

**DATA PROCESSING HOLDER:**  
**QUARZIOS.R.L.- VIA GIUSEPPE MAZZINI, 47, ACI SANT'ANTONIO (CT) - 95025**  
**(ITALIA) VAT IT05395980872**  
**EMAIL ADDRESS: INFO@WWW.SEOTESTERONLINE.COM**

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*This application uses cookies. To learn more and for detailed information, you can consult this Cookie Policy.*

Cookies consist of portions of code installed in the browser that assist the owner in providing the service based on the purposes described. Some of the Cookie installation purposes may also require the User's consent.

### **Definitions and legal references**

**Personal Data (or Data)** It constitutes personal data any information relating to a natural person, identified or identifiable, even indirectly, by reference to any other information, including a personal identification number.

**Usage Data** The information collected automatically by this Application (or third party applications that this Application uses), including: the IP addresses or domain names of the computers used by the User that connects with this Application, the URI (Uniform Resource Identifier) addresses, the time of the request, the method used in submitting the request to the server, the size of the file obtained in response, the numeric code indicating the status of the response from the server (successful, error , etc.) the country of origin, the characteristics of the browser and operating system used by the visitor, the various temporal connotations of the visit (for example the time spent on each page) and the details of the itinerary followed within the Application, with particular reference to the sequence of the pages consulted, to the parameters relating to the operating system and the IT environment of the User.

**User** The individual who uses this Application, which must coincide with the Interested party or be authorized by him and whose Personal Data are being processed.

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

**Processor (or Responsible) Data** The natural person, legal person, public administration and any other body, association or organization appointed by the Data Controller to process Personal Data, in accordance with the provisions of this privacy policy.

**Data Controller (or Data Controller)** The natural person, legal person, public administration and any other entity, association or body which has the responsibility, including jointly with another owner, for decisions concerning the purposes, methods of processing personal data and tools used, including the security profile, in relation to the functioning and use of this Application. The Data Controller, unless otherwise specified, is the owner of this Application.

**This Application** The hardware or software tool by which Users' Personal Data are collected.

**Cookies** Small portion of data stored within the User's device.

## COOKIES

### 1. Types

#### **Technical and aggregate statistical cookies**

**Activities strictly necessary for operation** This Application uses Cookies to save the User's session and to perform other activities that are strictly necessary for the functioning of the same, for example in relation to the distribution of traffic.

**Activity of saving preferences, optimization and statistics** This Application uses Cookies to save browsing preferences and optimize the User's browsing experience. These cookies include, for example, those for setting the language and currency or for managing statistics by the site owner.

**Other types of cookies or third-party tools that may make use of them** Some of the services listed below collect aggregate statistics and may not require the consent of the user or could be managed directly by the owner - depending on how described - without the aid of third. If among the instruments indicated below were present services managed by third parties, these could - in addition to what is specified and also without the knowledge of the Owner - perform User tracking activities.

Cookies are small text files that are installed on computers and devices when you visit a website. In practice, cookies are used to perform automatic authentication, track browsing sessions and store specific information about users who access a particular website. In order to allow our users to inform themselves properly about the different types of cookies and their

functionality, an example list follows which indicates the different types of existing cookies:

**Technical or necessary cookies.** They are the cookies necessary for the operation of the Site and the provision of the services offered to the customer.

**Statistical cookies called "analytics".** These cookies, which fall within the macro category of technical cookies, are used by SEO Tester Online to statistically analyze accesses and / or visits to the Site and installed exclusively for statistical purposes and / or collect information in aggregate form.

**Session cookies.** These technical cookies are used to track the use of the Site within a particular session. These cookies are generally stored on the user's browser for the duration of the session. They expire when the browser is closed.

**Persistent cookies.** These are constant cookies that continue to operate even after the browser is closed. This allows easier and faster access to the Site.

**Functionality cookies.** These cookies allow the site to remember the choices made by the user (user name, language, region) thus providing improved and more personalized functions.

**Performance cookies.** These are cookies that collect and analyze information on the use of the Site by visitors (pages visited, number of accesses, time spent on the site, etc.) to provide the user with a better browsing experience. These cookies do not collect information that allows the identification of the user. All the data collected by these cookies are aggregated and, consequently, anonymous and are used only to improve the functioning of the Site.

