

Cookie Policy of Fundraising For Nonprofits

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 this Website 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 this Website.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Website 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 this Website uses Trackers

Necessary

This Website 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

Google Tag Manager (Google LLC)

Google Tag Manager is a tag management service provided by Google LLC.

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

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

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

Trackers duration:

- cf_clearance: 30 minutes

- `_cfuvid`: indefinite

Google Hosted Libraries (Google Ireland Limited)

Google Hosted Libraries is a traffic optimization and distribution service provided by Google Ireland Limited.

Personal Data processed: Trackers and Usage Data.

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

OpenAI API (OpenAI, L.L.C.)

The OpenAI API provided by OpenAI, L.L.C. is a service that helps the Owner to automate tasks through its AI engine.

Personal Data processed: Trackers and Usage Data.

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

HubSpot Content Hub (HubSpot Germany GmbH)

HubSpot Content Hub is an AI-driven platform provided by HubSpot Germany GmbH that allows the Owner to build, run and host this Website.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- `__hs_opt_out`: 7 months
- `__hs_do_not_track`: 7 months
- `__hs_initial_opt_in`: 7 days
- `__hs_cookie_cat_pref`: 7 months
- `__hs_gpc_banner_dismiss`: 7 months
- `__hs_notify_banner_dismiss`: 7 months
- `hs_ab_test`: duration of the session
- `hs-messages-is-open`: 30 minutes
- `hs-messages-hide-welcome-message`: 1 day
- `__hsmem`: 7 days
- `hs-membership-csrf`: duration of the session
- `hs.superstore.laboratory.*`: 2 days
- `*_key`: 14 days
- `__hmpl`: duration of the session
- `hublytics_events_53`: duration of the session
- `__hstc`: 7 months
- `hubspotutk`: 7 months
- `__hssc`: 30 minutes
- `__hssrc`: duration of the session

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
- `cf_use_ob`: 3 seconds
- `cfmrk_cic`: 3 months
- `cf_ob_info`: 3 seconds

- cf_clearance: 30 minutes
- _cfuid: indefinite

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

PayPal (PayPal Inc.)

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

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

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

Trackers duration:

- ts: duration of the session
- akavpau_ppsd: duration of the session
- l7_az: duration of the session
- x-cdn: duration of the session
- tsrce: duration of the session
- nsid: duration of the session
- x-pp-s: duration of the session
- enforce_policy: duration of the session
- __paypal_storage__: indefinite
- LANG: 8 hours

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:

- m: 2 years
- __stripe_mid: 1 year
- __stripe_sid: 30 minutes
- pay_sid: 1 year
- __Host-LinkSession: 2 years

- link.auth_session_client_secret: duration of the session
- dashboard.banner-dismissals: duration of the session
- _mf: indefinite
- 1: indefinite

Google Pay (Google Ireland Limited)

Google Pay is a payment service provided by Google Ireland Limited, which allows users to make online payments using their Google credentials.

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

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

Payments processed via the Google Play Store (Google Ireland Limited)

This Website uses a payment service provided by Google Ireland Limited that allows the Owner to offer the purchase of the app itself or in-app purchases.

Personal Data processed to complete the purchases are processed by Google, as described in the [privacy policy for the Google Play store](#).

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

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

PayPal Carrier Payments (PayPal Inc.)

PayPal Carrier Payments is a payment service provided by PayPal, Inc., which allows Users to make online payments using their mobile phone operator.

Personal Data processed: device information, payment info, phone number, Trackers and Usage Data.

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

Trackers duration:

- ts: duration of the session
- akavpau_ppsd: duration of the session
- LANG: 8 hours

PayPal Checkout (PayPal Inc.)

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

Personal Data processed: email address, first name, last name, phone number, Trackers, Usage Data and User ID.

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

PayPal Express Checkout (PayPal Inc.)

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

Personal Data processed: email address, first name, last name, phone number, Trackers, Usage Data and User ID.

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

PayPal Payments Hub (PayPal Inc.)

PayPal Payments Hub is a payment service provided by PayPal Inc.

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

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

Trackers duration:

- ts: duration of the session

- akavpau_ppsd: duration of the session
- LANG: 8 hours

iubenda Consent Database (iubenda srl)

The iubenda Consent Database allows to store and retrieve records of Users' consent to the processing of Personal Data, and information and preferences expressed in relation to the provided consent. In order to do so, it makes use of a Tracker that temporarily stores pending information on the User's device until it is processed by the API. The Tracker (a browser feature called localStorage) is at that point deleted.

