Uipple – "Cookie Policy" Tracking Technologies

In this document, we refer to Uipple and its affiliates as "Uipple," "we" or "us." We refer to our website and online services as "the Sites."

This document will explain how Uipple uses cookies and similar instruments to enable the use of tracking tools on our website, in accordance with our Privacy Policy.

If you have any questions about this Cookie Policy, or if you wish to exercise your data protection rights, you can write to us by email at privacy@uipple.com, or you may contact us by pose at the address below.

Uipple
Via Antonio de Curtis, 20
80018, Mugnano di Napoli, NA
Italia
Attn.: Data Protection & Privacy

1.   What are Cookies, why do they matter for privacy?

Cookies are small text files. When you visit certain websites, these files are placed on your device using standard mechanisms built into web browsers.

Cookies are of concern for privacy because tracking technologies can use them to store information that is used to uniquely identify you. Not all tracking technologies use cookies, but most operate in similar ways.

Cookies also have many uses that can improve the experience of browsing websites and using online services.

Depending on how you configure your browser, your agreements with third parties who also provide tracking tools, and your browsing habits, tracking and monitoring tools can use cookies and similar instruments to identify you across different websites and track your online behavior to varying degrees.

Most website owners, including Uipple, integrate third party tracking tools to determine their audience, for advertising and marketing, and for performance monitoring.

If you are concerned about the privacy of your browsing online and want to learn more about how and why many organizations can, and do, use cookies and other technologies to track your activity across websites you can refer to this accessible explanation. You can also refer to https://allaboutcookies.org, and https://www.youronlinechoices.eu.

2. How to manage cookies or opt out.

You can configure your browser not to accept cookies. If you disable, edit, or remove all cookies some features of the Sites may not function or may become unavailable. You can view, delete, or modify cookies using your browser's developer tools.

If you do not want to accept cookies when you visit the Sites, you can adjust your browser settings as described.

3. How and why do we use cookies and tracking technologies?

As described in our Privacy Policy, we automatically collect some personal data when you visit the Sites. We use cookies and tracking technologies as part of this process, in accordance with our Privacy Policy, for the following.

> To understand how you use our website, to evaluate the performance of our promotional and advertising activities
> To analyze, evaluate, and improve the technical performance of our website, our services, and our products.
> To personalize the Sites based on your interests and preferences
> For targeted advertising and remarketing of our products and services.

Necessary cookies
We will store data relevant for authentication and security in cookies, to keep you signed-in to services or to prevent unauthorized access to your data.

Our third party payment processor for purchases made through the sites, Stripe, uses cookies for fraud detection and prevention, authentication, etc. You can review their privacy policy, and their cookie policy, here.

Preferences and Functionality
We will store information regarding your preferences when you use the Sites, such as your preferred language.

Analytics and Statistics
We will use cookies to store information regarding how you use the Sites during a single browsing session, to collect statistics regarding site usage and to improve the Sites.
We also integrate third-party tools for analytics and statistics that can use data collected by third parties across browsing sessions. These tools use third-party cookies.
Google Marketing Platform, Facebook Pixel, LinkedIn Insights and Twitter Conversion Tracking. We use Google Tag Manager to manage tracking tags.

Marketing and Advertising

We will use tools that can redirect marketing material and advertisements to you on third-party websites based. We also use these tools to measure the performance of advertisements, and for decision making related to advertising and marketing. These tools use third-party cookies.

Google Marketing Platform, Facebook Pixel, LinkedIn Insights and Twitter Conversion Tracking. We use Google Tag Manager to manage tracking tags.

4. Changes to our Cookies Policy

We will update this document with changes to our Cookie Policy. If we are implementing a major change to the way that we use your personal data, we will notify you at least 30 days prior to the change coming into effect. You will be notified either by email, or via a prominent notice on the Sites.

5. How to contact us

If you have any questions about our Cookie Policy or how we process personal data, or to exercise your data protection rights (see our Privacy Policy) you can contact us by email at

privacy@uipple.com
or you may reach us by post at

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