

# Cookie Policy of italovino.com

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 italovino.com 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 italovino.com.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Italovino.com 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 italovino.com uses Trackers

### Necessary

Italovino.com 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 (italovino.com)

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

Personal Data processed: academic background, billing address, 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

#### 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 italovino.com, i.e., communication between italovino.com and the User's browser, while also allowing analytical data from italovino.com 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 Tag Manager (Google LLC)

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

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

Personal Data processed: Trackers and Usage Data.

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

#### **New Relic (New Relic)**

New Relic is a monitoring service provided by New Relic Inc. The way New Relic is integrated means that it filters all traffic of [italovino.com](#), i.e., communication between the Application and the User's browser or device, while also allowing analytical data on [italovino.com](#) to be collected.

Personal Data processed: billing address, browsing history, city, country, county, Data communicated while using the service, data relating to the point of sale, date of birth, device information, email address, first name, gender, geographic position, geography/region, in-app purchases, interaction events, invoicing information, IP address, language, last name, number of sessions, order ID, page events, password, phone number, product interaction, province, purchase history, search history, session duration, session statistics, shipping address, state, Trackers, Usage Data, User ID, username, various types of Data as specified in the privacy policy of the service, VAT Number and ZIP/Postal code.

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

Storage duration:

- NRREFL: 3 months
- NRREFP: 2 months
- `_newrelic_ui_session`: 1 day
- `login_service_login_newrelic_com_tokens`: 21 years
- `nr_secure`: 1 day
- `nr_zd_logged_in`: 1 day

#### **Stripe**

Stripe is a payment service provided by Stripe Inc, Stripe Technology Europe Ltd, Stripe Payments Ltd, Stripe Brasil Soluções de Pagamento - Instituição de Pagamento Ltda., Stripe Payments Canada, Ltd., Stripe Japan KK or by Stripe New Zealand Limited, depending on how the Owner manages the Data processing.

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

Place of processing: United States – [Privacy Policy](#); European Union – [Privacy Policy](#); United Kingdom – [Privacy Policy](#); Norway – [Privacy Policy](#); United Kingdom – [Privacy Policy](#); Brazil – [Privacy Policy](#); Canada – [Privacy Policy](#); Japan – [Privacy Policy](#); New Zealand – [Privacy Policy](#).

Storage duration:

- `__Host-LinkSession`: 2 years
- `__stripe_mid`: 1 year
- `__stripe_sid`: 30 minutes
- `dashboard.banner-dismissals`: duration of the session
- `link.auth_session_client_secret`: duration of the session
- `m`: 2 years
- `pay_sid`: 1 year

#### **PayPal (PayPal Inc.)**

PayPal is a payment service provided by PayPal Inc., which allows Users to make online payments.

Personal Data processed: billing address, biometric data, browser information, company name, data relating to the point of sale, device information, email address, first name, geographic position, identification document, income information, IP address, job position, last name, latitude (of city), longitude (of city), operating systems, order ID, password, payment info, phone number, profession, profile picture, purchase history, shipping address, state identification card, Tax ID, time zone, Trackers, Usage Data, username and various types of Data as specified in the privacy policy of the service.

Place of processing: See the PayPal privacy policy – [Privacy Policy](#).

Storage duration:

- \_\_paypal\_storage\_\_: indefinite
- akavpau\_ppsd: duration of the session
- enforce\_policy: duration of the session
- l7\_az: duration of the session
- nsid: duration of the session
- ts: duration of the session
- tsrce: duration of the session
- x-cdn: duration of the session
- x-pp-s: duration of the session

## Experience

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

### Trackers managed by third parties

#### Google Fonts

Google Fonts is a typeface visualisation service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows italovino.com 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](#).

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

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

Permissions asked: Trackers and Usage Data.

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

Storage duration:

- \_fbp: 3 months

## Measurement

Italovino.com 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 italovino.com, 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 their [partner policy](#) and their [Business Data page](#).

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

## Marketing

Italovino.com uses Trackers to deliver personalised 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 practises across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customise their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on italovino.com.

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

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

#### **Momento (Momento, Inc.)**

Momento is an advertising service provided by Momento, Inc.

Personal Data processed: Trackers and Usage Data.

Place of processing: Korea, Republic of – [Privacy Policy](#).

Storage duration: indefinite

### **How to manage preferences on italovino.com**

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

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 italovino.com 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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**Owner contact email:** amministrazione@italovino.com

Since the use of third-party Trackers through italovino.com 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 italovino.com.

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

### **italovino.com (or this Application)**

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

### **Service**

The service provided by italovino.com 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 italo vino.com, if not stated otherwise within this document.

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