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

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

Trackers duration:

- ConS JS library localStorage (IUB_DATA): indefinite
- cookie _iub_previous_preference_id: 2 years

iubenda Newsletter Opt-in Booster (iubenda srl)

The iubenda Newsletter Opt-in Booster is a widget provided by iubenda s.r.l. for the collection of consent for email marketing. If the User freely decides to provide their email address via the widget, that consent is confirmed with a double opt-in email. Thereafter, the User's consent is recorded in the "iubenda Consent Database".

If the User withdraws their consent for email marketing using the opt-out method provided by the Owner, the Owner will update this preference in the database.

Personal Data processed: current page, email address, IP address, language and Trackers.

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

HubSpot CMS (HubSpot Germany GmbH)

HubSpot CMS is a platform provided by HubSpot Germany GmbH that allows the Owner to build, run and host this Website.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- __hs_opt_out: 7 months
- __hs_do_not_track: 7 months
- __hs_initial_opt_in: 7 days
- __hs_cookie_cat_pref: 7 months
- __hs_gpc_banner_dismiss: 7 months
- __hs_notify_banner_dismiss: 7 months
- hs_ab_test: duration of the session
- hs-messages-is-open: 30 minutes
- hs-messages-hide-welcome-message: 1 day
- __hsmem: 7 days
- hs-membership-csrf: duration of the session
- hs.superstore.laboratory.*: 2 days
- *_key: 14 days
- __hmpl: duration of the session
- hublytics_events_53: duration of the session
- __hstc: 7 months
- hubspotutk: 7 months
- __hssc: 30 minutes
- __hssrc: duration of the session

Functionality

This Website 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 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: 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](#).

Google Sheets (Google Ireland Limited)

Google Sheets is an online spreadsheet and collaboration service provided by Google Ireland Limited.

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

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

Google Meet (Google Ireland Limited)

Google Meet is a web conferencing management service provided by Google Ireland Limited.

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

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

Google OAuth (Google Ireland Limited)

Google OAuth is a registration and authentication service provided by Google Ireland Limited and is connected to the Google network.

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

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

Facebook Authentication (Meta Platforms, Inc.)

Facebook Authentication is a registration and authentication service provided by Meta Platforms, Inc. and is connected to the Facebook social network.

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](#) – [Opt out](#).

Trackers duration:

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

Facebook OAuth (Meta Platforms, Inc.)

Facebook OAuth is a registration and authentication service provided by Meta Platforms, Inc. and is connected to the Facebook social network.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- _fbp: 3 months
- lastExternalReferrer: duration of the session

LinkedIn OAuth (LinkedIn Corporation)

LinkedIn OAuth is a registration and authentication service provided by LinkedIn Corporation and is connected to the LinkedIn social network.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- lang: duration of the session
- lissc: 1 year
- bcookie: 1 year
- bscookie: 1 year
- JSESSIONID: duration of the session
- sdui_ver: 1 day

YouTube OAuth (Google Ireland Limited)

YouTube OAuth is a registration and authentication service provided by Google Ireland Limited and is connected to the YouTube network.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- VISITOR_PRIVACY_METADATA: 7 months

HubSpot Chat (HubSpot Germany GmbH)

HubSpot Chat is a service for interacting with the HubSpot live chat platform provided by HubSpot Germany GmbH.

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

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

Trackers duration:

- hs-messages-is-open: 30 minutes
- hs-messages-hide-welcome-message: 1 day
- messagesUtk: 7 months
- __hmpl: duration of the session
- hublytics_events_53: duration of the session

WhatsApp Business Chat Widget (Meta Platforms, Inc.)

WhatsApp Business Chat Widget is a service for interacting with the WhatsApp instant messaging app and platform provided by Meta Platforms, Inc.

Personal Data processed: answers to questions, contents of the email or message, Data communicated while using the service, date of the message, first name, last name, phone number, profile picture, sender of the message, time the message was sent, Trackers and user content.

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

Facebook Messenger Customer Chat (Meta Platforms, Inc.)

The Facebook Messenger Customer Chat is a service for interacting with the Messenger instant messaging app and platform provided by Meta Platforms, Inc.

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

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

Trackers duration:

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

HubSpot Service Hub (HubSpot Germany GmbH)

HubSpot Service Hub is an AI-driven support and contact request management service provided by HubSpot Germany GmbH.

Personal Data processed: address, contents of the email or message, Data communicated while using the service, email address, first name, last name, page views, Trackers and Usage Data.

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

Google Publisher Tag (Google Ireland Limited)

Google Publisher Tag is a service provided by Google Ireland Limited that helps to provide ads.

Personal Data processed: Trackers.

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

Bold Subscriptions (Bold Innovation Group Ltd.)

