

Cookie Policy of 3HV.com

This document informs Users about the technologies that help 3HV.com 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 3HV.com.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

3HV.com 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.

Activities strictly necessary for the operation of 3HV.com and delivery of the Service

3HV.com 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.

Other activities involving the use of Trackers

Basic interactions & functionalities

3HV.com 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.

Registration and authentication

By registering or authenticating, Users allow 3HV.com to identify them and give them access to dedicated services.

Depending on what is described below, third parties may provide registration and authentication services. In this case, 3HV.com will be able to access some Data, stored by these third-party services, for registration or identification purposes.

Some of the services listed below may also collect Personal Data for targeting and profiling purposes; to find out more, please refer to the description of each service.

Facebook Authentication (Facebook, Inc.)

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

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

Place of processing: United States – Privacy Policy.

Storage duration:

- `_fbp`: 3 months

Tag Management

This type of service helps the Owner to manage the tags or scripts needed on 3HV.com in a centralized fashion.

This results in the Users' Data flowing through these services, potentially resulting in the retention of this Data.

Google Tag Manager (Google LLC)

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

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- `_dc_gtm_*`: 1 minute
- `_gcl_au`: 3 months

Experience enhancement

3HV.com uses Trackers to provide a personalized user experience by improving the quality of preference management options, and by enabling interaction with external networks and platforms.

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of 3HV.com and interact with them.

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

YouTube Data API (Google LLC)

YouTube Data API is a video content visualization service provided by Google LLC that allows 3HV.com to incorporate functions normally executed on YouTube so that Users can watch, find, and manage YouTube content directly on 3HV.com.

Through this Service, 3HV.com 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 while using the service, device information, Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt out.

YouTube IFrame Player (Google LLC)

YouTube IFrame Player is a video content visualization service provided by Google LLC that allows 3HV.com to incorporate content of this kind on its pages.

Through this Service, 3HV.com 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 while using the service, device information, Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt out.

YouTube video widget (Google LLC)

YouTube is a video content visualization service provided by Google LLC that allows 3HV.com to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- PEF: 8 months
- VISITOR_INFO1_LIVE: 8 months
- YSC: duration of the session

Measurement

3HV.com uses Trackers to measure traffic and analyze User behavior with the goal of improving the Service.

Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.

Google Analytics (Google LLC)

Google Analytics is a web analysis service provided by Google LLC (“Google”). Google utilizes the Data collected to track and examine the use of 3HV.com, 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.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

- AMP_TOKEN: 1 hour
- __utma: 2 years
- __utmb: 30 minutes
- __utmc: duration of the session
- __utmt: 10 minutes
- __utmv: 2 years
- __utmz: 7 months
- _ga: 2 years
- _gac*: 3 months
- _gat: 1 minute

- `_gid`: 1 day

HubSpot Analytics (HubSpot, Inc.)

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

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out .

Storage duration:

- `__hssc`: 30 minutes
- `__hssrc`: duration of the session
- `__hstc`: 2 years
- `hubspotutk`: 2 years
- `messagesUtk`: 2 years

Wordpress Stats (Automattic Inc.)

Wordpress Stats is an analytics service provided by Automattic Inc.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- `tk_tc`: duration of the session

YouTube Analytics and Reporting API (Google LLC)

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

Through this Service, 3HV.com 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 while using the service, device information, Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt out.

Google Ads conversion tracking (Google LLC)

Google Ads conversion tracking is an analytics service provided by Google LLC that connects data from the Google Ads advertising network with actions performed on 3HV.com.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- IDE: 2 years
- test_cookie: 15 minutes

Facebook Analytics for Apps (Facebook, Inc.)

Facebook Analytics for Apps is an analytics service provided by Facebook, Inc.

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

Place of processing: United States – Privacy Policy.

Storage duration:

- `_fbp`: 3 months

Facebook Ads conversion tracking (Facebook pixel) (Facebook, Inc.)

Facebook Ads conversion tracking (Facebook pixel) is an analytics service provided by Facebook, Inc. that connects data from the Facebook advertising network with actions performed on 3HV.com. The Facebook pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Audience Network.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- `_fbp`: 3 months
- `fr`: 3 months

Heap Analytics (Heap Inc.)

Heap Analytics is an analytics service provided by Heap Inc, that allows the Owner to analyze revenue and Users' (commercial) activity on 3HV.com.

