

COOKIE POLICY

1 Cookie Policy

This policy on the processing of personal data ("**Cookie Policy**") refers to the processing of the user's personal data carried out by TackPay s.r.l., with registered office in Via Tolceto 26/2, 16040 Ne (GE) ("**Owner**", "**we**", "**us**", "**our**") through cookies and/or other tracking technologies when the user visits the site www.tackpay.net ("**Site**") or uses the TackPay smartphone application, which can also be used in web app mode at www.app.tackpay.net ("**App**").

We invite the user to read carefully the Cookie Policy, the Privacy Policy (herein fully recalled) and further information on the processing of personal data on the Site and the App before interacting with our services.

2 What are cookies?

Cookies are small text strings sent by sites you visit and stored on your device used to access those sites. When you visit the same site again, your browser reads the cookies stored on your device and sends the information back to the site that originally created the cookies.

Cookies differ according to the different subject that installs them on your device and their functionality.

Depending on the subject that installs them, cookies are distinguished in:

- first-party cookies (managed by the owner of the site visited),
- third party cookies (managed by a third party other than the owner of the site visited).

Depending on their functionality, cookies are divided into:

- technical cookies, which are essential for the operation of the site and the provision of services offered by it, collect information such as your language preferences;
- profiling cookies, aimed at creating and/or enriching profiles related to the user and used in order to send and/or show advertising messages in line with the preferences expressed by the user when surfing the web.

In turn, technical cookies can be divided into:

- navigation or session cookies, which guarantee the normal navigation and use of the website (allowing, for example, to make a purchase or authenticate to access reserved areas);
- *Analytics* cookies, similar to technical cookies when used to collect information, in aggregate form, on the number of users and how they visit the site itself (and not also for profiling or marketing purposes);
- functionality cookies, which allow the user to navigate according to a number of selected criteria (e.g. language, products selected for purchase) in order to improve the service provided to the user.

Cookies may be temporary (when they are automatically deleted at the end of the connection session) or permanent (when they remain stored on your device, unless you delete them).

3 What cookies do we use?

Our Site and App also use various types of cookies and other cookie-like technologies that allow us to read and store information on your device (such as web beacons and GIFs, referred to herein generically as "cookies") to collect information in a passive form and, for example, to perform statistical analysis, personalize and facilitate your browsing experience and, with your consent, to send you promotional messages based on your interests.

Based on the classification we have illustrated above, we inform you that the Site and the App use:

- technical cookies,
- first-party profiling cookies and third-party profiling cookies.

The installation of technical cookies does not require the user's prior consent and may, in any case, always be deactivated. Their deactivation, however, may make it impossible to navigate the Site correctly or make it difficult to use the App, as well as make it impossible to use the services, pages, functions or content offered by us.

In addition, in order to constantly improve our services, we use some *analytics* services that collect aggregate information about user behavior on the Site and the App and allow us to perform statistical analysis on how users navigate. These services collect information in an aggregate form (for example, pages visited, time spent, traffic origin, geographical origin), without associating the user's browsing IP address to any other data already held (in fact, tools have been adopted that reduce the identification power of cookies by masking significant portions of the IP address) and, therefore, these cookies can be assimilated to technical cookies, for which consent is not required.

As regards profiling cookies (which also include *analytics cookies* that do not anonymize the IP address), their installation requires the user's prior optional consent and it is always possible to choose which profiling cookies to give consent to.

When it comes to third party profiling cookies, i.e. installed/used on the Site and App by third parties other than the Owner, the user gives or denies consent directly to the owner of the cookie in question and the management of the information collected by third party cookies is governed by the relevant information to which please refer (the Owner refers to these via links in the table below).

Below is the table of cookies used by us.

What cookies do we use?			
Name	Typology	Purpose	Expiry date
<i>Cookie_id</i>	First part technical cookie	Keeps track of the user's acceptance of cookies	If user accepted: 1 year
			If the user has not accepted: until the end

			of the session
<i>_ga</i>	Google Tag Manager - Third-Party Analytical Cookie (Google)	Register a unique identifier for each user in order to generate statistical data on the use of our online services.	2 years
<i>_gat</i>	Google Analytics (Google)	Used by Google Analytics to limit the frequency of requests	1 day
<i>gid</i>	Google Universal Analytics (Google)	Register a unique ID that is used to generate statistics on how the visitor uses the website	1 day
<i>IDE</i>	Google Campaign Manager - Third-party profiling cookies (Google)	Track conversions from Google Campaign platform advertisements	3 months
<i>Ads/ga-audiences</i>	Google Adwords - Third party profiling cookies (Google)	Track conversions from Google Adwords platform advertisements.	30 days
<i>__hssrc</i>	Hubspot (Hubspot)	It collects statistical data relating to visits to the user's website, such as the number of visits, the average time spent on the website and which pages were loaded. The purpose is to segment website users according to factors such as demographics and geographic location in order to enable media and marketing agencies to structure and understand their target	Session