Bold Subscriptions is a subscription management tool provided by Bold Innovation Group Ltd, which allows the Owner to manage subscriptions, invoicing, pricing models, and subscription and revenue analytics.

Personal Data processed: payment info, Trackers, Usage Data and user subscriptions.

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

Experience

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

Trackers managed by third parties

Google Fonts (Google LLC)

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

Personal Data processed: Trackers and Usage Data.

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

Google Programmable Search Engine with AdSense (Google Ireland Limited)

Google Programmable Search Engine is a search engine embedding service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.

Google Programmable Search Engine may display AdSense advertisements. For details of which data are collected, please refer to the privacy policy of this service.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- google_auto_fc_cmp_setting: indefinite

Google Maps Widget (Google Ireland Limited)

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

Personal Data processed: Trackers and Usage Data.

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

Instagram Widget (Meta Platforms, Inc.)

Instagram is an image visualization service provided by Meta Platforms, Inc. that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

Google Calendar Widget (Google Ireland Limited)

Google Calendar Widget is a calendar content visualization service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

Google GeoChart (Google Ireland Limited)

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

Google GeoChart uses Google Maps features and content that is subject to the [Google Maps/Google Earth Additional Terms of Service](#) and the [Google Privacy Policy](#).

To understand Google's use of Data, consult the [Google Business Data page](#).

Personal Data processed: latitude (of city), longitude (of city), search terms, Trackers and Usage Data.

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

Google Programmable Search Engine (Google Ireland Limited)

Google Programmable Search Engine is a search engine embedding service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

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

YouTube Data API (Google Ireland Limited)

YouTube Data API is a video content visualization service provided by Google Ireland Limited that allows this Website to incorporate functions normally executed on YouTube so that Users can watch, find, and manage YouTube content directly on this Website.

Through this Service, this Website may collect Data directly or indirectly on or from Users' devices, including by making use of Trackers. Users may restrict such access to their Data via the [security settings page](#) provided by Google. Users may ask the Owner for further information about these privacy settings at any time through the contact details provided in this document.

Data collected through the Service may also be used to help third parties deliver interest-based advertising. Users can opt out of third-party interest-based advertising through their device settings or by visiting the [Network Advertising Initiative opt-out page](#).

Personal Data processed: Data communicated in order to use the Service, device information, Trackers and Usage Data.

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

Trackers duration:

- VISITOR_PRIVACY_METADATA: 7 months

YouTube IFrame Player (Google Ireland Limited)

YouTube IFrame Player is a video content visualization service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.

Through this Service, this Website may collect Data directly or indirectly on or from Users' devices, including by making use of trackers. Users may restrict such access to their Data via the [security settings page](#) provided by Google. Users may ask the Owner for further information about these privacy settings at any time through the contact details provided in this document.

Data collected through the Service may also be used to help third parties deliver interest-based advertising. Users can opt out of third-party interest-based advertising through their device settings or by visiting the [Network Advertising Initiative opt-out page](#).

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

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

Trackers duration:

- YtIdbMeta:databases: duration of the session
- VISITOR_PRIVACY_METADATA: 7 months
- iU5q-!O9@\$: indefinite
- yt-player-headers-readable: duration of the session
- yt-remote-cast-installed: indefinite
- yt-remote-cast-available: indefinite

YouTube Video Widget (Google Ireland Limited)

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- YSC: duration of the session
- VISITOR_INFO1_LIVE: 8 months
- PREF: 8 months
- ytldb::LAST_RESULT_ENTRY_KEY: duration of the session
- YtIdbMeta:databases: duration of the session
- yt-remote-connected-devices: duration of the session
- yt-remote-device-id: duration of the session
- yt-remote-session-app: indefinite
- yt-remote-session-name: indefinite
- yt-remote-fast-check-period: indefinite
- VISITOR_PRIVACY_METADATA: 7 months
- iU5q-!O9@\$: indefinite
- yt-player-headers-readable: duration of the session
- yt-remote-cast-installed: indefinite
- yt-remote-cast-available: indefinite

YouTube Video Widget (Privacy Enhanced Mode) (Google Ireland Limited)

YouTube is a video content visualization service provided by Google Ireland Limited 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) and Usage Data.

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

Trackers duration:

- iU5q-!O9@\$: indefinite
- yt-player-headers-readable: duration of the session
- yt-remote-cast-installed: indefinite

- yt-remote-cast-available: indefinite

Google Forms (Google Ireland Limited)

Google Forms is a form builder and data collection platform provided by Google Ireland Limited.

Personal Data processed: answers to questions, email address, Trackers and Usage Data.

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

Klaviyo Forms (Klaviyo Inc.)

