

Privacy Policy of pyramidenergy.it/

This Website collects some Personal Data from its Users.

Owner and Data Controller

Pyramid Energy di Casetta Chiara
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Owner contact email: phy@pyramidenergy.it

Types of Data collected

Among the types of Personal Data that this Website collects, by itself or through third parties, there are: Tracker; Usage Data; email address; last name; phone number; city; first name; billing address; shipping address; payment info; device information; Universally unique identifier (UUID); Email; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); User ID; ZIP/Postal code; state; province; country; county; latitude (of city); longitude (of city); metro area; geography/region; IP address; app information; device logs; operating systems; browser information; language; launches; number of sessions; session duration; scroll-to-page interactions; mouse movements; scroll position; keypress events; motion sensor events; touch events; video views; clicks; browsing history; search history; session statistics; page views; interaction events; page events; custom events; Application opens; Data communicated while using the service.

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using this Website. Unless specified otherwise, all Data requested by this Website is mandatory and failure to provide this Data may make it impossible for this Website to provide its services. In cases where this Website specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools — by this Website or by the owners of third-party services used by this Website serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy.

Users are responsible for any third-party Personal Data obtained, published or shared through this Website.

Mode and place of processing the Data

Methods of processing

The Owner takes appropriate security measures to prevent unauthorised access, disclosure, modification, or unauthorised destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organisational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of this Website (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Place

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data.

Retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent activity, as well as the following: Access to third-party accounts, Analytics, Contacting the User, Displaying content from external platforms, Interaction with external social networks and platforms, Handling payments, Platform services and hosting, Advertising, Traffic optimisation and distribution and Spam and bots protection.

For specific information about the Personal Data used for each purpose, the User may refer to the section "Detailed information on the processing of Personal Data".

Facebook permissions asked by this Website

This Website may ask for some Facebook permissions allowing it to perform actions with the User's Facebook account and to retrieve information, including Personal Data, from it. This service allows this Website to connect with the User's account on the Facebook social network, provided by Facebook Inc.

For more information about the following permissions, refer to the [Facebook permissions documentation](#) and to the [Facebook privacy policy](#).

The permissions asked are the following: About Me, Access Friend Lists, Access private data, Access Requests, Activities, Age range, App Notifications, Basic information, Birthday, Business Management API, Chat, Checkins, Contact email, Create Events, Create notes, Current City, Custom Friend Lists Access, Custom User Actions, Education History, Email, Events, Export Posts, Friends' About Me, Friends' birthdays, Friends' Checkins, Friends' Current Cities, Friends' Custom User Actions, Friends' Groups, Friends' Hometown, Friends' Interests, Groups, Groups member info, Hometown, Insights, Instagram basic, Instagram manage comments, Instagram manage insights, Interests, Leads Retrieval, Manage Advertisements, Manage Catalogue, Manage Friend Lists, Manage Groups, Manage Mailbox, Manage Notifications, Manage Pages, Managing Page Advertisements, Pages manage CTA, Pages manage engagement, Pages manage instant articles, Pages manage metadata, Pages manage posts, Questions, Read insights, Share, Tagged Places, Text Messaging, Tracker, Upload Photos, User Timeline Posts Access, User videos, Video upload, Videos, Whatsapp business management and Work History.

Detailed information on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

Access to third-party accounts

This type of service allows this Website to access Data from your account on a third-party service and perform actions with it. These services are not activated automatically, but require explicit authorisation by the User.

Facebook account access (Meta Platforms, Inc.)

This service allows this Website to connect with the User's account on the Facebook social network, provided by Facebook, Inc.

Permissions asked: About Me; Access Friend Lists; Access private data; Access Requests; Activities; Age range; App Notifications; Birthday; Business Management API; Chat; Checkins; Contact email; Create Events; Create notes; Current City; Custom Friend Lists Access; Custom User Actions; Education History; Email; Events; Export Posts; Friends' About Me; Friends' birthdays; Friends' Checkins; Friends' Current Cities; Friends' Custom User Actions; Friends' Groups; Friends' Hometown; Friends' Interests; Groups; Groups member info; Hometown; Insights; Instagram basic; Instagram manage comments; Instagram manage insights; Interests; Leads Retrieval; Manage Advertisements; Manage Catalogue; Manage Friend Lists; Manage Groups; Manage Mailbox; Manage Notifications; Manage Pages; Managing Page Advertisements; Pages manage CTA; Pages manage engagement; Pages manage instant articles; Pages manage metadata; Pages manage posts; Questions; Read insights; Share; Tagged Places; Text Messaging; Tracker; Upload Photos; User Timeline Posts Access; User videos; Video upload; Videos; Whatsapp business management; Work History.