**Targeting / advertising cookies.** These cookies are installed in order to create a profile of the user who visits the site based on his behavior during navigation. They can also be used by third-party companies to allow the user to view the latter's websites, the advertising banners concerning the latest services viewed on the SEO Tester Online website. While the user is browsing the Website, these cookies are also used to show him the services that may be of interest to him and / or services similar to those he has already looked at previously based on the browsing history. The use of these cookies normally does not imply the processing of personal data, but can allow the connection to the user's computer or other devices and track the saved data: these cookies connect to the browser installed on the user's computer or on others devices used when browsing the Site in order to provide targeted advertising.

**First-party cookies.** These cookies are installed directly by SEO Tester Online on the user's device in order to make the Website work efficiently and to track the behavior patterns of visitors to the Site.

**Third-party cookies.** These are cookies installed on the SEO Tester Online site by third-party companies. In this way, SEO Tester Online can host ads, advertisements, such as advertising banners of other companies, which in turn install cookies. They can be used exclusively to store the data that the user has entered, within one or more websites.

Here is the list of cookies on this site:

```
{
  "domain": "www.seotesteronline.com",
  "urlpath": "/",
  "utcscandate": "2019-03-09T18: 02: 50.9400000Z",
  "cultures ":" en ",
  "cookies ": [
    {
      "Name ":" CookieConsent ",
      "NamePattern ":" ",
      "Provider ":" seotesteronline.com ",
      "Path ":" / ",
      "Value ": "8FA6Uirnot8qJJs + tk3Lydy3jbJZtyn / iVpoPP38NTyR9dr1t5ebEw ==",
      "HTTPOnly": "0",
      "Secure": "0",
      "ThirdParty": "0",
      "Persistent": "1",
      "ExpireSeconds": "31622400",
      "ExpireDays": "366",
      "ExpireDescription": "1 year",
      "TrackerTypeID": "1",
      "TrackerTypeAbbr": "HTTP",
      "TrackerTypeName": "HTTP Cookie",
      "Category": "1",
      "PurposeDescription": "Stores the user's cookie statefor the current domain",
      "FirstURL": "https://www.seotesteronline.com/",
      "Initiator": "inline",
      "InitiatorSource": "inline",
      "InitiatorCodeBlockBegin": "5",
    }
  ]
}
```

```
"InitiatorCodeBlockEnd": "9",
"InitiatorCodeLineSpecific": "5",
"InitiatorSourceDomain": "cookiebot.com",
"InitiatorSourceDomainIP": "54.68.182.72",
"InitiatorSourceDomainCountryID": "ie",
"InitiatorSourceDomainCountryName": "Ireland",
"GDPR AdequateCountry": "1",
"PriorConsentEnabled": "1"
},
{
  "Name": "PHPSESSID",
  "NamePattern": "^PHPSESSID.*$",
  "Provider": "seotesteronline.com",
  "Path": "/",
  "Value": "jheo4c2rjb1i141k6avrfabpb6",
  "HTTPOnly": "0",
  "Secure": "0",
  "ThirdParty": "0",
  "Persistent": "0",
  "ExpireSeconds": "0",
  "ExpireDays": "0",
  "ExpireDescription": "Session",
  "TrackerTypeID": "1",
  "TrackerTypeAbbr": "HTTP",
  "TrackerTypeName": "HTTP Cookie",
  "Category": "1",
  "PurposeDescription": "Preserves user session state across page requests.",
  "FirstURL": "https://www.seotesteronline.com/",
  "Initiator": "webserver",
  "InitiatorSource": "",
  "InitiatorCodeBlockin": "0",
  "InitiatorCodeBlockEnd": "0",
  "InitiatorCodeLineSpecific": "0",
  "InitiatorSourceDomain": "www.seotesteronline.com",
  "InitiatorSourceDomainIP": "18.202.61.2",
  "InitiatorSourceDomainCountryID": "ie",