Klaviyo Forms is a form builder and data collection platform provided by Klaviyo Inc.

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

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

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

Trackers duration:

- __kla_id: 3 years

Meta lead ads (Meta Platforms, Inc.)

Meta lead ads is an advertising and data collection service provided by Meta Platforms, Inc. that allows form-based ads to be shown to Users pre-populated with Personal Data from their Facebook profiles, such as names and email addresses. Depending on the type of advertisement, Users may be requested to provide further information.

Form submission results in the collection and processing of these Data by the Owner under this privacy policy, and only for the specific purpose outlined on the form and/or inside this privacy policy, where provided.

Users may exercise their rights, at any time, including the right to withdraw their consent to the processing of their Data, as specified in the section containing information about User rights in this privacy policy.

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

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

Trackers duration:

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

Google Drive account access (Google Ireland Limited)

This service allows this Website 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](#).

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 Meta Platforms, Inc.

Permissions asked: device information, Email, Trackers and Usage Data.

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

Trackers duration:

- _fbp: 3 months

- lastExternalReferrer: duration of the session

LinkedIn account access (LinkedIn Corporation)

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- lang: duration of the session
- lissc: 1 year
- sdui_ver: 1 day

YouTube account access (Google Ireland Limited)

This service allows this Website to connect with the User's account on YouTube, provided by Google Ireland Limited.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- VISITOR_PRIVACY_METADATA: 7 months

Facebook Comments (Meta Platforms, Inc.)

Facebook Comments is a content commenting service provided by Meta Platforms, Inc. enabling the User to leave comments and share them on the Facebook platform.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- lastExternalReferrer: duration of the session
- datr: 2 years

Facebook Like Button and Social Widgets (Meta Platforms, Inc.)

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

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

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: Trackers and Usage Data.

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

Trackers duration:

- lidc: 1 day

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

Google Friend Connect (Google Ireland Limited)

Google Friend Connect is a social interaction service provided by Google Ireland Limited.

Personal Data processed: Trackers and Usage Data.

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

YouTube Button and Social Widgets (Google Ireland Limited)

The YouTube Button and Social Widgets are services allowing interaction with the YouTube social network provided by Google Ireland Limited.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- YtIdbMeta:databases: duration of the session
- VISITOR_PRIVACY_METADATA: 7 months

PayPal Button and Widgets (PayPal Inc.)

The PayPal Button and Widgets are services allowing interaction with the PayPal platform provided by PayPal Inc.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- ts: duration of the session
- akavpau_ppsd: duration of the session
- LANG: 8 hours

Google Forms (embedded) (Google Ireland Limited)

Google Forms (embedded) is a service for interacting with the Google data collection platform provided by Google Ireland Limited.

Personal Data processed: answers to questions, email address, Trackers and Usage Data.

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

Measurement

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

Trackers managed by third parties

Google Analytics 4 (Google LLC)

Google Analytics 4 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 utilizes 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 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: United States – [Privacy Policy](#) – [Opt out](#); Ireland – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- `_ga`: 2 years
- `_ga_*`: 2 years

User ID extension for Google Analytics (Google Ireland Limited)

Google Analytics on this Website makes use of a feature called User ID. This setup allows for a more accurate tracking of Users by associating that User with the same ID over various sessions and devices. It is set up in a way that doesn't allow Google to personally identify an individual or permanently identify a particular device. The User ID extension might make it possible to connect Data from Google Analytics with other Data about the User collected by this Website. The opt-out link below will only opt you out for the device you are on, but not from tracking performed independently by the Owner. Contact the Owner via the email address provided in this privacy policy to object to the aforementioned tracking as well.

Personal Data processed: Trackers.

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

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:

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

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

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

Trackers duration:

- `_fbp`: 3 months
- `lastExternalReferrer`: duration of the session
- `lastExternalReferrerTime`: duration of the session

LinkedIn Smart Links (LinkedIn Corporation)

LinkedIn Smart Links is a service provided by LinkedIn Corporation, that allows the Owner to create personalized URLs and to measure their effectiveness, as well as User interactions with them.

Personal Data processed: clicks, interaction events, page views, Trackers and Usage Data.

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

Trackers duration:

- lss_bundle_viewer: 2 months
- li_gc: 7 months
- sdui_ver: 1 day

Google Analytics Advertising Reporting Features (Google Ireland Limited)

Google Analytics on this Website has Advertising Reporting Features activated, which collects additional information from the DoubleClick cookie (web activity) and from device advertising IDs (app activity). It allows the Owner to analyze specific behavior and interests Data (traffic Data and Users' ads interaction Data) and, if enabled, demographic Data (information about the age and gender).

