

# Privacy policy

Faireum collects some Personal Data from its Users. It is committed to protecting and respecting user's privacy.

Please read the following policy to understand how we collect and use information about the users of our website, [www.faireum.io](http://www.faireum.io), including versions of our website viewed on mobile phones, tablets or other electronic devices.

The Privacy Policy should be read in conjunction with the Faireum Terms and Conditions and any additional applicable terms posted to the websites.

If you have any requests concerning your personal information or any queries with regard to these practices, please contact us at [info@faireum.io](mailto:info@faireum.io).

## Types of Data Collected

Faireum collects various types of data by itself or through third parties including: Cookies, Usage Data, unique device advertising identifiers (Google Advertiser ID or IDFA, for instance) and email addresses.

The Personal Data may be freely provided by the User or, in the case of Usage Data, automatically collected when using Faireum.

All Data demanded by Faireum are mandatory and failure to provide them may make it impossible for Faireum to properly provide its services. In cases where Faireum specifically states that some Data are not mandatory, Users are free not to share them without any consequences on the availability of the service.

Whenever users are not certain about which Personal Data is mandatory, they are encouraged to contact the Owner.

Any usage of Cookies or of any other tracking instruments by Faireum or by the owners of third party services used by Faireum is with the purpose of providing the service necessary

for the User, in addition to any other purposes, enlisted in the present document and in the Cookie Policy, if available.

Users are responsible for any third party Personal Data obtained, published or shared through this Application and confirm that they have the third party's consent to provide the Data to the Faireum.

## Methods for Data Processing

The Data Controller is charged with process Users' Data in a proper fashion and shall take all appropriate safety measures to thwart disclosure, modification, unauthorized access, or unauthorized destruction of the Data.

The Data Processing happens through using computers and/or IT-enabled instruments, following organizational procedures and methods, strictly related to the purposes specified.

The Data Processing occurs at the Data Controller's operating offices, as well as at any other places where the parties involved in the processing are located. For further information, please contact the Data Controller.

The Data is kept for the time necessary to provide the service requested by the User, or stated by the purposes outlined in this document, and the User can always request that the Data Controller suspend or remove the data.

## Usage of the Data Collected

The Personal Data that serves for each of these purposes are defined in the specific sections of this document.

Detailed Information on Personal Data Processing

Personal Data is collected for the purposes and services listed below:

Analytics	<p>The services in this section allow the Owner to screen and evaluate web traffic, which can serve to monitor User behavior.</p> <p><b>Facebook Ads Conversion Tracking (Facebook, Inc.)</b> Facebook Ads Conversion Tracking is an analytics service that is provided by Facebook, Inc. It serves to connect data from the Facebook advertising network to actions executed on Faireum's website. Personal Data collected: Cookies and Usage Data.</p> <p><b>Facebook Analytics for Apps (Facebook, Inc.)</b> Facebook Analytics for Apps is an analytics service that is provided by Facebook, Inc. Personal Data collected: Usage Data and different other types.</p> <p><b>Google Analytics (Google Inc.)</b> Google Analytics is a service for web analysis that is provided by Google. The company uses the collected Data to follow and examine the use of Faireum in order to generate reports about its activities, as well as share them with other Google services. Google may use the collected Data to put the ads into context and personalize its own advertising network. Personal Data collected: Cookies and Usage Data.</p> <p><b>Twitter Ads Conversion Tracking (Twitter, Inc.)</b> Twitter Ads conversion tracking is an analytics service that is provided by Twitter, Inc. Its purpose is to link the data from the Twitter Advertising Network to the actions executed on Faireum. Personal Data collected: Cookies and Usage Data.</p>
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Advertising	<p>This type of service permits User Data to be made use of for purposes of advertising communication presented in the form of banners or other advertisements on Faireum, possibly on the basis of Users' interests.</p> <p>This does not mean that all of User's Personal Data are utilized for this purpose. The conditions and information for using them are exemplified below.</p> <p>Some of the services enumerated underneath may make use of Cookies in order to identify Users or they may use the technique of behavioral retargeting – displaying ads that are personalized to the User's behavior and interests, including those ads detected outside Faireum. For more details, please acquaint yourself with the privacy policies of the respected services.</p> <p><b>Bing Ads (Microsoft Corporation)</b>  Bing Ads is an advertising service that is provided by Microsoft Corporation.  Personal Data collected: Cookies and Usage Data.</p> <p><b>Facebook Audience Network (Facebook, Inc.)</b>  Facebook Audience Network is an advertising service that is provided by Facebook, Inc. To comprehend Facebook's use of Data, familiarize yourself with Facebook's data policy.  Faireum may make use of identifiers for mobile devices (Android Advertising ID or iOS Advertising Identifier) and technologies comparable to cookies to be able to run the Facebook Audience Network service. One of the different ways the Audience Network displays ads is by utilizing the Users' ad preferences. A User can manage this in the settings of Facebook ads.  Personal Data collected: Cookies, Usage Data, and unique device identifiers for advertising (IDFA or Google Advertiser ID).</p>
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Content commenting	<p>The services for commenting content enable Users to form and publish their comments on the different contents of Faireum.</p> <p>Users bear the whole responsibility their own comments' contents.</p> <p>If a content commenting service, which is provided by third parties, is installed, it may still gather data from web traffic for the pages where the comment service is installed, even in the case that the Users do not use the content commenting service.</p> <p><b>Facebook Comments (Facebook, Inc.)</b> Facebook Comments is a service content commenting that is provided by Facebook, Inc. It permits the User to form comments and share them on Facebook. Personal Data collected: Cookies and Usage Data.</p>
Access to third party accounts	<p>This service allows Faireum to access Data from your account on a third-party service and execute actions with it. For this to be activated, an explicit authorization by the User is necessary.</p>
Registration and authentication	<p>By authenticating or registering, Users permit Faireum to identify them and provide them access to dedicated services.</p> <p>Contingent upon what is described below, third parties might provide authentication and registration services. If that is the case, Faireum will be able to access some Data, kept by these third-party services, for identification or registration purposes.</p> <p><b>Facebook Authentication (Facebook, Inc.)</b> Facebook Authentication is an authentication and registration service that is provided by Facebook, Inc. and is connected to Facebook. Personal Data collected: different types of Data as indicated in the service's privacy policy.</p>

