

Cookie Policy of Purchasely

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 Purchasely 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 Purchasely.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Purchasely uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information — such as the presence of other Trackers — in the linked privacy policies of the respective third-party providers or by contacting the Owner.

How Purchasely uses Trackers

Necessary

Purchasely uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Trackers managed by third parties

Cloudflare (Cloudflare, Inc.)

Cloudflare is a traffic optimization and distribution service provided by Cloudflare Inc. The way Cloudflare is integrated means that it filters all the traffic through Purchasely, i.e., communication between Purchasely and the User's browser, while also allowing analytical data from Purchasely to be collected.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

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

Trackers duration:

- _cfuid: indefinite
- cf_clearance: 30 minutes

Google Tag Manager (Google Ireland Limited)

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

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

Personal Data processed: Trackers and Usage Data.

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

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 and ZIP/Postal code.

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

Trackers duration:

- __cf_bm: 3 seconds
- __cfuid: duration of the session
- _cfuid: indefinite
- cf_clearance: 30 minutes
- cf_ob_info: 3 seconds
- cf_use_ob: 3 seconds
- cfmrk_cic: 3 months

Cloudflare Turnstile (Cloudflare, Inc.)

Cloudflare Turnstile is a spam protection service provided by Cloudflare, Inc.

Personal Data processed: browser fingerprint, browser information, IP address, Trackers and Usage Data.

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

Trackers duration:

- cf_clearance: 30 minutes

Google reCAPTCHA (Google Ireland Limited)

Google reCAPTCHA is a spam protection service provided by Google Ireland Limited.

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](#).

Trackers duration:

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

Webflow (Webflow, Inc.)

Webflow is a platform provided by Webflow, Inc. that allows the Owner to build, run and host Purchasely. Webflow is highly customizable and can host websites from simple blogs to complex e-commerce platforms.

Personal Data processed: Trackers and Usage Data.

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

Stripe (Stripe, Inc.)

Stripe is a payment service provided by Stripe, Inc.

Personal Data processed: email address, first name, last name, Trackers and Usage Data.

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

Trackers duration:

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

Functionality

Purchasely 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.

Trackers managed by third parties

Mailing list or newsletter

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 Purchasely. Your email address might also be added to this list as a result of signing up to Purchasely or after making a purchase.

Personal Data processed: email address, Trackers and Usage Data.

Google Workspace (Google Ireland Limited)

Google Workspace is an integrated suite of cloud-based productivity, collaboration and storage services provided by Google Ireland Limited. Gmail or other G Suite services are not scanned by Google for advertising purposes. In addition, Google does not collect or use data inside these services for advertising purposes in any other way.

Personal Data processed: Data communicated while using the service, Trackers and Usage Data.

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

Experience

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

Trackers managed by third parties

Facebook Like Button and Social Widgets (Meta Platforms Ireland Limited)

The Facebook Like Button and Social Widgets are services allowing interaction with the Facebook social network provided by Meta Platforms Ireland Limited.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- _fbp: 3 months
- datr: 2 years
- lastExternalReferrer: duration of the session

Google Maps Widget (Google Ireland Limited)

Google Maps is a maps visualization service provided by Google Ireland Limited that allows Purchasely to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

Google Fonts (Google Ireland Limited)

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

Personal Data processed: Trackers and Usage Data.

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

Google Drive account access (Google Ireland Limited)

This service allows Purchasely to connect with the User's account on Google Drive, provided by Google Ireland Limited.

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

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

Measurement

Purchasely uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed directly by the Owner

optibase

Optibase is an A/B testing and conversion optimization service that lets us show different versions of our website pages to visitors and measure which version performs better. Optibase assigns each visitor a random identifier, stored in the browser's local storage and in a cookie, so the same visitor keeps seeing the same variant across visits. This data is used only to run and measure experiments on our website.

Personal Data processed: Trackers.

Trackers managed by third parties

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 Purchasely, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google's official documentation](#).

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

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

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

Trackers 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 Purchasely.

Personal Data processed: browsing history, clicks, page views, Trackers and Usage Data.

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

Trackers duration:

- `_fbp`: 3 months

- lastExternalReferrer: duration of the session
- lastExternalReferrerTime: duration of the session

HubSpot Analytics (HubSpot, Inc.)

HubSpot Analytics is an analytics service provided by HubSpot, Inc.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- __hmpl: duration of the session
- __hs_gpc_banner_dismiss: 6 months
- __hssc: 30 minutes
- __hssrc: duration of the session
- __hstc: 2 years
- hublytics_events_53: duration of the session
- hubspotutk: 2 years
- messagesUtk: 2 years

Marketing

Purchasely uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

Some of the advertising services used by the Owner adhere to the [IAB Transparency and Consent Framework](#), an initiative that facilitates responsible privacy practices across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customize their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on Purchasely.