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

Category of Personal Information collected according to CCPA: identifiers; california Consumer Records Statute information; internet information; geolocation data; sensorial information; employment related information; FERPA information; inferred information.

This processing constitutes:

Pinterest account access (Pinterest, Inc.)

This service allows this Website to connect with the User's account on Pinterest, provided by Pinterest, Inc.

Personal Data processed: device information; Email; Trackers; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); Usage Data; User ID.

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

Category of Personal Information collected according to CCPA: identifiers; internet information.

This processing constitutes:

- a Sale in California

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 this Website, 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 behavioural retargeting technique, i.e. displaying ads tailored to the User's interests and behaviour, including those detected outside this Website. 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.

Shopalyst (Shopalyst Inc)

Shopalyst is an advertising service provided by Shopalyst Inc.

Personal Data processed: Tracker; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California
- a Sharing in California

AdEspresso conversion tracking (Creative Web Srl)

AdEspresso conversion tracking is an analytics service provided by Creative Web Srl that connects data from the Facebook advertising network with actions performed on this Website.

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Adgoon conversion tracking (Reklame S.r.l.)

Adgoon conversion tracking is an analytics service provided by Reklame S.r.l. that connects data from the Adgoon advertising network with actions performed on this Website.

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Meta ads conversion tracking (Meta pixel) (Meta Platforms, Inc.)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. 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; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

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 (Universal Analytics)

Google Analytics (Universal Analytics) 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 utilises 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 contextualise and personalise the ads of its own advertising network.

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

Personal Data processed: Tracker; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in the United States

Google Analytics (Universal Analytics) with anonymised IP

Google Analytics (Universal Analytics) 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 utilises 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 contextualise and personalise the ads of its own advertising network.

This integration of Google Analytics anonymises your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

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

Personal Data processed: Tracker; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Cloudflare Web Analytics (Cloudflare Inc.)

Cloudflare Web Analytics is an anonymized analytics service provided by Cloudflare Inc. that gives the Owner insight into the use of this Website by Users without needing to identify them. Further information may be found [here](#) and within the service's

privacy policy.

Personal Data processed: device information; language; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information; inferred information.

This processing constitutes:

- a Sale in California

Meta Events Manager (Meta Platforms, Inc.)

Meta Events Manager is an analytics service provided by Meta Platforms, Inc. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on this Website.

Personal Data processed: Data communicated while using the service; payment info; Usage Data.

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

Category of Personal Information collected according to CCPA: commercial information; internet information.

This processing constitutes:

- a Sale in California

Contacting the User

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; email address; last name; phone number.

Category of Personal Information collected according to CCPA: identifiers.

This processing constitutes:

- a Sale in Virginia, Colorado, Connecticut, Utah, Texas, Oregon and Montana

Contact form (this Website)

By filling in the contact form with their Data, the User authorises this Website to use these details to reply to requests for information, quotes or any other kind of request as indicated by the form's header.

Personal Data processed: email address; first name; last name.

Category of Personal Information collected according to CCPA: identifiers.

This processing constitutes:

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of this Website and interact with them.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

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 this Website to incorporate content of this kind on its pages.

Personal Data processed: Tracker; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Font Awesome (Fonticons, Inc.)

Font Awesome is a typeface visualisation service provided by Fonticons, Inc. that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

YouTube video widget (Google LLC)

YouTube is a video content visualisation service provided by Google LLC that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Trackers; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

YouTube video widget (Privacy Enhanced Mode) (Google LLC)

YouTube is a video content visualisation service provided by Google LLC that allows this Website to incorporate content of this kind on its pages.

This widget is set up in a way that ensures that YouTube won't store information and cookies about Users on this Website unless they play the video.

Personal Data processed: Trackers; Universally unique identifier (UUID); Usage Data.

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

Category of Personal Information collected according to CCPA: identifiers; internet information.