Users can opt out of Google's use of cookies by visiting Google's [Ads Settings](#).

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

Personal Data processed: Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and various types of Data as specified in the privacy policy of the service.

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

Trackers duration:

- test_cookie: 15 minutes
- IDE: 2 years
- _gcl_*: 3 months

Google Analytics Demographics and Interests reports (Google Ireland Limited)

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for this Website (demographics means age and gender Data).

Users can opt out of Google's use of cookies by visiting Google's [Ads Settings](#).

Personal Data processed: Trackers and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

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

Trackers duration:

- test_cookie: 15 minutes
- IDE: 2 years
- _gcl_*: 3 months

Google Analytics for Firebase (for apps) (Google Ireland Limited)

Google Analytics for Firebase (for apps) or Firebase Analytics is an analytics service provided by Google Ireland Limited. **In order to understand Google's use of Data, consult [Google's partner policy](#).**

Firebase Analytics may share Data with other tools provided by Firebase, such as Crash Reporting, Authentication, Remote Config or Notifications. The User may check this privacy policy to find a detailed explanation about the other tools used by the Owner.

This Website uses identifiers for mobile devices and technologies similar to cookies to run the Firebase Analytics service.

Users may opt-out of certain Firebase features through applicable device settings, such as the device advertising settings for mobile phones or by following the instructions in other Firebase related sections of this privacy policy, if available.

Personal Data processed: device information, number of sessions, operating systems, session duration, Trackers and Usage Data.

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

Google Analytics Granular location and device data collection (Google Ireland Limited)

Google Analytics on this Website has granular data collection activated which collects location and device data on a per-region basis. It allows the Owner to create and analyze User reports that rely on those metrics.

Personal Data processed: browser information, city, device information, number of Users, session statistics, Trackers and Usage Data.

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

YouTube Analytics and Reporting API (Google Ireland Limited)

YouTube Analytics and Reporting API is a video content analytics service provided by Google Ireland Limited.

Through this Service, this Website may collect Data directly or indirectly on or from Users' devices, including by making use of trackers. Users may restrict such access to their Data via the [security settings page](#) provided by Google. Users may ask the Owner for further information about these privacy settings at any time through the contact details provided in this document.

Data collected through the Service may also be used to help third parties deliver interest-based advertising. Users can opt out of third-party interest-based advertising through their device settings or by visiting the [Network Advertising Initiative opt-out page](#).

Personal Data processed: Data communicated in order to use the Service, device information, Trackers and Usage Data.

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

Trackers duration:

- YtIddbMeta:databases: duration of the session
- VISITOR_PRIVACY_METADATA: 7 months

PayPal Shopper Insights (PayPal Inc.)

PayPal Shopper Insights is an analytics and behavioral targeting service provided by PayPal Inc. that allows the Owner to analyze Users according to their behavior through the use of a dedicated tracking system.

Personal Data processed: clicks, device information, purchase history, referral URL, session statistics, Trackers and Usage Data.

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

Marketing

This Website 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 this Website.

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

Trackers managed by third parties

Google Ads Remarketing (Google LLC)

Google Ads Remarketing is a remarketing and behavioral targeting service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that connects the activity of this Website with the Google Ads advertising network and the DoubleClick Cookie.

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

Users can opt out of Google's use of Trackers for ads personalization by visiting Google's [Ads Settings](#).

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds

- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

Facebook Remarketing (Meta Platforms, Inc.)

Facebook Remarketing is a remarketing and behavioral targeting service provided by Meta Platforms, Inc. that connects the activity of this Website with the Meta Audience Network.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

Meta Custom Audience (Meta Platforms, Inc.)

Meta Custom Audience is a remarketing and behavioral targeting service provided by Meta Platforms, Inc. that connects the activity of this Website with the Meta Audience Network.

Users can opt out of Meta's use of Trackers for ads personalization by visiting this [opt-out page](#).

Personal Data processed: email address and Trackers.

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

Trackers duration:

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

Remarketing with Google Analytics (Google Ireland Limited)

Remarketing with Google Analytics is a remarketing and behavioral targeting service provided by Google Ireland Limited that connects the tracking activity performed by Google Analytics and its Trackers with the Google Ads advertising network and the Doubleclick Cookie.

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](#) – [Opt Out](#).

Trackers duration:

- _gcl_*: 3 months
- IDE: 2 years
- test_cookie: 15 minutes

Klaviyo segmentation and social advertising (Klaviyo Inc.)

