COOKIE POLICY OF topcarselect.com

Change cookie preferences

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.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 by the relevant provider. Some of them expire upon termination of the User's browsing session. In addition to what is 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 privacy policies of the respective third-party providers (via the links made available) or by contacting the Owner.

Activities strictly necessary for the operation of this Website and delivery of the Service

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.

Without these cookies, the site or some parts of it may not work properly. They are therefore always used, regardless of the user's preferences. The cookies in this category are always sent from our domain.

List of cookies used:

- **InfoCookieNew** (duration: 6 months)
  Cookie used to remember that this notice has been displayed
- **infoStatNew** (duration: 6 months)
  Cookie used to remember the display of the technical Cookies
- **_utma / _utmz / _ga / _gat** (duration: 1 year)
  Cookies used by the third-party service Google Analytics. They serve solely to identify the users who visit the website (they contain identifiers)
- **infoMarketingNew** (duration: 6 months)
  Cookie used to remember the display of the marketing Cookies

- **infoPreferrenzeNew** (duration: 6 months)
  Cookie used to remember the display of the Cookies relating to the user's preferences
- **PHPSESSID** (duration: browsing session)
  Cookie used by PHP to keep track of sessions (it contains a unique identifier for your session on the website).

Other activities involving the use of Trackers

Basic interactions & functionalities

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.

Analytics

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

- **Google Analytics (Google Inc.)**
  Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google uses the Personal Data collected to track and examine the use of this Website, to prepare reports and share them with other Google services.
  Google may use the Personal Data to contextualize and personalize the ads of its own advertising network.
  Personal Data processed: Cookies and Usage Data.
  Place of processing: USA – **Privacy Policy** – **Opt Out**.
- **Google Ads conversion tracking (Google Inc.)**
  Google Ads conversion tracking is an analytics service provided by Google LLC or by Google Ireland Limited, depending on the location from which this Website is accessed, that connects data from the Google Ads advertising network with actions performed on this Website.
  Personal Data processed: Cookies and Usage Data.
  Place of processing: USA – **Privacy Policy**.
- **Google Tag Manager (Google Inc.)**
  Google Tag Manager is an analytics service provided by Google Inc.
  Personal Data processed: Cookies and Usage Data.
  Place of processing: USA – **Privacy Policy**.
- **Facebook (Facebook Inc.)**
  Facebook is a social media and social network.
  Personal Data collected: Cookies and Usage Data.
  Place of processing: USA – **Privacy Policy**.

Targeting & Advertising

This Website uses Trackers to deliver personalized marketing content based on User behavior and to operate, serve and track ads.

Remarketing and behavioral targeting

This type of service allows this Website and its partners to inform, optimize and serve advertising based on past use of this Website 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.

- **Google Ads Remarketing (Google Inc.)**
  Google Ads Remarketing is a remarketing and behavioral targeting service provided by Google LLC or by Google Ireland Limited, depending on the location from which this Website is accessed, that connects the activity of this Website with the Google Ads advertising network and the DoubleClick Cookie.
  Users can opt out of Google's use of cookies for ads personalization by visiting Google's **Ads Settings**.
  Personal Data processed: Cookies and Usage Data.
  Place of processing: USA – **Privacy Policy** – **Opt Out**.

- **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 to them across the web.
  Personal Data processed: Cookies and Usage Data.
  Place of processing: Ireland – **Privacy Policy** – **Opt Out**.

- **Google Display & Video 360 (previously DoubleClick Bid Manager)**
  On this website, we use the Display & Video 360 tool from Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, which collects data for analysis, marketing and optimization purposes, in order to improve our marketing measures and our website. Display & Video 360 uses the data collected to link advertising contacts and clicks on ads to the subsequent use of our website. This allows us to determine whether Internet users who have seen our advertisements visit our website or which products they are interested in. This helps us to use our advertising budget more efficiently. We may also use the data collected to deliver advertising based on your interests (e.g. products viewed).
  Pseudonymous online identification numbers (such as cookie IDs or IP addresses) are used for data collection. During this process, no unique user-related data such as names or addresses is stored. All IDs used by us only allow us to recognize your terminal device and your web browser. We will not use the collected data to personally identify you as a user of our website unless you have expressly given your consent.
  Please be aware that Google may link registered data with visits to this website by users who are registered with Google. To learn more about how Google handles your data, you can view Google's data privacy policy by clicking on the following link:
  https://privacy.google.de/intl/de/take-control.html?categories_activeEl=sign-in