Remarketing and behavioral targeting	<p>This service lets Faireum and its partners to inform, optimize, as well as serve advertising on the basis of User's past usage of Faireum.</p> <p>This activity is executed by using Cookies and by tracking Usage Data information that is transmitted to the partners who are in charge of the behavioral targeting and remarketing activity.</p>
Managing support and contact requests	<p>This service lets Faireum manage contact and support requests obtained through email or by other means, such as the website's contact form.</p> <p>The Personal Data processed hinges on the information that is provided by the User in the messages and the other means used for communication (e.g. email address).</p>
Interaction with support and feedback platforms	<p>This service permits Users to engage with third-party feedback and support platforms, straight from the Faireum's website.</p> <p>If one of these services is available, it may obtain Usage and Browsing Data from the pages it is available, even if the Users are not actively using the service(s).</p>
Interaction with external social networks and platforms	<p>This service permits the interaction with social media or other kinds of external platforms, straight from the website of Faireum.</p> <p>Both the interaction and information collected through Faireum's website are always subject to the privacy settings of the User for each social medium or network.</p> <p>This service may still gather traffic data for the website's pages where the service is installed, even in the case that the Users do not use it.</p> <p><b>Facebook Like Button and Social Widgets (Facebook, Inc.)</b></p> <p>The Like Button of Facebook and Social Widgets are services that permit interaction with the social network of Facebook.</p> <p>Personal Data collected: Cookies and Usage Data.</p>

	<p><b>Twitter Tweet Button and Social Widgets (Twitter, Inc.)</b></p> <p>The Tweet Button of Twitter and Social Widgets are services that permit interaction with the social network of Twitter.</p> <p>Personal Data collected: Cookies and Usage Data.</p>
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## Cookie Policy

Faireum uses Cookies. Cookies are portions of code installed in the browser that help Faireum in providing service along with the purposes defined. A certain number of the purposes for which the Cookies are installed may also necessitate the consent of the User.

### Cookies Helping Collected Statistical Purposes

Faireum uses Cookies to save and maintain the browsing preferences and to enhance the browsing experience of the User. These Cookies may include, for instance, those which serve for the management of first-party statistics employed straight by Faireum or the website.

### Other Cookie Types or Third-party Instrument Which May Use Them.

Among the services described below, some of them gather statistics in an aggregated form and may not need the User's consent or might be directly managed by the Owner, without the assistance of third parties.

If any third party-operated services are among the instruments listed below, these may be used to track Users' browsing habits in addition to what is specified here and without the Data Controller's knowledge. For more detailed information, please consult the privacy policies of the various services listed.

- Analytics
- Advertising
- Content Commenting
- Interaction with External Social Networks and Platforms
- Interaction with Feedback and Support Platforms
- Behavioral Targeting and Remarketing

## How Can I Control the Installation of Cookies?

In addition to what is indicated in this Cookie Policy, Users can control their Cookies' preferences straight from their own browser and preclude, for instance, third parties, from installing them.

Via the preferences of the browser, Users are also able to delete Cookies which have been installed in the past. It is crucial to know that by deactivating all Cookies, the overall functioning of the website may be compromised. Use the following addresses to manage the Cookies of different browsers: Apple Safari, Google Chrome, Microsoft Windows Explorer, Mozilla Firefox.