This processing constitutes:

- a Sale in California

Handling payments

Unless otherwise specified, this Website 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. This Website 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.

PayPal (PayPal Inc.)

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

Personal Data processed: email address; first name; last name.

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

Category of Personal Information collected according to CCPA: identifiers.

This processing constitutes:

- a Sale in Virginia, Colorado, Connecticut, Utah, Texas, Oregon and Montana

Interaction with external social networks and platforms

This type of service allows interaction with social networks or other external platforms directly from the pages of this Website. The interaction and information obtained through this Website are always subject to the User's privacy settings for each social network.

This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out from the respective services in order to make sure that the processed data on this Website isn't being connected back to the User's profile.

LinkedIn button and social widgets (LinkedIn Corporation)

The LinkedIn button and social widgets are services allowing interaction with the LinkedIn social network provided by LinkedIn Corporation.

Personal Data processed: Tracker; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in California

Facebook Like button and social widgets

The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Facebook, Inc. or by Facebook Ireland Ltd, depending on how the Owner manages the Data processing,

Personal Data processed: Tracker; Usage Data.

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

Category of Personal Information collected according to CCPA: internet information.

This processing constitutes:

- a Sale in the United States

Platform services and hosting

These services have the purpose of hosting and running key components of this Website, therefore allowing the provision of this Website 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 is a platform provided by Shopify Inc. 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; Tracker; Usage Data.

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

Category of Personal Information collected according to CCPA: identifiers; commercial information; internet information.

This processing constitutes:

Spam and bots protection

This type of service analyses the traffic of this Website, potentially containing Users' Personal Data, with the purpose of filtering it from unwanted parts of traffic, messages and content that are recognised as spam or protecting it from malicious bots activities.

Cloudflare Bot Management (Cloudflare Inc.)

Cloudflare Bot Management is a malicious bot protection and management service provided by Cloudflare Inc.

Personal Data processed: app information; Application opens; browser information; browsing history; city; clicks; country; county; custom events; device information; device logs; geography/region; interaction events; IP address; keypress events; language; latitude (of city); launches; longitude (of city); metro area; motion sensor events; mouse movements; number of sessions; operating systems; page events; page views; province; scroll position; scroll-to-page interactions; search history; session duration; session statistics; state; touch events; Trackers; Usage Data; video views; ZIP/Postal code.

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

Category of Personal Information collected according to CCPA: identifiers; internet information; geolocation data; inferred information.

This processing constitutes:

- a Sharing in California

Traffic optimisation and distribution

This type of service allows this Website to distribute their content using servers located across different countries and to optimise 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 this Website 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 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: various types of Data as specified in the privacy policy of the service.

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

Category of Personal Information collected according to CCPA: identifiers.

Information on opting out of interest-based advertising

In addition to any opt-out feature provided by any of the services listed in this document, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

Further information about the processing of Personal Data

Selling goods and services online

The Personal Data collected are used to provide the User with services or to sell goods, including payment and possible delivery. The Personal Data collected to complete the payment may include the credit card, the bank account used for the transfer, or any other means of payment envisaged. The kind of Data collected by this Website depends on the payment system used.

Cookie Policy

This Website uses Trackers. To learn more, Users may consult the [Cookie Policy](#).

Further Information for Users

Legal basis of processing

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes.
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Further information about retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.
- Personal Data collected for the purposes of the Owner's legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to fulfil a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

The rights of Users based on the General Data Protection Regulation (GDPR)

Users may exercise certain rights regarding their Data processed by the Owner.

In particular, Users have the right to do the following, to the extent permitted by law:

- **Withdraw their consent at any time.** Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data.
- **Object to processing of their Data.** Users have the right to object to the processing of their Data if the processing is carried out on a legal basis other than consent.
- **Access their Data.** Users have the right to learn if Data is being processed by the Owner, obtain disclosure regarding certain aspects of the processing and obtain a copy of the Data undergoing processing.
- **Verify and seek rectification.** Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected.
- **Restrict the processing of their Data.** Users have the right to restrict the processing of their Data. In this case, the Owner will not process their Data for any purpose other than storing it.
- **Have their Personal Data deleted or otherwise removed.** Users have the right to obtain the erasure of their Data from the Owner.
- **Receive their Data and have it transferred to another controller.** Users have the right to receive their Data in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another controller without any hindrance.
- **Lodge a complaint.** Users have the right to bring a claim before their competent data protection authority.

