement

Valap uses Trackers to measure traffic and analyze User behavior to improve 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.

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 valap.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- _fbp: 3 months

Google Analytics 4 (Google Ireland Limited)

Google Analytics 4 is a web analysis service provided by Google Ireland Limited ("Google"). Google utilizes the Data collected to track and examine the use of valap, 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: Ireland – [Privacy Policy](#) – [Opt Out](#).

Storage duration:

- _ga: 2 years
- _ga_*: 2 years

Heat mapping and session recording

Heat mapping services are used to display the areas of valap that Users interact with most frequently. This shows where the points of interest are. These services make it possible to monitor and analyze web traffic and keep track of User behavior.
Some of these services may record sessions and make them available for later visual playback.

Crazy Egg (Crazyegg)

Crazy Egg is a heat mapping service provided by Crazy Egg, Inc.

Personal Data processed: Trackers and Usage Data.

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

Marketing

Valap uses Trackers to deliver personalized marketing content based on User behavior and to operate, serve and track ads.

Advertising

This type of service allows User Data to be utilized for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on valap, possibly based on User interests.
This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below.
Some of the services listed below may use Trackers to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User's interests and behavior, including those detected outside valap.
For more information, please check the privacy policies of the relevant services.
Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.

Criteo (Criteo SA)

Criteo is an advertising service provided by Criteo SA.

As part of the operation of valap, 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 personalized 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

Google AdSense (Google Ireland Limited)

Google AdSense is an advertising service provided by Google Ireland Limited. This service uses the "DoubleClick" Cookie, which tracks use of valap and User behavior concerning ads, products and services offered.
Users may decide to disable all the DoubleClick Cookies by going to: Google Ad Settings.

In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – Privacy Policy – Opt Out.

Storage duration:

- AID: 2 years
- ANID: 2 years
- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- TAID: 14 days
- __gads: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months

- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- id: 2 years
- test_cookie: 15 minutes

Outbrain (Outbrain Inc.)

Outbrain is an advertising service provided by Outbrain Inc.

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](#) – [Opt Out](#).

Storage duration:

- OB-AD-BLOCKER-STAT: indefinite
- OB-AD-BLOCKER-WL-STAT: indefinite
- OB-CCPA: indefinite
- OB-CLDT: indefinite
- OB-CNSNT-2: indefinite
- OB-EM-FREQUENCY: indefinite
- OB-FD-TO: indefinite
- OB-FDE: indefinite
- OB-INTERACTION-STASH: indefinite
- OB-OD-LSD: indefinite
- OB-PUB-IN: indefinite
- OB-RN-FREQUENCY: indefinite
- OB-SEID: indefinite
- OB-SKELETON-STRUCT: indefinite
- OB-SYNC: indefinite
- OB-SYNC-TTL: indefinite
- OB-TPCS: indefinite
- OB-USER-TOKEN: indefinite
- OB-USER-TOKEN-CREATION: indefinite
- OB-lastPageViewInfo: indefinite
- OB:LSU: indefinite
- OBD-UD-TS: indefinite
- auid: 3 months
- obsessionid-{}: 30 minutes
- obuid: 3 months
- optout: 5 years
- outbrain_cid_fetch: 5 minutes
- outbrain_click_id: 1 day
- recs-{}: 1 minute
- ref-{}: 1 minute
- thirdparty: 1 hour
- tick: indefinite

Taboola (Taboola Inc.)

Taboola is an advertising service provided by Taboola Inc.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- *:session-data: indefinite
- COu: 1 month
- __tbwt: indefinite
- _data: 1 day

- _tb_sess_r: 30 minutes
- _tb_t_ppg: 30 minutes
- abLdr: 3 hours
- abMbl: 3 hours
- br: 30 minutes
- cnx_roi: 1 month
- eng_mt.crossSessionsData.SessionsHistory: indefinite
- eng_mt.numOfTimesMetricsSent: indefinite
- eng_mt.scrollDepth: indefinite
- eng_mt.sessionDepth: indefinite
- eng_mt.sessionStartTime: indefinite
- eng_mt.timeOnSite: indefinite
- eng_mt.ver: indefinite
- redirect_data: 1 month
- rng: 1 day
- roi_cookie: 1 month
- sessionid: 1 day
- t_gid: 1 year
- taboola global:last-external-referrer: indefinite
- taboola global:local-storage-keys: indefinite
- taboola global:lspb: indefinite
- taboola global:tblci: indefinite
- taboola global:user-id: indefinite
- taboola_fp_td_user_id: 1 year
- taboola_select: 1 year
- taboola_session_id: duration of the session
- tb_click_param: 50 seconds
- tbl-exm-apperance: indefinite
- tbl-exm-history: indefinite
- tbl-session-referrer: indefinite
- tbl_rtus_id: indefinite
- trc_cache: indefinite
- trc_cache_by_placement: indefinite
- trc_cookie_storage: 1 year

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

Meta ads conversion tracking (Meta pixel) (Meta Platforms Ireland Limited)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms Ireland Limited that connects data from the Meta Audience Network with actions performed on valap. 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: Ireland – [Privacy Policy](#) – [Opt out](#).

Storage duration:

- _fbp: 3 months
- fr: 3 months

Pinterest Ads (Pinterest, Inc.)

Pinterest Ads is an advertising service provided by Pinterest, Inc. that allows the Owner to run advertising campaigns on the Pinterest advertising network.

Users may opt out of behavioral advertising features through their device settings, their Pinterest [personalization settings](#).

Personal Data processed: Trackers, Usage Data and User ID.

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

Storage duration:

- _pin_unauth: 1 year
- _pinterest_ct_ua: duration of the session

ividence (ividence)

ividence is an advertising service provided by ividence.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- cmpgn.*: 2 years
- id: 2 years
- ivid: 2 years
- ivid2: 2 years

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 privacy 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 preferences.

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 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).

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 valap 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

VenteALaPropriete.com S.A.S.
200 Boulevard de la Resistance
71000 - Mâcon - France

Owner contact email: contact@valap.com

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

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

valap (or this Application)

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

Service

The service provided by valap 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 policy relates solely to valap, if not stated otherwise within this document.

Latest update: June 04, 2024