  "InitiatorSourceDomainCountryName": "Ireland",
  "GDPR AdequateCountry": "1",
  "PriorConsentEnabled": "0"
}
```

```
},
{
  "Name": "stoSwitched",
  "NamePattern": "",
  "Provider": "seotesteronline.com",
  "Path": "/",
  "Value": "true",
  "HTTPOnly": "0",
  "Secure": "0",
  "ThirdParty": "0",
  "Persistent": "1",
  "ExpireSeconds": "31535990",
  "ExpireDays": "364",
  "ExpireDescription": "1 year",
  "TrackerTypeID": "1",
  "TrackerTypeAbbr": "HTTP",
  "TrackerTypeName": "HTTP Cookie",
  "Category": "2",
  "PurposeDescription": "",
  "FirstURL": "https://www.seotesteronline.com/",
  "Initiator":
    "https://www.seotesteronline.com/wp-content/themes/seotester/dist/build.min.js?ver=0.8.9"
,
  "InitiatorSource": "inline",
  "InitiatorCodeBlockBegin": "731",
  "InitiatorCodeBlockEnd": "731",
  "InitiatorCodeLineSpecific": "731",
  "InitiatorSourceDomain": "www.seotesteronline.com",
  "InitiatorSourceDomainIP": "18.202.61.2",
  "InitiatorSourceDomainCountryID": "ie",
  "InitiatorSourceDomainCountryName": "Ireland",
  "GDPR Adequate Country": "1",
  "Prior Consent Enabled": "0"
},
{
  "Name": "_ga",
  "NamePattern": "",
  "Provider": "seotesteronline.com",
  "Path": "/",
```

```
"Value": "GA1.2.1090690780.1552154582",
"HTTPOnly": "0",
"Secure": "0",
"ThirdParty": "0",
"Persistent": "1",
"ExpireSeconds ":" 63071990 ",
"ExpireDays ":" 729 ",
"ExpireDescription ":" 2 years ",
"TrackerTypeID ":" 1 ",
"TrackerTypeAbbr ":" HTTP ",
"TrackerTypeName ":" HTTP Cookie ",
"Category ":" 3 ",
"PurposeDescription ":" Registers a unique ID that is used to generate statistical data
on how the visitor uses the website. ",
"FirstURL ":" https://www.seotesteronline.com/ ",
"Initiator ":" https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ ",
"InitiatorSource ":" inline ",
"InitiatorCodeBlockBegin ":" 5 ",
"InitiatorCodeBlockEnd ":" 9 ",
"InitiatorCodeLineSpecific ":" 8 ",
"InitiatorSourceDomain ":" www.googletagmanager.com ",
"InitiatorSourceDomainIP ":" 172.217.168.232 ",
"InitiatorSourceDomainCountryID ":" us ",
"InitiatorSourceDomainCountryName ":" United States ",
"GDPRAdquateCountry ":" 1 ",
"PriorConsentEnabled ":" 0 "
```

```
},
```

```
{
```

```
"Name ":" _gat ",
"NamePattern ":" ^_gat (._+)* $ ",
"Provider ":" seotesteronline.com ",
"Path ":" / ",
"Value ":" 1 ",
"HTTPOnly ":" 0 ",
"Secure ":" 0 ",
"ThirdParty ":" 0 ",
"Persistent ":" 1 ",
"ExpireSeconds ":" 0 ",
"ExpireDays ":" 1 ",
```

```
" ExpireDescription ":" 1 day ",
" TrackerTypeID ":" 1 ",
" TrackerTypeAbbr ":" HTTP ",
" TrackerTypeName ":" HTTP Cookie ",
" Category ":" 3 ",
" PurposeDescription ":" Used by Google Analytics to throttle request rate ",
" FirstURL ":" https://www.seotesteronline.com/ ",
" Initiator ":" https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ ",
" InitiatorSource ":" inline ",
" InitiatorCodeBlockin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" www.googletagmanager.com ",
" InitiatorSourceDomainIP ":" 172.217.168.232",
"InitiatorSourceDomainCountryID": "us",
"InitiatorSourceDomainCountryName": "United States",
"GDPRAdquateCountry": "1",
"PriorConsentEnabled": "0"
```

```
},
```

```
{
```

```
"Name": "_gid",
" NamePattern ":" ",
" Provider ":" seotesteronline.com ",
" Path ":" / ",
" Value ":" GA1.2.1733829341.1552154582 ",
" HTTPOnly ":" 0 ",
" Secure ":" 0 ",
" ThirdParty ":" 0 ",
" Persistent ":" 1 ",
" ExpireSeconds ":" 0 ",
" ExpireDays ":" 1 ",
" ExpireDescription ":" 1 day ",
" TrackerTypeID ":" 1 ",
"TrackerTypeAbbr": "HTTP",
"TrackerTypeName": "HTTP Cookie",
"Category": "3",
"PurposeDescription": "Registers a unique ID which is used to generate statistical data
```