Users are also entitled to learn about the legal basis for Data transfers abroad including to any international organization governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

Details about the right to object to processing

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground related to their particular situation to justify the objection.

Users must know that, however, should their Personal Data be processed for direct marketing purposes, they can object to that processing at any time, free of charge and without providing any justification. Where the User objects to processing for direct marketing purposes, the Personal Data will no longer be processed for such purposes. To learn whether the

Owner is processing Personal Data for direct marketing purposes, Users may refer to the relevant sections of this document.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible and always within one month, providing Users with the information required by law. Any rectification or erasure of Personal Data or restriction of processing will be communicated by the Owner to each recipient, if any, to whom the Personal Data has been disclosed unless this proves impossible or involves disproportionate effort. At the Users' request, the Owner will inform them about those recipients.

Further information for Users in Switzerland

This section applies to Users in Switzerland, and, for such Users, supersedes any other possibly divergent or conflicting information contained in the privacy policy.

Further details regarding the categories of Data processed, the purposes of processing, the categories of recipients of the personal data, if any, the retention period and further information about Personal Data can be found in **the section titled "Detailed information on the processing of Personal Data" within this document.**

The rights of Users according to the Swiss Federal Act on Data Protection

Users may exercise certain rights regarding their Data within the limits of law, including the following:

- right of access to Personal Data;
- right to object to the processing of their Personal Data (which also allows Users to demand that processing of Personal Data be restricted, Personal Data be deleted or destroyed, specific disclosures of Personal Data to third parties be prohibited);
- right to receive their Personal Data and have it transferred to another controller (data portability);
- right to ask for incorrect Personal Data to be corrected.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible, providing Users with the information required by law.

Further information for Users in the United States

This part of the document integrates with and supplements the information contained in the rest of the privacy policy and is provided by the business running this Website and, if the case may be, its parent, subsidiaries and affiliates (for the purposes of this section referred to collectively as "we", "us", "our").

The information contained in this section applies to all Users (Users are referred to below, simply as "you", "your", "yours"), who are residents in the following states: California, Virginia, Colorado, Connecticut, Utah, Texas, Oregon and Montana.

For such Users, this information supersedes any other possibly divergent or conflicting provisions contained in the privacy policy.

This part of the document uses the term Personal Information (and Sensitive Personal Information).

Notice at collection

The following Notice at collection provides you with timely notice about the **categories of Personal Information collected or disclosed in the past 12 months** so that you can exercise meaningful control over our use of that Information.

While such categorization of Personal Information is mainly based on California privacy laws, it can also be helpful for anyone who is not a California resident to get a general idea of what types of Personal Information are collected.

- **Identifiers**

Personal Information collected or disclosed: Access private data, Tracker, About me, Friends' about me, Activities, Birthday, Friends' birthdays, Checkins, Friends' checkins, Education history, Events, Groups, Friends' groups, Hometown, Friends' hometown, Interests, Friends' interests, Current city, Friends' current cities, Questions, Videos, Work history, Email, Access friend lists, Insights, Access requests, Chat, Manage advertisements, Create events, Manage friend lists,

Manage notifications, Custom user actions, Friends' custom user actions, Manage pages, Manage mailbox, Export posts, Upload photos, Video upload, Create notes, Share, Contact email, Manage groups, App notifications, Tagged places, Business management api, User timeline posts access, Custom friend lists access, Groups member info, Age range, Pages manage posts, Pages manage cta, Pages manage engagement, Pages manage instant articles, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Manage catalogue, Leads retrieval, Managing page advertisements, Read insights, User videos, Whatsapp business management, Email address, Last name, Phone number, City, First name, Billing address, Shipping address, Device information, Usage data, Various types of data as specified in the privacy policy of the service, Trackers, Universally unique identifier (uuid), Unique device identifiers for advertising (google advertiser id or idfa, for example), User id, Zip/postal code, State, Province, Country, County, Latitude (of city), Longitude (of city), Metro area, Geography/region, Ip address, App information, Device logs, Operating systems, Browser information, Language, Launches, Number of sessions, Session duration, Scroll-to-page interactions, Mouse movements, Scroll position, Keypress events, Motion sensor events, Touch events, Video views, Clicks, Browsing history, Search history, Session statistics, Page views, Interaction events, Page events, Custom events, Application opens

Sensitive Personal Information collected or disclosed ⓘ: Text Messaging, payment info

Purposes:

- Access to third-party accounts
- Contacting the User
- Handling payments
- Platform services and hosting
- Further information about Personal Data
- Displaying content from external platforms
- Traffic optimisation and distribution
- Spam and bots protection

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms, Inc., PayPal Inc., Shopify Inc., Google LLC, Pinterest, Inc., Cloudflare Inc.