		groups to enable personalized online advertising.	
<i>__hssc</i>	Hubspot (Hubspot)	It collects statistical data relating to visits to the user's website, such as the number of visits, the average time spent on the website and which pages were loaded. The purpose is to segment website users according to factors such as demographics and geographic location in order to enable media and marketing agencies to structure and understand their target groups to enable personalized online advertising.	1 day
<i>__hstc</i>	Hubspot (Hubspot)	It collects statistical data relating to visits to the user's website, such as the number of visits, the average time spent on the website and which pages were loaded. The purpose is to segment website users according to factors such as demographics and geographic location in order to enable media and marketing agencies to structure and understand their target groups to enable personalized online advertising.	1 year
<i>__ptq.gif</i>	Hubspot (Hubspot)	Send data to the Hubspot marketing platform on the device and visitor behavior. Keep track of the visitor on devices and marketing channels.	Session

<i>glc_au</i>	Google Ad Sense (Google)	Used by Google AdSense to experience the efficiency of advertising on websites that use their services.	3 months
<i>embed/v3/counters.gif</i>	Hubspot (Hubspot)	Collects information about user preferences and/or interaction with web campaign content - Is used on the CRM campaign platform used by website owners to promote events or products.	Session
<i>hubspotutk</i>	Hubspot (Hubspot)	It keeps track of a visitor's identity. This cookie is transmitted to the HubSpot marketing platform when the form is submitted and used for contact deduplication.	1 year
<i>test_cookie</i>	Google Tag Manager (Google)	Used to check whether your browser supports cookies.	1 day
<i>pagead/1p-conversion/#</i>	Google Tag Manager (Google)	Generated by Google pagead dynamic marketing to monitor events such as conversions or other significant user interactions	Session
<i>_hjAbsoluteSessionInProgress</i>	HotJar	This cookie is used to count how many times a website has been visited by several visitors - this is done by assigning the visitor an ID, so that the visitor is not registered twice.	1 day
<i>_hjid</i>	HotJar	Set a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	1 year
<i>_hjid</i>	HotJar	Set a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	Persistent

<i>_hjIncludedInPageviewSample</i>	HotJar	Determines whether the user's navigation should be recorded at a specific statistical location.	1 day
<i>_hjIncludedInPageviewSample</i>	HotJar	Determines whether the user's navigation should be recorded at a specific statistical location.	Persistent
<i>_hjIncludedInSessionSample</i>	HotJar	It records data about visitors' website behavior. This is used for internal analysis and optimization of the website.	1 day
<i>_hjIncludedInSessionSample</i>	HotJar	It records data about visitors' website behavior. This is used for internal analysis and optimization of the website.	Persistent
<i>_hjRecordingLastActivity</i>	HotJar	Used in the context of the website user feedback functionality. Determines whether the user has been shown feedback messages.	Session
<i>_hjTLDDTest</i>	HotJar	Detects SEO-ranking for the current website. This service is part of a third-party statistics and analysis service.	Session
<i>hjViewportId</i>	HotJar	Set a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	Session
<i>_hjRecordingEnabled</i>	HotJar	This cookie is used to identify the visitor and optimize ad-relevance by collecting visitor data from multiple websites - this visitor data exchange is usually provided by a third-party data center or ad-exchange.	Session

	Active Campaign (Active Campaign)	Track user activities and information in order to promote targeted marketing actions	1 year
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4 Social buttons

The *social buttons* on the Site that represent social network icons (i.e. Facebook, Instagram, Twitter) allow you to interact directly with social platforms. The *social buttons* present on the Site and on the App are links to the respective accounts of the Owner on the social networks depicted. The use of these buttons, services and functionalities implies the exchange of information with these social networks, therefore the management of the information and how to delete it is regulated by the social networks themselves. For this purpose, we invite the user to consult the respective data processing information of each of the listed social networks:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

5 Opt-out mode

Since most browsers are set to automatically accept cookies, you can follow the instructions below to manage and disable cookies directly from your browser settings:

- [manage Mozilla Firefox cookies](#)
- [manage Google Chrome cookies](#)
- [manage Safari cookies](#)
- [manage Internet Explorer cookies](#)
- [manage Microsoft Edge cookies](#)

In any case, each of the third party cookies can be deactivated by following the link indicated for each one in the table above. For more information about cookies and how to disable them, we suggest that you also consult the following sites:

- www.youronlinechoices.com/it
- www.allaboutcookies.org

Finally, in order to revoke your consent to the use of cookies or for any information on the processing of your personal data by cookies, you may send us an e-mail to: privacy@tackpay.net

6 Modifications and updates

The Owner reserves the right to modify or update, in whole or in part, the content of the Cookie Policy (even following changes in applicable legislation). The changes will be published on the Site and, if substantial, communicated to users by e-mail. The Owner therefore invites the user to visit this section on a regular basis in order to keep updated on how the Owner processes his or her

personal data. Previous versions of the Cookie Policy may be requested from the Owner using the methods indicated above.

Version updated in October 2020.