on

```
how the visitor uses the website. ",
```



```
" FirstURL ":" https://www.seotesteronline.com/ ",
" Initiator ":" https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ ",
" InitiatorSource ":" inline ",
" InitiatorCodeBlockBegin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" www.googletagmanager.com ",
" InitiatorSourceDomainIP ":" 172.217. 168.232 ",
" InitiatorSourceDomainCountryID ":" us ",
" InitiatorSourceDomainCountryName ":" United States ",
" GDPRAdequateCountry ":" 1 ",
" PriorConsentEnabled ":" 0 "
},
{
" Name ":" nQ_visitId ",
" NamePattern ":" ",
"Provider": "seotesteronline.com",
"Path": "/",
"Value": "1e4d3efe-376d-5ebc-20ef-1890d9398a2e% 3A1552154583047",
"HTTPOnly": "0",
"Secure" : "0",
"ThirdParty": "0",
"Persistent": "1",
"ExpireSeconds": "31535991",
"ExpireDays": "364",
"ExpireDescription": "1 year",
"TrackerTypeID": "1",
"TrackerTypeAbbr": "HTTP",
"TrackerTypeName": "HTTP Cookie",
"Category": "3",
"PurposeDescription": "Sets a unique ID for the session. This Allows the website to
Obtain data on visitor behavior for statistical purposes.
","FirstURL ":" https://www.seotesteronline.com/
","initiator "," https://www.googletagmanager.com/gtm. js? id = GTM-WKDKCHJ ",
" InitiatorSource ":" inline ",
" InitiatorCodeBlockBegin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" www.googletagmanager. com ",
```

```
" InitiatorSourceDomainIP ":" 172.217.168.232 ",
" InitiatorSourceDomainCountryID ":" us ",
" InitiatorSourceDomainCountryName ":" United States ",
" GDPRAdequateCountry ":" 1 ",
" PriorConsentEnabled ":" 0 "
},
{
" Name ":" pll_language ",
" NamePattern ":" ",
" Provider ":" seotesteronline.com ",
" Path ":" / ",
" Value ":" en ",
" HTTPOnly ":" 0 ",
" Secure " : "1",
"ThirdParty": "0",
"Persistent": "1",
"ExpireSeconds": "31535990",
"ExpireDays": "364",
"ExpireDescription": "1 year",
"TrackerTypeID": "1",
"TrackerTypeAbbr": "HTTP",
"TrackerTypeName": "HTTP Cookie",
"Category": "3",
"PurposeDescription": "This cookie is used to determine the preferred language of the
visitor and sets the language accordingly on the website, if possible.",
"FirstURL": "https://www.seotesteronline.com/",
" Initiator ":" webserver ",
" InitiatorSource ":" ",
" InitiatorCodeBlockBegin ":" 0 ",
" InitiatorCodeBlockEnd ":" 0 ",
" InitiatorCodeLineSpecific ":" 0 ",
" InitiatorSourceDomain ":" www.seotesteronline.com ",
"InitiatorSourceDomainIP": "18.202.61.2",
"InitiatorSourceDomainCountryID": "ie",
"InitiatorSourceDomainCountryName": "Ireland",
"GDPRAdquateCountry": "1",
"PriorConsentEnabled": "0"
},
{
```

```
"Name": "r / collect ",
" NamePattern ":" ",
" Provider ":" doubleclick.net ",
" Path ":" / ",
" Value ":"? v = 1aip = 1t = dc_r = 3tid = UA-75062605-1cid =
694696337.1552154777jid =
2087809678_gid = 1266509734.1552154777gjid = 1611166156_v = j73z = 1977847183
",
" HTTPOnly ":" 0 ",
" Secure ":" 1 ",
" ThirdParty ":" 1 ",
" Persistent ":" 0 ",
" ExpireSeconds ":" 0 ",
" ExpireDays ":" 0 ",
" ExpireDescription ":" Session ",
" TrackerTypeID ":" 5 ",
" TrackerTypeA bbr ":" Pixel ",
" TrackerTypeName ":" Pixel Tracker ",
" Category ":" 4 ",
" PurposeDescription ":" This cookie is used to send data to Google Analytics about the
visitor's device and behavior. It tracks the visitor across devices and marketing
channels. ",
" FirstURL ":" https://www.seotesteronline.com/ ",
" Initiator ":"https://www.googletagmanager.com/gtm.js?id= GTM-WKDKCHJ",
" InitiatorSource ":
"https://stats.g.doubleclick.net/r/collect?v=1aip=1t=dc_r=3tid=UA-75062605-1
cid = 694696337.1552154777jid = 2087809678_gid = 1266509734.1552154777gjid =
1611166156_v = j73z = 1977847183 ",
" InitiatorCodeBlockBegin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" stats.g.doubleclick.net ",
" InitiatorSourceDomainIP ": "108.177.126.154",
"InitiatorSourceDomainCountryID": "us",
"InitiatorSourceDomainCountryName": "United States",
"GDPRAdquateCountry": "1",
"PriorConsentEnabled": "0"
},
{
```

```
"Name": "fr",
" NamePattern ":" ",
" Provider ":" facebook.com ",
" Path ":" / ",
" Value ":" 0txbtKZewiXMovQLX..Bcg__W ... 1.0.Bcg__W. ",
" HTTPOnly ":" 1 ",
"Secure": "1",
"ThirdParty": "1",
"Persistent": "1",
"ExpireSeconds": "7775991",
"ExpireDays": "89",
"ExpireDescription": "3 mon ths ",
" TrackerTypeID ":" 1 ",
" TrackerTypeAbbr ":" HTTP ",
" TrackerTypeName ":" HTTP Cookie ",
" Category ":" 4 ",
" PurposeDescription ":" Used by Facebook to deliver a series of advertisement
products
such as real time bidding from third party advertisers. ",
" FirstURL ":" https://www.seotesteronline.com/ ",
" Initiator ":" https://www.googletagmanager.com/gtm.js?id = GTM-WKDKCHJ ",
" InitiatorSource ":" inline ",
" InitiatorCodeBlockin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" facebook.com ",
" InitiatorSourceDomainIP ":" 31.13.64.35 ",
" InitiatorSourceDomainCountryID ":" nl ",
" InitiatorSourceDomainCountryName ":" Netherlands ",
" GDPRAdequateCountry ":" 1 ",
" PriorConsentEnabled ":" 0 "
},
{
" Name ":" tr ",
"NamePattern": "",
"Provider": "facebook.com",
"Path": "/",
"Value":
"? Id = 238926889909027ev = PageViewdl = https% 3A% 2F%
```