Service providers or contractors: this Website

• **Personal information**

Personal Information collected or disclosed: Access private data, Tracker, About me, Friends' about me, Activities, Birthday, Friends' birthdays, Checkins, Friends' checkins, Education history, Events, Groups, Friends' groups, Hometown, Friends' hometown, Interests, Friends' interests, Current city, Friends' current cities, Questions, Videos, Work history, Email, Access friend lists, Insights, Access requests, Chat, Manage advertisements, Create events, Manage friend lists, Manage notifications, Custom user actions, Friends' custom user actions, Manage pages, Manage mailbox, Export posts, Upload photos, Video upload, Create notes, Share, Contact email, Manage groups, App notifications, Tagged places, Business management api, User timeline posts access, Custom friend lists access, Groups member info, Age range, Pages manage posts, Pages manage cta, Pages manage engagement, Pages manage instant articles, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Manage catalogue, Leads retrieval, Managing page advertisements, Read insights, User videos, Whatsapp business management

Sensitive Personal Information collected or disclosed ⓘ: Text Messaging

Purposes:

- Access to third-party accounts

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms, Inc.

• **Internet or other electronic network activity information**

Personal Information collected or disclosed: Access private data, Tracker, About me, Friends' about me, Activities, Birthday, Friends' birthdays, Checkins, Friends' checkins, Education history, Events, Groups, Friends' groups, Hometown, Friends' hometown, Interests, Friends' interests, Current city, Friends' current cities, Questions, Videos, Work history,

Email, Access friend lists, Insights, Access requests, Chat, Manage advertisements, Create events, Manage friend lists, Manage notifications, Custom user actions, Friends' custom user actions, Manage pages, Manage mailbox, Export posts, Upload photos, Video upload, Create notes, Share, Contact email, Manage groups, App notifications, Tagged places, Business management api, User timeline posts access, Custom friend lists access, Groups member info, Age range, Pages manage posts, Pages manage cta, Pages manage engagement, Pages manage instant articles, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Manage catalogue, Leads retrieval, Managing page advertisements, Read insights, User videos, Whatsapp business management, Usage data, First name, Last name, Billing address, Shipping address, Phone number, Device information, Email address, Trackers, Universally unique identifier (uuid), Unique device identifiers for advertising (google advertiser id or idfa, for example), User id, City, Zip/postal code, State, Province, Country, County, Latitude (of city), Longitude (of city), Metro area, Geography/region, Ip address, App information, Device logs, Operating systems, Browser information, Language, Launches, Number of sessions, Session duration, Scroll-to-page interactions, Mouse movements, Scroll position, Keypress events, Motion sensor events, Touch events, Video views, Clicks, Browsing history, Search history, Session statistics, Page views, Interaction events, Page events, Custom events, Application opens, Data communicated while using the service

Sensitive Personal Information collected or disclosed ⓘ: Text Messaging, payment info

Purposes:

- Access to third-party accounts
- Analytics
- Displaying content from external platforms
- Interaction with external social networks and platforms
- Platform services and hosting
- Advertising
- Spam and bots protection

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms, Inc., Google LLC, LinkedIn Corporation, Facebook, Inc., Shopify Inc., Shopalyst Inc, Fonticons, Inc. , Creative Web Srl, Reklame S.r.l., Pinterest, Inc., Cloudflare Inc.