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

Klaviyo segmentation and social advertising makes use of tracking technologies to monitor User behavior. This Data is then used to personalize the User's experience and to provide targeted advertising. Klaviyo segmentation and social advertising may also connect the collected Data with other networks, including advertising networks, and enable these parties to track and target the User. The Owner, unless otherwise specified in this document, has no direct relationship with the third parties that Klaviyo segmentation and social advertising may be including.

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

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

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

Trackers duration:

- __kla_id: 3 years

LinkedIn lookalike audiences (LinkedIn Corporation)

LinkedIn lookalike audiences is an advertising and behavioral targeting service provided by LinkedIn Corporation that uses Data collected through LinkedIn's Matched Audiences in order to display ads to Users with similar behavior to Users who are already in a Matched Audiences list on the basis of their past use of this Website or engagement with relevant content across LinkedIn's apps and services. On the basis of these Data, personalized ads will be shown to Users suggested by LinkedIn lookalike audiences.

Personal Data processed: academic background, company name, company revenue, company size, country, date of birth, education history, email address, first name, gender, geographic position, geography/region, industry, interests, IP address, job position, job skills, job title, last name, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), Usage Data and work history.

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

Trackers duration:

- UserMatchHistory: 1 month
- lms_ads: 1 month
- lms_analytics: 1 month
- li_fat_id: 1 month
- li_giant: 7 days
- l_page: 7 months
- queryString: 15 days
- SID: indefinite
- VID: 2 years
- li_gc: 7 months
- sdui_ver: 1 day

LinkedIn Matched Audiences (LinkedIn Corporation)

LinkedIn Matched Audiences is a remarketing and behavioral targeting service provided by LinkedIn Corporation that connects the activity of this Website with the LinkedIn advertising network.

Users can opt out of LinkedIn's use of Trackers for ads personalization by adjusting their [LinkedIn Ads settings](#).

Personal Data processed: academic background, company name, country, education history, geographic position, geography/region, industry, interests, IP address, job position, job skills, job title, Trackers, Usage Data and work history.

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

Trackers duration:

- UserMatchHistory: 1 month
- lms_ads: 1 month
- lms_analytics: 1 month
- li_fat_id: 1 month
- li_giant: 7 days
- l_page: 7 months
- queryString: 15 days
- SID: indefinite
- VID: 2 years
- li_gc: 7 months
- sdui_ver: 1 day

LinkedIn Website Retargeting (LinkedIn Corporation)

LinkedIn Website Retargeting is a remarketing and behavioral targeting service provided by LinkedIn Corporation that connects the activity of this Website with the LinkedIn advertising network.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

Google Ad Manager Audience Extension (Google Ireland Limited)

Google Ad Manager Audience Extension is a remarketing and behavioral targeting service provided by Google Ireland Limited that tracks the visitors of this Website and allows selected advertising partners to display targeted ads across the web to them.

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](#).

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year

- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

Google Signals (Google Ireland Limited)

This Website uses Google Signals, a feature of Google Analytics, which will associate the visitation information that it collects from this Website with Google information from accounts of signed-in Google-account users who have consented to this association for the purpose of ads personalization. This Google information may include User location, search history, YouTube history and Data from sites that partner with Google – and is used to provide aggregated and anonymized insights into Users' cross device behaviors.

If a User falls under the described association, they [may access and/or delete such Data via My Activity](#) provided by Google.

Personal Data processed: Trackers and Usage Data.

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

Google Ads conversion tracking (Google LLC)

Google Ads conversion tracking is an analytics service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Google Ads advertising network with actions performed on this Website.

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

Trackers duration:

- test_cookie: 15 minutes
- IDE: 2 years

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 and Usage Data.

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

Trackers duration:

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

Meta Lookalike Audience (Meta Platforms, Inc.)

Meta Lookalike Audience is an advertising and behavioral targeting service provided by Meta Platforms, Inc. that uses Data collected through Meta's Custom Audience in order to display ads to Users with similar behavior to Users who are already in a Custom Audience list on the basis of their past use of this Website or engagement with relevant content across Meta's apps and services. On the basis of these Data, personalized ads will be shown to Users suggested by Meta Lookalike Audience.

Users can opt out of Meta's use of Trackers for ads personalization by visiting this [opt-out page](#).

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

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

Google Ads enhanced conversions (Google Ireland Limited)

Google Ads enhanced conversions is an advertising service provided by Google Ireland Limited that allows the Owner to send hashed first-party conversion Data to Google in order to improve conversion measurements.

Personal Data processed: address, contact details, email address, first name, last name, phone number and Trackers.

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

Google Search Ads 360 (Google Ireland Limited)

Google Search Ads 360 is an advertising service provided by Google Ireland Limited that allows the Owner to manage and plan search advertising campaigns. This includes displaying ads to the right targeted audience, bidding through automated decision-making tools (called "automated bidding") and measuring the campaign's performance. Users may decide to disable the ad personalization Trackers by going to: [Google Ad Settings](#).