2Fwww.seotesteronline.com

% 2Frl = https% 3A% 2F% 2Fwww.seotesteronline.com% 2Fif = falsets =  
1552154776637

sw = 1024sh = 768v = 2.8.42r = stableec = 0o = 318fbp =  
fb.1.1552154776635.82937868it =

1552154776560coo = falserqm = GET ",

" HTTPOnly ":" 0 ",

" Secure ":" 1 ",

" ThirdParty ":" 1 ",

" Persistent ":" 0 ",

" ExpireSeconds ":" 0 ",

" ExpireDays ":" 0 ",

" ExpireDescription ":" Session ",

" TrackerTypeID ":" 5 ",

" TrackerTypeAbbr ":" Pixel ",

" TrackerTypeName ":" Pixel Tracker ",

" Category ":" 4 ",

" PurposeDescription ":" Used by Facebook to deliver a series of advertisement  
products

such as real time bidding from third party advertisers. ",

" FirstURL ":" https://www.seotesteronline.com/ ",

" Initiator ":" https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ",

"InitiatorSource":

"https://www.facebook.com/tr/?id=238926889909027ev=PageViewdl=https\_%

3A% 2F% 2Fwww.seotesteronline.com% 2Frl = https% 3A% 2F% 2F

www.seotesteronline.com% 2Fif = falsets = 1552154776637sw = 1024sh = 768v =

2.8.42r = stableec = 0o = 318fbp = fb.1.1552154776635.82937868it = 1552154776560

coo = falserqm = GET ",

" InitiatorCodeBlockBegin ":" 5 ",

" InitiatorCodeBlockEnd ":" 9 ",

" InitiatorCodeLineSpecific ":" 8 ",

" InitiatorSourceDomain ":" www.fac ebook.com ",

" InitiatorSourceDomainIP ":" 31.13.64.35 ",

" InitiatorSourceDomainCountryID ":" nl ",

" InitiatorSourceDomainCountryName ":" Netherlands ",

" GDPRAdequateCountry ":" 1 ",

" PriorConsentEnabled ":" 0 "