• **Geolocation data**

Personal Information collected or disclosed: Access private data, Tracker, About me, Friends' about me, Activities, Birthday, Friends' birthdays, Checkins, Friends' checkins, Education history, Events, Groups, Friends' groups, Hometown, Friends' hometown, Interests, Friends' interests, Current city, Friends' current cities, Questions, Videos, Work history, Email, Access friend lists, Insights, Access requests, Chat, Manage advertisements, Create events, Manage friend lists, Manage notifications, Custom user actions, Friends' custom user actions, Manage pages, Manage mailbox, Export posts, Upload photos, Video upload, Create notes, Share, Contact email, Manage groups, App notifications, Tagged places, Business management api, User timeline posts access, Custom friend lists access, Groups member info, Age range, Pages manage posts, Pages manage cta, Pages manage engagement, Pages manage instant articles, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Manage catalogue, Leads retrieval, Managing page advertisements, Read insights, User videos, Whatsapp business management, City, Zip/postal code, State, Province, Country, County, Latitude (of city), Longitude (of city), Metro area, Geography/region, Usage data, Trackers, Ip address, Device information, App information, Device logs, Operating systems, Browser information, Language, Launches, Number of sessions, Session duration, Scroll-to-page interactions, Mouse movements, Scroll position, Keypress events, Motion sensor events, Touch events, Video views, Clicks, Browsing history, Search history, Session statistics, Page views, Interaction events, Page events, Custom events, Application opens

Sensitive Personal Information collected or disclosed ⓘ: Text Messaging

Purposes:

- Access to third-party accounts
- Spam and bots protection

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms, Inc., Cloudflare Inc.

- **Audio, electronic, visual, thermal, olfactory, or similar information**

Personal Information collected or disclosed: Access private data, Tracker, About me, Friends' about me, Activities, Birthday, Friends' birthdays, Checkins, Friends' checkins, Education history, Events, Groups, Friends' groups, Hometown, Friends' hometown, Interests, Friends' interests, Current city, Friends' current cities, Questions, Videos, Work history, Email, Access friend lists, Insights, Access requests, Chat, Manage advertisements, Create events, Manage friend lists, Manage notifications, Custom user actions, Friends' custom user actions, Manage pages, Manage mailbox, Export posts, Upload photos, Video upload, Create notes, Share, Contact email, Manage groups, App notifications, Tagged places, Business management api, User timeline posts access, Custom friend lists access, Groups member info, Age range, Pages manage posts, Pages manage cta, Pages manage engagement, Pages manage instant articles, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Manage catalogue, Leads retrieval, Managing page advertisements, Read insights, User videos, Whatsapp business management

Sensitive Personal Information collected or disclosed ⓘ: Text Messaging

Purposes:

- Access to third-party accounts

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms, Inc.

- **Employment related information**

Personal Information collected or disclosed: Access private data, Tracker, About me, Friends' about me, Activities, Birthday, Friends' birthdays, Checkins, Friends' checkins, Education history, Events, Groups, Friends' groups, Hometown, Friends' hometown, Interests, Friends' interests, Current city, Friends' current cities, Questions, Videos, Work history, Email, Access friend lists, Insights, Access requests, Chat, Manage advertisements, Create events, Manage friend lists, Manage notifications, Custom user actions, Friends' custom user actions, Manage pages, Manage mailbox, Export posts, Upload photos, Video upload, Create notes, Share, Contact email, Manage groups, App notifications, Tagged places, Business management api, User timeline posts access, Custom friend lists access, Groups member info, Age range, Pages manage posts, Pages manage cta, Pages manage engagement, Pages manage instant articles, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Manage catalogue, Leads retrieval, Managing page advertisements, Read insights, User videos, Whatsapp business management

Sensitive Personal Information collected or disclosed ⓘ: Text Messaging

Purposes:

- Access to third-party accounts

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms, Inc.

- **Education information**

Personal Information collected or disclosed: Access private data, Tracker, About me, Friends' about me, Activities, Birthday, Friends' birthdays, Checkins, Friends' checkins, Education history, Events, Groups, Friends' groups, Hometown, Friends' hometown, Interests, Friends' interests, Current city, Friends' current cities, Questions, Videos, Work history, Email, Access friend lists, Insights, Access requests, Chat, Manage advertisements, Create events, Manage friend lists, Manage notifications, Custom user actions, Friends' custom user actions, Manage pages, Manage mailbox, Export posts, Upload photos, Video upload, Create notes, Share, Contact email, Manage groups, App notifications, Tagged places, Business management api, User timeline posts access, Custom friend lists access, Groups member info, Age range, Pages manage posts, Pages manage cta, Pages manage engagement, Pages manage instant articles, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Manage catalogue, Leads retrieval, Managing page advertisements, Read insights, User videos, Whatsapp business management

Sensitive Personal Information collected or disclosed ⓘ: Text Messaging

Purposes:

- Access to third-party accounts

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms, Inc.