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

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

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

Trackers duration:

- DSID: 14 days
- test_cookie: 15 minutes
- id: 3 years
- pm_sess: 30 minutes
- pm_sess_NNN: 30 minutes
- aboutads_sessNNN: 30 minutes
- ANID: 3 years
- AID: 2 years
- IDE: 3 years
- FLC: 10 seconds

Google Ad Manager (Google Ireland Limited)

Google Ad Manager is an advertising service provided by Google Ireland Limited that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with. This service uses the "DoubleClick" Cookie, which tracks use of this Website and User behavior concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: [Google Ad Settings](#).

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:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

Google Ads Similar audiences (Google Ireland Limited)

Similar audiences is an advertising and behavioral targeting service provided by Google Ireland Limited that uses Data from Google Ads Remarketing in order to display ads to Users with similar behavior to Users who are already on the remarketing list due to their past use of this Website. On the basis of this Data, personalized ads will be shown to Users suggested by Google Ads Similar audiences.

Users who don't want to be included in Similar audiences can opt out and disable the use of advertising Trackers by going to: Google [Ad Settings](#).

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](#) – [Opt out](#).

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years

- `_gac_`: 3 months
- `_gac_gb_`: 3 months
- `_gcl_ag`: 3 months
- `_gcl_au`: 3 months
- `_gcl_aw`: 3 months
- `_gcl_dc`: 3 months
- `_gcl_gb`: 3 months
- `_gcl_gf`: 3 months
- `_gcl_gs`: 3 months
- `_gcl_ha`: 3 months
- `ar_debug`: 3 months
- `id`: 2 years
- `receive-cookie-deprecation`: 6 months
- `test_cookie`: 15 minutes

GEMINI DIRECT (GEMINI DIRECT marketing solutions GmbH)

GEMINI DIRECT is an advertising service provided by GEMINI DIRECT marketing solutions GmbH.

Personal Data processed: Trackers and Usage Data.

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

Meta Advanced Matching (Meta Platforms, Inc.)

Meta Advanced Matching is an advertising service provided by Meta Platforms, Inc. that allows the Owner to send hashed first-party conversion Data to Meta in order to improve conversion measurements.

Personal Data processed: city, country, date of birth, email address, first name, gender, last name, phone number, province, state, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), Usage Data and ZIP/Postal code.

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

Meta Audience Network (Meta Platforms, Inc.)

Meta Audience Network is an advertising service provided by Meta Platforms, Inc. **In order to understand Meta's use of Data, consult [Meta's data policy](#).**

This Website may use identifiers for mobile devices (including Android Advertising ID or Advertising Identifier for iOS, respectively) and technologies similar to cookies to run the Meta Audience Network service. One of the ways Audience Network shows ads is by using the User's ad preferences. The User can control this in the [Facebook ad settings](#).

Users may opt-out of certain Audience Network targeting through applicable device settings, such as the device advertising settings for mobile phones or by following the instructions in other Audience Network related sections of this privacy policy, if available.

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

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

Trackers duration:

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

AddThis (Oracle Corporation)

AddThis is an advertising and behavioral targeting service provided by Oracle Corporation that displays a widget that allows interaction with social networks and external platforms as well as sharing the contents of this Website and connects the activity of this Website with the Oracle advertising network. Users can opt out of Oracle's use of Trackers for ads personalization by visiting this [opt-out page](#).

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

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

Trackers duration:

- __atuvs: 30 minutes
- __atuvc: 2 years
- UID: 2 years

LinkedIn Audience Expansion (LinkedIn Corporation)

LinkedIn Audience Expansion is an advertising service provided by LinkedIn Corporation that allows the Owner to expand the available target audience by finding Users who have interests, demographics or online behaviour similar to an existing audience selected by the Owner. Users can opt out of LinkedIn's use of personalized advertising by visiting LinkedIn's [Ads Settings](#).

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- LinkedIn Audience Expansion: 1 month
- li_fat_id: 1 month
- li_giant: 7 days
- li_sugr: 3 months
- lms_ads: 1 month
- li_gc: 7 months
- sdui_ver: 1 day

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 this Website. 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 this Website.

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:

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

LinkedIn Predictive Audiences (LinkedIn Corporation)

LinkedIn Predictive Audiences is an advertising service provided by LinkedIn Corporation that allows the Owner to expand the available target audience by finding new Users with similar characteristics to existing Users.

Users can opt out of LinkedIn's use of Trackers for ads personalization by adjusting their [LinkedIn Ads settings](#).