},

{

```
" Name ":" rc :: c ",
" NamePattern ":" ",
" Provider ":" google.com ",
" Path ":" / ",
" Value ":
" BflzfAShDKkX6aj7Wyl5NODuoL8unA5RWFC12_iEafoToM04fhMp3h467TvvFXvzv
e00zTnCKDyk ",
" HTTPOnly ":" 0 ",
" Secure ":" 0 ",
" ThirdParty ":" 1 ",
" Persistent ":" 0 ",
" ExpiresSeconds ":" 0 ",
" ExpiresDays ":" 0 ",
" ExpiresDescription ":" Session ",
"TrackerTypeID": "2",
"TrackerTypeAbbr": "HTML",
"TrackerTypeName": "HTML Local Storage",
"Category": "4",
"PurposeDescription": "Used in context with video-advertisement. The cookie limits the
number of times a visitor is shown the same advertisement-content. The cookie is also
used to ensure relevance of the video-advertisement to the specific visitor. ",
" FirstURL ":" https://www.seotesteronline.com/contacts/ ",
" Initiator ":" inline ",
" InitiatorSource ":" inline ",
" InitiatorCodeBlockBegin ":" 587 ",
" InitiatorCodeBlockEnd ":" 587 ",
" InitiatorCodeLineSpecific ":" 587 ",
" InitiatorSourceDomain ":" google.com ",
" InitiatorSourceDomainIP ":" 216.58.211.110 ",
" InitiatorSourceDomainCountryID ":" nl ",
" InitiatorSourceDomainCountryName ":" Netherlands ",
" GDPRAdequateCountry " : "1",
"PriorConsentEnabled": "0"
},
{
"Name": "h",
"NamePattern": "",
"Provider": "heapanalytics.com",
"Path": "/",
```

```
"Value ":
"? a = 3203489610u = 1174151694903120v = 5862195551200146s =
3389341256495301
b = webtv = 4.0z = 0h =% 2Fd=www.seotesteronline.comt = SEO% 20Tester%
20Online
% 20% E2% 80% 93% 20SEO% 20% Online 20% % 20for% 20your% 20Websiter =
https:% 2F% 2Fwww.seotesteronline.com% 2Fts = 1552154776574st =
1552154776575 ",
" HTTPOnly ":" 0 ",
" Secure ":" 1 ",
" ThirdParty ":" 1 ",
" Persistent ":" 0 ",
" ExpireSeconds ":" 0 ",
" ExpireDays ":" 0 ",
" ExpireDescription ":" Session ",
" TrackerTypeID ":" 5 ",
" TrackerTypeAbbr ":" Pix el
","TrackerTypeName ":" Pixel Tracker
","Category "," 4
","PurposeDescription ":" Collects data on visitors' behavior and interaction - This is
used
to optimize the website and make advertisement on the website more relevant. ",
" FirstURL ":" https://www.seotesteronline.com/ ",
" Initiator ":" https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ ",
" InitiatorSource ":" https://cdn.heapanalytics.com/js/heap-3203489610.js ",
" InitiatorCodeBlockBegin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" cdn. heapanalytics.com ",
" InitiatorSourceDomainIP ":" 52.85.254.89 ",
" InitiatorSourceDomainCountryID ":" ie ",
" InitiatorSourceDomainCountryName ":" Ireland ",
" GDPRAdequateCountry ":" 1 ",
" PriorConsentEnabled ":" 0 "
},
{
" Name ":" _fbp ",
" NamePattern ":" ",
" Provider ":" seotesteronline.com ",
```

```
" Path ":" / ",
" Value ":" fb.1.1552154582452.1223047508 ",
" HTTPOnly ":" 0 ",
" Secure ":" 0 ",
" ThirdParty ":" 0 ",
" Persistent ":" 1 ",
" ExpireSeconds ":" 7775990 ",
" ExpireDays ":" 89 ",
" ExpireDescription ":" 3 months "
"TrackerTypeID":"1",
"TrackerTypeAbbr": "HTTP",
"TrackerTypeName": "HTTP Cookie",
"Category", "4",
"PurposeDescription": "Used by Facebook to deliver a series of advertisement products
such to s real time bidding from third party advertisers. ",
" FirstURL ":" https://www.seotesteronline.com/ ",
" Initiator ":" https://www.googletagmanager.com/gtm.js?id=GTM -WKDKCHJ ",
" InitiatorSource ":" inline ",
" InitiatorCodeBlockBegin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" www.googletagmanager.com ",
" InitiatorSourceDomainIP ":" 172.217.168.232 ",
" InitiatorSourceDomainCountryID ":" us ",
" InitiatorSourceDomainCountryName ":" United States ",
" GDPRAdequateCountry ":" 1 ",
" PriorConsentEnabled ":" 0 "
},
{
" Name ":" _hjIncludedInSample ",
"NamePattern": "",
"Provider": "seotesteronline.com",
"Path": "/",
"Value": "1",
"HTTPOnly": "0",
"Secure": "0",
"ThirdParty": "0",
"Persistent": "0",
"ExpireSeconds": "0",
```



```
"ExpireDays": "0",
"ExpireDescription": "Session",
"TrackerTypeID": "1",
"TrackerTypeAbbr ":" HTTP ",
" TrackerTypeName ":" HTTP Cookie ",
" Category ":" 4 ",
" PurposeDescription ":" Determines if the user's navigation should be registered in
certain statistical placeholder. ",
" FirstURL ":" https://www.seotesteronline.com/ ",
" Initiator ":" https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ ",
" InitiatorSource ":" inline ",
" InitiatorCodeBlockin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" www.googletagmanager.com ",
" InitiatorSourceDomainIP ":" 172.217. 168.232 ",
" InitiatorSourceDomainCountryID ":" us ",
" InitiatorSourceDomainCountryName ":" United States ",
" GDPRAdequateCountry ":" 1 ",
" PriorConsentEnabled ":" 0 "
},
{
" Name ":" nQ_cookieid ",
" NamePattern ":" ",
"Provider": "seotesteronline.com",
"Path": "/",
"Value": "4121b151-b578-e748-7a16-b0482ddb4e7b",
"HTTPOnly": "0",
"Secure": " 0 ",
" ThirdParty ":" 0 ",
" Persistent ":" 1 ",
" ExpireSeconds ":" 31535991 ",
" ExpireDays ":" 364 ",
" ExpireDescription ":" 1 year ",
" TrackerTypeID ":" 1 ",
" TrackerTypeAbbr ":" HTTP ",
" TrackerTypeName ":" HTTP Cookie ",
" Category ":" 4 ",
" PurposeDescription ":" Sets a unique ID for a specific visitor. This ID can be used to
```