At the following link you will find an explanation of how to deactivate the collection of data by Google on your computer or your mobile end device:
https://support.google.com/ads/answer/7395996

- **Campaign Manager (previously DoubleClick by Google)**
  This website continues to use the Campaign Manager online marketing tool from Google. Campaign Manager uses cookies to display relevant ads for users, to improve reports on the campaign performance, or to prevent a user from seeing the same ads more than once. Google uses a cookie ID to determine which ads are shown in which browser, therefore preventing them from being shown more than once. In addition, the Campaign Manager can use cookie IDs to detect so-called conversions, which are relevant for ad queries. This is the case, for example, if a user sees a Campaign Manager ad and later visits the website of the company placing the ad and purchases something on the website. According to Google, Campaign Manager cookies contain no personal information.
  Based on the marketing tools that are used, your browser automatically establishes a direct connection to the Google server. We have no control over the extent and further utilization of data collected by means of this tool, and we therefore inform you to the best of our knowledge: Integration of the Campaign Manager allows Google to receive the information that you accessed a particular area of our website or clicked one of our ads. If you are registered for a Google service, then Google can associate the visit with your account. Even if you are not registered with Google or are not logged in, there is a possibility that the provider may obtain and store your IP address.
  In addition, the Campaign Manager (DoubleClick Floodlight) cookies that are used enable us to understand whether you perform certain actions on our website after you have accessed or clicked on one of our display/video ads on Google or another platform via Campaign Manager (conversion tracking). Campaign Manager uses this cookie to understand the content with which you interacted on our websites, so we can send you relevant ads at a later time.
  You can prevent participation in this tracking process in various ways: a) configuration of a setting in your browser software, in particular the suppression of third-party cookies, which prevents you from receiving ads from third-party providers; b) deactivation of cookies for conversion tracking, by configuring your browser so that cookies from the domain www.googleadservices.com are blocked, https://www.google.de/settings/ads; this setting will be deleted if you delete your cookies; c) deactivation of interest-related ads from the provider, which are part of the self-regulation campaign “About Ads”, via the link http://www.aboutads.info/choices; this setting will be deleted if you delete your cookies; d) permanent deactivation in the Firefox, Internet Explorer or Google Chrome browser under the link http://www.google.com/settings/ads/plugin; e) configuration of your cookie settings. Please be aware that in this case you may not be able to fully use all functions of this website.
  In addition, you can prevent Google from collecting the data generated by the cookies or your use of the website and the processing of this data by downloading and installing the browser plug-in available from https://support.google.com/adsense/answer/142293?hl=de under “Display settings”, “Extension for Campaign Manager deactivation”.
  For more information about the Campaign Manager please visit https://www.google.de/doubleclick and about data privacy at Google in general: https://www.google.de/intl/de/policies/privacy. Alternatively you can visit the website of the Network Advertising Initiative (NAI) at http://www.networkadvertising.org. Google has agreed to the terms and conditions of the EU-US Privacy Shield, https://www.privacyshield.gov/EU-US-Framework

- **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: Usage Data and Trackers.
  Place of processing: United States – **Privacy Policy** – **Opt Out**.

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 directly from 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 tracking settings widget, if available.

It is also possible, via relevant browser or device features, to delete previously stored Trackers.

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 directly.

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).

Data Controller

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Owner contact email: info@contragodigital.com

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.

This page is accessible, via a link in the footer of every page of the Site, pursuant to art. 13 of European Regulation 2016/679 (GDPR) and in accordance with the simplified arrangements for providing information and obtaining consent for the use of cookies.