

Privacy Policy of **www.philipmartins.it**

This Application collects some Personal Data from its Users.

Personal Data processed for the following purposes and using the following services:

Advertising

Meta ads conversion tracking (Meta pixel), Meta Lookalike Audience, Google Ads conversion tracking and Google Ads Similar audiences

Personal Data: Trackers; Usage Data

Meta Audience Network

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

Google Ads enhanced conversions

Personal Data: address; contact details; email address; first name; last name; phone number; Trackers

Contacting the User

Phone contact

Personal Data: phone number

Contact form and Mailing list or newsletter

Personal Data: email address; first name; last name; phone number

Infrastructure monitoring

Sentry

Personal Data: various types of Data as specified in the privacy policy of the service

Platform services and hosting

Wix

Spam and bots protection

Google reCAPTCHA

Analytics

Google Analytics 4

Personal Data: number of Users; session statistics; Trackers; Usage Data

Meta Events Manager

Personal Data: browsing history; clicks; page views; Trackers; Usage Data

Displaying content from external platforms

Google Fonts and Google Maps widget

Personal Data: Trackers; Usage Data

Interaction with external social networks and platforms

Facebook Like button and social widgets

Personal Data: Trackers; Usage Data

Remarketing and behavioural targeting

Facebook Remarketing, Remarketing with Google Analytics, Google Ads Remarketing and Google Signals

Personal Data: Trackers; Usage Data

Meta Custom Audience

Personal Data: email address; Trackers

Tag management

Google Tag Manager

Personal Data: Usage Data

Personal Data: answers to questions; clicks;
keypress events; motion sensor events; mouse
movements; scroll position; touch events;
Trackers; Usage Data

Information on opting out of interest-based advertising

In addition to any opt-out feature provided by any of the services listed in this document, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

Further information about the processing of Personal Data

Selling goods and services online

The Personal Data collected are used to provide the User with services or to sell goods, including payment and possible delivery. The Personal Data collected to complete the payment may include the credit card, the bank account used for the transfer, or any other means of payment envisaged. The kind of Data collected by this Application depends on the payment system used.

Contact information

Owner and Data Controller

Philip Martin's srl
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Owner contact email: privacy@philipmartins.it

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