recognize the visitor upon re-entry and implement any preference choices made. The cookie allows the visitor to the website

```
. ",
" FirstURL ":" https://www.seotesteronline.com/ ",
" Initiator ":" https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ ",
" InitiatorSource ":" inline ",
" InitiatorCodeBlockBegin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" www.googletagmanager.com ",
" InitiatorSourceDomainIP ":" 172.217.168.232 ",
" InitiatorSourceDomainCountryID ":" us ",
" InitiatorSourceDomainCountryName ":" United States ",
" GDPRAdequateCountry ":" 1 ",
" PriorConsentEnabled ":" 0 "
},
{
" Name ":" e.gif ",
" NamePattern ":" ",
"Provider": "collect.albacross.com",
"Path": "/",
"Value": "? S = JSCollector% 2C2.0.2% 2C1552154776700e1 = pageviewur1 = https:%
2F% 2Fwww.seotesteronline.com% 2Fti1 = SEO% 20Tester% 20Online% 20% E2% 80%
93%% 20SEO 20Analysis% 20Online% 20for% 20your% 20Websiter1 = https:% 2F%
2Fwww.seotesteronline.com% 2Fre1 1024re1 = = = 768p1 29a157da-8022-f959
-6edc-6f636a2a7a01c1 = 89607783ci1 = 0af4931b-207b-a9bf-a83c-e1bde21baa89v1 =
f797abf5-9df2-5ee1-347e-a96acc20aea9u1 = 29a157da-8022-f959-6edc-6f636a2a7a01e2
= f ingerprintfi2 d7fa984e7ef6c8534c7eb46a310ffc6ati2 = = = 59p2
29a157da-8022-f959-6edc-6f636a2a7a01c2 = 89607783ci2 =
0af4931b-207b-a9bf-a83c-e1bde21baa89v2 = f797abf5-9df2-5ee1-347e-a96acc20aea9u2
= 82960f9a-a275-0dfc-7635-3d09d7537167
", "HTTPOnly ":" 0 ",
" Secure ":" 1 ",
" ThirdParty ":" 1 ",
" Persistent ":" 0 ",
" ExpireSeconds ":" 0 ",
" ExpireDays ":" 0 ",
" ExpireDescription " : "Session",
"TrackerTypeID": "5",
```

```
"TrackerTypeAbbr": "Pixel",
"TrackerTypeName": "Pixel Tracker",
"Category": "5",
"PurposeDescription": "",
"FirstURL": " https://www.seotesteronline.com/ ",
" Initiator ":" https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ ",
" InitiatorSource ":" https://collect.albacross.com/e.gif?s=JSCollector%2C2.0.2%
2C1552154776700e1pageviewur1==https:%2F%2Fwww.seotesteronline.com%2Fti1
SEO=%20Tester%20Online%20%E2%80%93%20SEO%20Analysis%20Online%
20for%20your%20Website1=https:%2F%2Fwww.seotesteronline.com%2Fre1
1024re1===768p129a157da-8022-f959-6edc-6f636a2a7a01c1=89607783ci1=
0af4931b-207b-a9bf-a83c-e1bde21baa89v1=f797a
bf5-9df2-5ee1-347e-a96acc20aea9u1=29a157da-8022-f959-6edc-6f636a2a7a01e2=
fingerprintfi2d7fa984e7ef6c8534c7eb46a310ffc6ati2===59p2
29a157da-8022-f959-6edc-6f636a2a7a01c2=89607783ci2=
0af4931b-207b-a9bf-a83c-e1bde21baa89v2=f797abf5-
9df2-5ee1-347e-a96acc20aea9u2=82960f9a-a275-0dfc-7635-3d09d7537167 ",
" InitiatorCodeBlockBegin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain ":" collect.albacross.com ",
" InitiatorSourceDomainIP ":" 52.208.179.144 ",
" InitiatorSourceDomainCountryID ":" ie ",