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

Trackers managed by third parties

Google Ads conversion tracking (Google Ireland Limited)

Google Ads conversion tracking is an analytics service provided by Google Ireland Limited that connects data from the Google Ads advertising network with actions performed on Purchasely.

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- IDE: 2 years
- test_cookie: 15 minutes

LinkedIn conversion tracking (LinkedIn Insight Tag) (LinkedIn Corporation)

LinkedIn conversion tracking (LinkedIn Insight Tag) is an analytics and behavioral targeting service provided by LinkedIn Corporation that connects data from the LinkedIn advertising network with actions performed on Purchasely. The LinkedIn Insight Tag tracks conversions that can be attributed to LinkedIn ads and enables to target groups of Users on the base of their past use of Purchasely.

Users may opt out of behavioral targeting features through their device settings, [their LinkedIn account settings](#) or by visiting the [AdChoices opt-out page](#).

Personal Data processed: device information, Trackers and Usage Data.

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

Trackers duration:

- AnalyticsSyncHistory: 1 month
- JSESSIONID: duration of the session
- UserMatchHistory: 1 month
- bcookie: 1 year
- bscookie: 1 year
- lang: duration of the session
- li_gc: 7 months
- lidc: 1 day
- lms_ads: 1 month
- lms_analytics: 1 month
- sdui_ver: 1 day

Primo (Visarity Technologies GmbH)

Primo is an advertising service provided by Visarity Technologies GmbH.

Personal Data processed: Trackers and Usage Data.

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

Prisma Media (Prisma Media)

Prisma Media is an advertising service provided by Prisma Media.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration: indefinite

LinkedIn Ads (LinkedIn Ireland Unlimited Company)

LinkedIn Ads is an advertising service provided by LinkedIn Ireland Unlimited Company.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- GAID: indefinite
- IDFA: indefinite
- UserMatchHistory: 1 month
- _gcl_*: 3 months
- _guid: 3 months
- aam_uuid: 1 month
- li_fat_id: 1 month
- li_giant: 7 days
- li_sugr: 3 months
- lms_ads: 1 month
- oribi_cookie_test: duration of the session
- oribi_session: 2 hours
- oribi_user_guid: 7 months

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 Purchasely. 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](#).

Trackers duration:

- _fbclid: 3 months
- _fbp: 3 months

- fr: 3 months
- lastExternalReferrer: duration of the session
- lastExternalReferrerTime: duration of the session

Google Conversion linker (Google Ireland Limited)

Google Conversion linker is an analytics service provided by Google Ireland Limited that connects Data from the Google advertising services with actions performed on Purchasely. Depending on the setup of the service, such Data might also be used for retargeting purposes.

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

Personal Data processed: Trackers and Usage Data.

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

HubSpot CRM (HubSpot, Inc.)

HubSpot CRM is a User database management service provided by HubSpot, Inc.

Personal Data processed: email address, first name, last name, Trackers and Usage Data.

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

Trackers duration:

- __hmpl: duration of the session
- __hs_gpc_banner_dismiss: 6 months
- __hssc: 30 minutes
- __hssrc: duration of the session
- __hstc: 2 months
- hublytics_events_53: duration of the session
- hubspotutk: 2 months
- messagesUtk: 2 months

HubSpot Lead Management (HubSpot, Inc.)

HubSpot Lead Management is a User database management service provided by HubSpot, Inc.

Personal Data processed: email address, Trackers and Usage Data.

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

Trackers duration:

- __hmpl: duration of the session
- __hs_gpc_banner_dismiss: 6 months
- __hssc: 30 minutes
- __hssrc: duration of the session
- __hstc: 2 months
- hublytics_events_53: duration of the session
- hubspotutk: 2 months
- messagesUtk: 2 months

lemlist (lempire SAS)

lemlist is a lead generation service provided by lempire SAS that identifies qualified leads (i.e. contacts that have indicated an interest in becoming paying customers) and allows their management.

Personal Data processed: company name, date of the message, email address, email opens, first name, last name, page views, phone number, time the message was received, time the message was sent, Trackers and Usage Data.

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

How to manage preferences on Purchasely

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

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

How to control or delete Cookies and similar technologies via your device settings

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU and UK), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

Consequences of denying the use of Trackers

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help Purchasely to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, if the User chooses to block the use of Trackers, the Owner may be unable to provide related features.

Owner and Data Controller

Purchasely, 17 chemin des Loriots, 93230 Romainville

Owner contact email: dpo@purchasely.com

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

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 Purchasely (or third-party services employed in Purchasely), which can include: the IP addresses or domain names of the computers utilized by the Users who use Purchasely, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using Purchasely 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 Purchasely. The Data Controller, unless otherwise specified, is the Owner of Purchasely.

Purchasely (or this Application)

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

Service

The service provided by Purchasely as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

This policy has been prepared based on provisions of multiple legislations.

This policy relates solely to Purchasely, if not stated otherwise within this document.

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