Personal Data processed: financial information, Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- `_hp2_hld*`: duration of the session
- `_hp2_id*`: 2 years
- `_hp2_props*`: 2 years
- `_hp2_ses_props*`: 30 minutes

Google Analytics Demographics and Interests reports (Google LLC)

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for 3HV.com (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: Tracker and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

- IDE: 2 years
- `__utma`: 2 years
- `__utmb`: 30 minutes
- `__utmc`: duration of the session
- `__utmt`: 10 minutes
- `__utmv`: 2 years
- `__utmz`: 7 months
- `_ga`: 2 years
- `_gac*`: 3 months
- `_gat`: 1 minute
- `_gid`: 1 day
- `test_cookie`: 15 minutes

Google Analytics Advertising Reporting Features (Google LLC)

Google Analytics on 3HV.com 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.

Personal Data processed: Tracker, 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: United States – Privacy Policy – Opt Out.

Storage duration:

- IDE: 2 years
- __utma: 2 years
- __utmb: 30 minutes
- __utmc: duration of the session
- __utmt: 10 minutes
- __utmv: 2 years
- __utmz: 7 months
- _ga: 2 years
- _gac*: 3 months
- _gat: 1 minute
- _gid: 1 day
- test_cookie: 15 minutes

Analytics services managed directly by 3HV.com

The services contained in this section allow the Owner to collect and manage analytics through the use of first-party Trackers.

Matomo (3HV.com)

Matomo is an analytics software used by 3HV.com to analyze data directly without the help of third parties.

Personal Data processed: Tracker and Usage Data.

Storage duration:

- `_pk_cvar*`: 30 minutes
- `_pk_hsr*`: 30 minutes
- `_pk_id*`: 2 years
- `_pk_ref*`: 7 months
- `_pk_ses*`: 30 minutes
- `_pk_testcookie*`: duration of the session

Content performance and features testing (A/B testing)

The services contained in this section allow the Owner to track and analyze the User response concerning web traffic or behavior regarding changes to the structure, text or any other component of 3HV.com.

Google Optimize (Google LLC)

Google Optimize is an A/B testing service provided by Google LLC ("Google").

Google may use Personal Data to contextualize and personalize the ads of its own advertising network.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- NID: 7 months
- __utma: 2 years
- __utmb: 30 minutes
- __utmc: duration of the session
- __utmt: 10 minutes
- __utmv: 2 years
- __utmz: 7 months
- _ga: 2 years
- _gac*: 3 months
- _gaexp: 3 months
- _gat: 1 minute
- _gcl_au: 3 months
- _gid: 1 day
- _opt_awcid: 1 day
- _opt_awgid: 1 day
- _opt_awkid: 1 day
- _opt_awmid: 1 day
- _opt_expid: 10 seconds
- _opt_utmc: 1 day

Google Optimize 360 (Google Ireland Limited)

Google Optimize 360 is an A/B testing service provided by Google Ireland Limited ("Google").

This service allows the Owner to target groups of Users on the base of their past use of 3HV.com. Users that opt-out of tracking by Google Analytics will not be included in experiments created in Google Optimize 360.

Google may use Personal Data to contextualize and personalize the ads of its own advertising network.

Personal Data processed: Tracker and Usage Data.

Place of processing: Ireland – Privacy Policy.

Storage duration:

- NID: 7 months
- _gcl_au: 3 months

Targeting & Advertising

3HV.com uses Trackers to deliver personalized marketing content based on User behavior and to operate, serve and track ads.

Advertising

This type of service allows User Data to be utilized for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on 3HV.com, possibly based on User interests.

This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below.

Some of the services listed below may use Trackers to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User's interests and behavior, including those detected outside 3HV.com. For more information, please check the privacy policies of the relevant services.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to

any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

JSDELIVR (jsdelivr.com)

JSDELIVR is an advertising service provided by jsdelivr.com.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Google Ad Manager (Google LLC)

Google Ad Manager is an advertising service provided by Google LLC 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.

In order to understand Google's use of data, consult Google's partner policy.

This service uses the "DoubleClick" Cookie, which tracks use of 3HV.com and User behavior concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: Google Ad Settings.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration: up to 2 years

Google Ads Similar audiences (Google LLC)

Similar audiences is an advertising and behavioral targeting service provided by Google LLC 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 3HV.com.

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 Google's partner policy.

Personal Data processed: Tracker and Usage Data.

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

Storage duration: up to 2 years

Google AdSense (Google LLC)

Google AdSense is an advertising service provided by Google LLC. This service uses the “DoubleClick” Cookie, which tracks use of 3HV.com 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 Google's partner policy.

Personal Data processed: Tracker and Usage Data.