• Inferences drawn from other personal information

Personal Information collected or disclosed: Access private data, Tracker, About me, Friends' about me, Activities, Birthday, Friends' birthdays, Checkins, Friends' checkins, Education history, Events, Groups, Friends' groups, Hometown, Friends' hometown, Interests, Friends' interests, Current city, Friends' current cities, Questions, Videos, Work history, Email, Access friend lists, Insights, Access requests, Chat, Manage advertisements, Create events, Manage friend lists, Manage notifications, Custom user actions, Friends' custom user actions, Manage pages, Manage mailbox, Export posts, Upload photos, Video upload, Create notes, Share, Contact email, Manage groups, App notifications, Tagged places, Business management api, User timeline posts access, Custom friend lists access, Groups member info, Age range, Pages manage posts, Pages manage cta, Pages manage engagement, Pages manage instant articles, Pages manage metadata, Instagram basic, Instagram manage comments, Instagram manage insights, Manage catalogue, Leads retrieval, Managing page advertisements, Read insights, User videos, Whatsapp business management, City, Zip/postal code, State, Province, Country, County, Latitude (of city), Longitude (of city), Metro area, Geography/region, Usage data, Trackers, Ip address, Device information, App information, Device logs, Operating systems, Browser information, Language, Launches, Number of sessions, Session duration, Scroll-to-page interactions, Mouse movements, Scroll position, Keypress events, Motion sensor events, Touch events, Video views, Clicks, Browsing history, Search history, Session statistics, Page views, Interaction events, Page events, Custom events, Application opens

Sensitive Personal Information collected or disclosed ⓘ: Text Messaging

Purposes:

- Access to third-party accounts
- Spam and bots protection
- Analytics

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms, Inc., Cloudflare Inc.

• Commercial information

Personal Information collected or disclosed: First name, Last name, Billing address, Shipping address, Phone number, Device information, Tracker, Usage data, Email address, Data communicated while using the service

Sensitive Personal Information collected or disclosed ⓘ: payment info

Purposes:

- Platform services and hosting
- Analytics

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Shopify Inc., Meta Platforms, Inc.

ⓘ You can read the definitions of these concepts inside the “[Definitions and legal references section](#)” of the privacy policy.

To know more about your rights in particular to opt out of certain processing activities and to limit the use of your sensitive personal information (“Limit the Use of My Sensitive Personal Information”) you can refer to the “[Your privacy rights under US state laws](#)” section of our privacy policy.

For more details on the collection of Personal Information, please read the section “[Detailed information on the processing of Personal Data](#)” of our privacy policy.

We won’t process your Information for unexpected purposes, or for purposes that are not reasonably necessary to and compatible with the purposes originally disclosed, without your consent.

What are the sources of the Personal Information we collect?

We collect the above-mentioned categories of Personal Information, either directly or indirectly, from you when you use this Website.

For example, you directly provide your Personal Information when you submit requests via any forms on this Website. You also provide Personal Information indirectly when you navigate this Website, as Personal Information about you is automatically observed and collected.

Finally, we may collect your Personal Information from third parties that work with us in connection with the Service or with the functioning of this Website and features thereof.

Your privacy rights under US state laws

You may exercise certain rights regarding your Personal Information. In particular, to the extent permitted by applicable law, you have:

- **the right to access Personal Information: the right to know.** You have the right to request that we confirm whether or not we are processing your Personal Information. You also have the right to access such Personal Information;
- **the right to correct inaccurate Personal Information.** You have the right to request that we correct any inaccurate Personal Information we maintain about you;
- **the right to request the deletion of your Personal Information.** You have the right to request that we delete any of your Personal Information;
- **the right to obtain a copy of your Personal Information.** We will provide your Personal Information in a portable and usable format that allows you to transfer data easily to another entity – provided that this is technically feasible;
- **the right to opt out from the Sale of your Personal Information;** We will not discriminate against you for exercising your privacy rights.
- **the right to non-discrimination.**

Additional rights for Users residing in California

In addition to the rights listed above common to all Users in the United States, as a User residing in California, you have

- **The right to opt out of the Sharing of your Personal Information** for cross-context behavioral advertising;
- **The right to request to limit our use or disclosure of your Sensitive Personal Information** to only that which is necessary to perform the services or provide the goods, as is reasonably expected by an average consumer. Please note that certain exceptions outlined in the law may apply, such as, when the collection and processing of Sensitive Personal Information is necessary to verify or maintain the quality or safety of our service.

