

# Cookie Policy of [www.tooa.com](http://www.tooa.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 [www.tooa.com](http://www.tooa.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 [www.tooa.com](http://www.tooa.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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

[Www.tooa.com](http://www.tooa.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.

## Activities strictly necessary for the operation of [www.tooa.com](http://www.tooa.com) and delivery of the Service

[Www.tooa.com](http://www.tooa.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.

### Third-party Trackers

### SPAM protection

This type of service analyses the traffic of [www.tooa.com](http://www.tooa.com), potentially containing Users' Personal Data, with the purpose of filtering it from parts of traffic, messages and content that are recognised as SPAM.

### Google reCAPTCHA (Google Ireland Limited)

Google reCAPTCHA is a SPAM protection service provided by Google Ireland Limited. 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: Ireland – [Privacy Policy](#).

Storage duration:

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

## Tag Management

This type of service helps the Owner to manage the tags or scripts needed on www.tooa.com in a centralised fashion. This results in the Users' Data flowing through these services, potentially resulting in the retention of this Data.

### Google Tag Manager (Google Ireland Limited)

Google Tag Manager is a tag management service provided by Google Ireland Limited.

Personal Data processed: Trackers and Usage Data.

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

## Handling payments

Unless otherwise specified, www.tooa.com 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. Wwww.tooa.com 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.

### Google Pay (Google Ireland Limited)

Google Pay is a payment service provided by Google Ireland Limited, 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 and Trackers.

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

## Platform services and hosting

These services have the purpose of hosting and running key components of www.tooa.com, therefore allowing the provision of www.tooa.com 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.

### Shopify (Shopify International Limited)

Shopify is a platform provided by Shopify International Limited 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: 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

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

### **Functionality**

Www.tooa.com 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.

### **Managing support and contact requests**

This type of service allows www.tooa.com to manage support and contact requests received via email or by other means, such as the contact form.

The Personal Data processed depend on the information provided by the User in the messages and the means used for communication (e.g. email address).

#### **WhatsApp Business customer support (Meta Platforms Ireland Limited)**

WhatsApp Business customer support is a customer support service provided by Meta Platforms Ireland Limited.

Personal Data processed: Trackers.

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

### **Measurement**

Www.tooa.com 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 analyse web traffic and can be used to keep track of User behaviour.

#### **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 www.tooa.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 [Google's partner policy](#).

Personal Data processed: browser information, device information, 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

#### **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 www.tooa.com.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- `_fbp`: 3 months

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

The services contained in this section allow the Owner to track and analyse the User response concerning web traffic or behaviour regarding changes to the structure, text or any other component of www.tooa.com.

#### **Visual Website Optimizer (Wingify)**

Visual Website Optimizer is an A/B testing service provided by Wingify Inc.

Personal Data processed: Trackers and Usage Data.

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

#### **Heat mapping and session recording**

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

#### **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**

Www.tooa.com uses Trackers to deliver personalised marketing content based on User behaviour and to operate, serve and track ads.

### **Advertising**

This type of service allows User Data to be utilised for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on www.tooa.com, 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 for identifying Users, behavioural retargeting i.e. displaying ads tailored to the User's interests and behaviour, or to measure ads performance. For more information, please check the privacy policies of the relevant services.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

#### **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 www.tooa.com. 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

**Salesforce (Salesforce.com, inc.)**

Salesforce is an advertising service provided by Salesforce.com, inc.

Personal Data processed: Trackers and Usage Data.

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

**Viralize (Viralize Srl)**

Viralize is an advertising service provided by Viralize Srl.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- sh\_uid: 2 years
- u-dnt: 2 years
- u-imp-daily: 2 years
- u-imp-global: 2 years
- u-imp-weekly: 2 years
- u-profile: 2 years
- u-segment: 2 years
- vr\_uid: 2 years

**VIADS ADVERTISING (VIADS ADVERTISING S.L.)**

VIADS ADVERTISING is an advertising service provided by VIADS ADVERTISING S.L.

Personal Data processed: Trackers and Usage Data.

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

Storage duration:

- sync6: 8 days

**VisitIQ (DrivenIQ Corporation)**

VisitIQ is an advertising service provided by DrivenIQ Corporation.

Personal Data processed: Trackers and Usage Data.

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

Storage duration: indefinite

**Remarketing and behavioural targeting**

This type of service allows www.tooa.com and its partners to inform, optimise and serve advertising based on past use of www.tooa.com by the User.

This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioural targeting activity.

Some services offer a remarketing option based on email address lists.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

**Klaviyo segmentation and social advertising (Klaviyo Inc.)**

Klaviyo segmentation and social advertising is a remarketing and behavioural targeting service provided by Klaviyo Inc.

Klaviyo segmentation and social advertising makes use of tracking technologies to monitor User behaviour. This Data is then used to personalise the User's experience and to provide targeted advertising. Klaviyo segmentation and social advertising may also connect the collected Data with other networks, including advertising networks, and enable these parties to track and target

the User. The Owner, unless otherwise specified in this document, has no direct relationship with the third parties that Klaviyo segmentation and social advertising may be including.

To take advantage of the service provided by Klaviyo, the Owner typically shares information about (purchasing) Users, such as for example contact details and shopping histories. Check the indication at “Personal Data processed“ below for an explanation of the extent of the sharing.

Personal Data processed: device information, email address, purchase history, Trackers and Usage Data.

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

Storage duration:

- `__kla_id`: 2 years

## **How to manage preferences and provide or withdraw consent on [www.tooa.com](http://www.tooa.com)**

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on [www.tooa.com](http://www.tooa.com).

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.

## **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 [www.tooa.com](http://www.tooa.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**

**TooA SpA**

Via Giovanni Pascoli, 2

60044 - Fabriano (AN)

**Owner contact email:** info@tooa.com

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

### **www.tooa.com (or this Application)**

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

### **Service**

The service provided by www.tooa.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 [www.tooa.com](http://www.tooa.com), if not stated otherwise within this document.

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