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

Storage duration: up to 2 years

Facebook Lookalike Audience (Facebook, Inc.)

Facebook Lookalike Audience is an advertising and behavioral targeting service provided by Facebook, Inc. that uses Data collected through Facebook Custom Audience in order to display ads to Users with similar behavior to Users who are already in a Custom Audience list on the base of their past use of 3HV.com or engagement with relevant content across

the Facebook apps and services.

On the base of these Data, personalized ads will be shown to Users suggested by Facebook Lookalike Audience.

Users can opt out of Facebook's use of Trackers for ads personalization by visiting this opt-out page.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

- `_fbp`: 3 months

Reach (Reach International)

Reach is an advertising service provided by Reach International.

Personal Data processed: Tracker and Usage Data.

Place of processing: United Arab Emirates – Privacy Policy.

Remarketing and behavioral targeting

This type of service allows 3HV.com and its partners to inform, optimize and serve advertising based on past use of 3HV.com by the User.

This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioral targeting activity.

Some services offer a remarketing option based on email address lists.

In addition to any opt-out feature provided by any of the services below, Users may opt out by visiting the Network Advertising Initiative opt-out page.

Users may also opt-out of certain advertising features through applicable device settings, such as the device advertising settings for mobile phones or ads settings in general.

LinkedIn Website Retargeting (LinkedIn Corporation)

LinkedIn Website Retargeting is a remarketing and behavioral targeting service provided by LinkedIn Corporation that connects the activity of 3HV.com with the LinkedIn advertising network.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

- AnalyticsSyncHistory: 1 month
- JSESSIONID: duration of the session
- UserMatchHistory: 1 month
- bcookie: 2 years
- bscookie: 2 years
- lang: duration of the session
- lidc: 1 day
- lissc: 1 year
- lms_ads: 1 month
- lms_analytics: 1 month

Google Ad Manager Audience Extension (Google LLC)

Google Ad Manager Audience Extension is a remarketing and behavioral targeting service provided by Google LLC that tracks the visitors of 3HV.com 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: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration: up to 2 years

Google Ads Remarketing (Google LLC)

Google Ads Remarketing is a remarketing and behavioral targeting service provided by Google LLC that connects the activity of 3HV.com 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: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration: up to 2 years

Facebook Remarketing (Facebook, Inc.)

Facebook Remarketing is a remarketing and behavioral targeting service provided by Facebook, Inc. that connects the activity of 3HV.com with the Facebook advertising network.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

- `_fbp`: 3 months

Facebook Custom Audience (Facebook, Inc.)

Facebook Custom Audience is a remarketing and behavioral targeting service provided by Facebook, Inc. that connects the activity of 3HV.com with the Facebook advertising network.

Users can opt out of Facebook's use of Trackers for ads personalization by visiting this opt-out page.

Personal Data processed: email address and Tracker.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

- `_fbp`: 3 months

How to manage preferences and provide or withdraw consent

There are various ways to manage Tracker related preferences and to provide and withdraw consent, where relevant:

Users can manage preferences related to Trackers from directly within their own device settings, for example, by preventing the use or storage of Trackers.

Additionally, whenever the use of Trackers is based on consent, Users can provide or withdraw such consent by setting their preferences within the cookie notice or by updating such preferences accordingly via the relevant consent-preferences widget, if available.

It is also possible, via relevant browser or device features, to delete previously stored Trackers, including those used to remember the User's initial consent.

Other Trackers in the browser's local memory may be cleared by deleting the browsing history.

With regard to any third-party Trackers, Users can manage their preferences and withdraw their consent 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.

Locating Tracker Settings

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), 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.

Owner and Data Controller

3HV Innovations, LLC
800 South Gay Street
Suite 700
Knoxville, TN 37929

Owner contact email: sales@3HV.com

Since the use of third-party Trackers through 3HV.com 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 3HV.com.

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 3HV.com (or third-party services employed in 3HV.com), which can include: the IP addresses or domain names of the computers utilized by the Users who use 3HV.com, 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 3HV.com who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Data Supervisor)

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 3HV.com. The Data Controller, unless otherwise specified, is the Owner of 3HV.com.

3HV.com (or this Application)

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

Service

The service provided by 3HV.com 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 privacy statement has been prepared based on provisions of multiple legislations, including Art. 13/14 of Regulation (EU) 2016/679 (General Data Protection Regulation).

This privacy policy relates solely to 3HV.com, if not stated otherwise within this document.

Latest update: November 10, 2021

iubenda hosts this content and only collects the Personal Data strictly necessary for it to be provided.