If there are third parties that provide services, Users can use their right to withdraw from the activity that keeps track of them by making use of the information provided in the Privacy Policy of the third party, by clicking on the link for opt-out, if it is provided, or by reaching out to the third party.

In addition to all the above, the Data Controller also wishes to inform Users that they can make use of Your Online Choices. This service allows Users to manage tracking preferences for most advertising tools. The Data Controller, therefore, recommends that Users make use of this resource in addition to the information provided in this document.

Because the installation of third-party Cookies, as well as various other tracking systems via the services made use of within Faireum website, cannot be strictly controlled by the Owner, any explicit references to Cookies and tracking tools installed by third parties shall be considered indicative. In an effort to obtain comprehensive information, visit the privacy policy of the respective third-party services detailed herein.

Having in mind the complex nature related to the identification of technologies on the basis of Cookies and their quite close integration with web operations, Users are fostered to contact the Owner if they'd like to receive any extra information on how to use Cookies themselves, as well as any possible use of them, for instance, by a third party, performed on this website.

## Additional Information about Data Collection and Processing

### **Legal action**

The Personal Data of Users may be used for legal purposes, in Court, or in the different stages leading to possible legal actions, which may arise from the improper use of Faireum or its related services.

The User affirms of being aware that the Data Controller may be required to disclose personal data upon request of public authorities.

### **User's Personal Data – Additional Information**

Next to the information included in this Privacy Policy, Faireum may provide the User with supplementary and contextual information with regard to specific services or the collection and processing of Personal Data upon request.

### **System Logs and Maintenance**

With the aim of operation and maintenance, Faireum and any third-party services may gather files that record interaction with the website (system logs) or use for this purpose other Personal Data (for instance, the User's IP Address).

## **Information not Included in This Policy**

More information with regard to the collection and/or processing of Personal Data may be required from the Data Controller at any time.

## **User Rights**

At any time, Users have the right to inform themselves of whether their Personal Data have been stored and can communicate with the Data Controller to know about their origin and contents in order to verify their correctness or to demand for them to be called off, augmented, updated, or even corrected, or for their conversion to anonymous format or to block any form of data maintained in breach of the law, as well as to be against their treatment for any legitimate reasons. These requests should be forwarded to the Data Controller using the contact information listed above.

## Changes to this Privacy Policy

Faireum reserves itself the right to introduce changes to this Privacy Policy at any point in time by providing notice to the Users on this page. Hence, it's highly recommended to stop by this page frequently, and check out the date of the latest modification.

If a User is against any of the changes herein, he/she must stop using Faireum, and is able to request that the Data Controller delete his/her Personal Data. Unless stated otherwise, the then-current Privacy Policy is applicable to all Personal Data the Data Controller possesses about Users.

## Information about This Privacy Policy

The Data Controller bears the responsibility of this Privacy Policy.

### **Personal Data (or Data)**

Personal data (or data) is any information with regard to a natural person, a legal person, an association or an institution, which is, or may be, identified, even indirectly, by reference to any other information, including a Personal Identification Number.

### **Usage Data**

Usage data is any information automatically collected from Faireum (or third party services involved in Faireum), which can include:

- The domain names or IP addresses of the computers of the Users who use Faireum
- The URI addresses (Uniform Resource Identifier)
- The time of the request
- The method used to submit the above-mentioned request to the server
- The file size, received in response to that
- The numerical code, signifying the status of the answer of the server (a successful outcome, an error, etc.)
- The country of origin
- The features of both the browser and the operating system which the User utilizes
- The different time details per visit (for instance, the time spent on each page within the

website)

- The details about the path followed within Faireum with a specific reference to the order of pages visited
- Other parameters about User's IT environment and/or the device's operating system

### **User**

The individual using Faireum, which must correspond with or be authorized by the Data Subject to whom the Personal Data refers.

### **Data Subject**

The legal or natural person to whom the Personal Data refers.

### **Data Processor (Data Supervisor)**

The natural person, legal person, association or organization, public administration or any other body, which is authorized by the Data Controller to process the User's Personal Data compliant with this Privacy Policy.

### **Data Controller**

The natural person, legal person, association or organization, public administration or any other body possessing the right, also together with any other Data Controller, to make decisions concerning the purposes, as well as the methods of processing Personal Data and the means used, including the safety measures regarding the operation and use of Faireum. Unless otherwise specified, the Data Controller is the Owner of Faireum.

### **Cookies**

Tiny pieces of data kept in the User's device (see detailed information above).

### **Legal Information**

Notice to European Union Users: this privacy statement has been arranged following the obligations under Art. 10 of EC Directive n. 95/46/EC, and under the provisions of Directive 2002/58/EC, as revised by Directive 2009/136/EC, in relation to Cookies.

This Privacy Policy relates exclusively to Faireum.



# Faireum

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