Personal Data processed: gender, geography/region, Trackers and Usage Data.

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

Trackers duration:

- UserMatchHistory: 1 month
- li_fat_id: 1 month

- li_giant: 7 days
- li_sugr: 3 months
- lms_ads: 1 month
- li_gc: 7 months
- sdui_ver: 1 day

LinkedIn Ads (LinkedIn Corporation)

LinkedIn Ads is an advertising service provided by LinkedIn Corporation.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [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

Google Ads Customer Match (Google Ireland Limited)

Google Ads Customer Match is an advertising service provided by Google Ireland Limited that allows matching Data that Users have shared with the Owner to existing Google accounts in order to target them or similar Users with personalized ads. Users can opt out of Google's use of personalized advertising by visiting Google's [Ads Settings](#).

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

Personal Data processed: Trackers and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

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

Google Campaign Manager 360 (Google Ireland Limited)

Google Campaign Manager 360 is an advertising service provided by Google Ireland Limited that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with. Google Campaign Manager 360 also allows the Owner to measure the campaign's performance, to set up placements, ads, and creatives, and to verify tag implementations (such as errors in the ad's formatting). This Website is collecting and transmitting Data from the User through Google Campaign Manager 360 to media buyers bidding to purchase its inventory. These buyers may collect and store such Data and use such Data for retargeting or other advertising purposes.

Users may decide to disable all the ad personalization Trackers by going to: [Google Ad Settings](#).

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

Personal Data processed: geographic position, Trackers and Usage Data.

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

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months

- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

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 this Website. 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](#).

Google DV360 (Google Ireland Limited)

@{replacement missing: en.privacy_policy_page.interpolation.service_name} is an advertising service provided by Google Ireland Limited that allows the Owner to manage and plan advertising campaigns. This includes designing the ads, displaying them to the right targeted audience, bidding through automated decision-making tools (called "automated bidding") and measuring the campaign's performance. Users may decide to disable the ad personalization Trackers by going to: [Google Ad Settings](#).

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:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years

- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

Google Floodlight conversion tracking (Floodlight tag) (Google Ireland Limited)

Google Floodlight conversion tracking (Floodlight tag) is an analytics service provided by Google Ireland Limited that connects Data from the Google advertising services (i.e. Search Ads 360 and Campaign Manager 360) with actions performed on this Website. 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 their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Trackers and Usage Data.

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

PayPal Ads (PayPal Pte. Ltd.)

PayPal Ads is an advertising service provided by PayPal Pte. Ltd.

Personal Data processed: Trackers and Usage Data.

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

PayPal Smart Incentives (PayPal Inc.)

PayPal Smart Incentives is an advertising service provided by PayPal Inc. that displays personalized banner ads based on user behavior.

Personal Data processed: clicks, device information, purchase history, referral URL, session statistics, Trackers and Usage Data.

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

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:

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

Apollo.io (ZenLeads Inc. d/b/a Apollo.io)

Apollo.io is a User database management service provided by ZenLeads Inc. d/b/a Apollo.io that manages sales processes.

Personal Data processed: name and Trackers.

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

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:

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

Klaviyo CRM (Klaviyo Inc.)

Klaviyo CRM is a User database management service provided by Klaviyo Inc.

Klaviyo CRM can also be used as a medium for communications, either through email, or through messages within this Website.

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

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

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

Trackers duration:

- __kla_id: 3 years

HubSpot Email (HubSpot, Inc.)

HubSpot Email is an email address management and message sending service provided by HubSpot, Inc.

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

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

Trackers duration:

- __hs_gpc_banner_dismiss: 6 months
- __hmpl: duration of the session
- hublytics_events_53: duration of the session

Klaviyo (Klaviyo Inc.)

Klaviyo is an email address management and message sending service provided by Klaviyo Inc.

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

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

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

Trackers duration:

- __kla_id: 3 years

EchoReach SMS and WhatsApp Marketing (Nextzen Limited)

EchoReach SMS and WhatsApp Marketing is a phone numbers management and communication service provided by Nextzen Limited.

Personal Data processed: first name, last name, phone number, Trackers and Usage Data.

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

How to manage preferences on this Website

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

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 this Website 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

Roman Buznykovatyy
Seebrucker Str. 2
81825 Munich
Germany

Owner contact email: info@fundraisingfornonprofits.org

Since the use of third-party Trackers through this Website 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 this Website.

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 this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Website, 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 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.

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.

Full access

Full access to the account, including permanent deletion of threads and messages.

work history

Provides access to work history.

education history

Provides access to education history.

Legal information

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

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

Latest update: March 16, 2026