Additional rights for Users residing in Virginia, Colorado, Connecticut, Texas, Oregon and Montana

In addition to the rights listed above common to all Users in the United States, as a User residing in Virginia, Colorado, Connecticut, Texas and Oregon, you have

- **The right to opt out of** the processing of your personal information for **Targeted Advertising or profiling** in furtherance of decisions that produce legal or similarly significant effects concerning you;
- **The right to freely give, deny or withdraw your consent for the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer.

Additional rights for users residing in Utah

In addition to the rights listed above common to all Users in the United States, as a User residing in Utah, you have

- **The right to opt out of** the processing of your Personal Information for **Targeted Advertising;**

- **The right to opt out of the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer.

How to exercise your privacy rights under US state laws

To exercise the rights described above, you need to submit your request to us by contacting us via the contact details provided in this document.

For us to respond to your request, we must know who you are. We will not respond to any request if we are unable to verify your identity and therefore confirm the Personal Information in our possession relates to you. You are not required to create an account with us to submit your request. We will use any Personal Information collected from you in connection with the verification of your request solely for verification and shall not further disclose the Personal Information, retain it longer than necessary for purposes of verification, or use it for unrelated purposes.

If you are an adult, you can make a request on behalf of a child under your parental authority.

How to exercise your rights to opt out

In addition to what is stated above, to exercise your right to opt-out of Sale or Sharing and Targeted Advertising you can also use the privacy choices link provided on this Website.

If you want to submit requests to opt out of Sale or Sharing and Targeted Advertising activities via a user-enabled **global privacy control**, such as for example the Global Privacy Control (“[GPC](#)”), you are free to do so and we will abide by such request in a frictionless manner.

How and when we are expected to handle your request

We will respond to your request without undue delay, but in all cases within the timeframe required by applicable law. Should we need more time, we will explain to you the reasons why, and how much more time we need.

Should we deny your request, we will explain to you the reasons behind our denial (where envisaged by applicable law you may then contact the relevant authority to submit a complaint).

We do not charge a fee to process or respond to your request unless such request is manifestly unfounded or excessive and in all other cases where it is permitted by the applicable law. In such cases, we may charge a reasonable fee or refuse to act on the request. In either case, we will communicate our choices and explain the reasons behind them.

Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of this Website or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

Additional information about User's Personal Data

In addition to the information contained in this privacy policy, this Website may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

System logs and maintenance

For operation and maintenance purposes, this Website and any third-party services may collect files that record interaction with this Website (System logs) or use other Personal Data (such as the IP Address) for this purpose.

Information not contained in this policy

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

Changes to this privacy policy

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within this Website and/or - as far as technically and legally feasible - sending a notice to Users via any contact information

available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

Definitions and legal references

Personal Data (or Data) / Personal Information (or Information)

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.

Sensitive Personal Information

Sensitive Personal Information means any Personal Information that is not publicly available and reveals information considered sensitive according to the applicable privacy law.

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.

Sale

Sale means any exchange of Personal Information by the Owner to **a third party, for monetary or other valuable consideration**, as defined by the applicable privacy US state law. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the applicable law, does not constitute a Sale of your Personal Information.

Sharing

Sharing means any sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's Personal Information by the business to a **third party for cross-context behavioural advertising**, whether for monetary or other valuable consideration, including transactions between a business and a third party for cross-context behavioural advertising for the benefit of a business in which no money is exchanged, as defined by the California privacy laws. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the California privacy laws, does not constitute sharing of your Personal Information.

Targeted advertising

Targeted advertising means displaying advertisements to a consumer where the advertisement is selected based on Personal Information obtained from that consumer's activities over time and across nonaffiliated websites or online applications to predict such consumer's preferences or interests, as defined by the applicable privacy US state law.

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.

Email

Provides access to the User's primary email address.

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: 7 May 2024