" InitiatorSourceDomainCountryName ":" Ireland ",
" GDPRAdequateCountry ":" 1 ",
" PriorConsentEnabled ":" 0 "
},
{
" Name ":" _hp2_hld # .undefined ",
" NamePattern ":" ^_hp2_hld - d * *. * Undefined $ ",
" Provider ":" seotesteronline.com ",
" Path ":" / ",
" Value ":" hld7968896773444261",
"HTTPOnly": "0",
"Secure": "0",
"ThirdParty": "0",
"Persistent": "0",
"ExpireSeconds": "0",
"ExpireDays": "0 ",
```

```
" ExpireDescription ":" Session ",
" TrackerTypeID ":" 1 ",
" TrackerTypeAbbr ":" HTTP ",
" TrackerTypeName " : "HTTP Cookie",
"Category": "5",
"PurposeDescription": "",
"FirstURL": "https://www.seotesteronline.com/",
"Initiator": "https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ",
" InitiatorSource ":" inline ",
" InitiatorCodeBlockin ":" 5 ",
" InitiatorCodeBlockEnd ":" 9 ",
" InitiatorCodeLineSpecific ":" 8 ",
" InitiatorSourceDomain " : "www.googletagmanager.com",
"InitiatorSourceDomainIP": "172.217.168.232",
"InitiatorSourceDomainCountryID": "us",
"InitiatorSourceDomainCountryName": "United States",
"GDPRAdquateCountry": "1",
"PriorConsentEnabled": "0"
},
{
"Name": "_hp2_id.#",
"NamePattern": "^_hp2_id*.d*",
"Provider": "seotesteronline.com",
"Path": "/",
"Value" : "% 7B% 22userId% 22% 3A% 221664643143784629% 22% 2C%
22pageviewId% 22% 3A% 228478088250487137% 22% 2C% 22session% 22% 3A%
226915479329338042% 22% 2C% 22identity% 22% 3A% 22null% 2C% 22tracker% % 22%
3A% 224.0% 22% 7D ",
" HTTPOnly ":" 0 ",
" Secure ":" 0 ",
" ThirdParty ":" 0 ",
" Persistent ":" 1 ",
" ExpireSeconds ":" 63071990 ",
" ExpireDays ":" 729 ",
" ExpireDescription " : "2 years",
"TrackerTypeID": "1",
"TrackerTypeAbbr": "HTTP",
"TrackerTypeName": "HTTP Cookie",
"Category": "5",
```

```
"PurposeDescription": "",
"FirstURL": "https://www.seotesteronline.com/",
"Initiator": "https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ",
"InitiatorSource": "inline",
"InitiatorCodeBlockBegin": "5",
"InitiatorCodeBlockEnd": "9",
"InitiatorCodeLineSpecific": "8",
"InitiatorSourceDomain": "www.googletagmanager.com",
"InitiatorSourceDomainIP": "172.217.168.232",
"InitiatorSourceDomainCountryID": "us",
"InitiatorSourceDomainCountryName": "United States",
"GDPR Adequate Country": "1",
"PriorConsentEnabled": "0"
},
{
  "Name": "_hp2_ses_props.3203489610",
  "NamePattern": "",
  "Provider": "seotesteronline.com",
  "Path": "/",
  "Value": "0",
  "HTTPOnly": "0",
  "Secure": "0",
  "ThirdParty": "0",
  "Persistent": "1",
  "ExpireSeconds": "0",
  "ExpireDays": "1",
  "ExpireDescription": "1 day",
  "TrackerTypeID": "1",
  "TrackerTypeAbbr": "HTTP",
  "TrackerTypeName": "HTTP Cookie",
  "Category": "5",
  "PurposeDescription": "",
  "FirstURL": "https://www.seotesteronline.com/",
  "Initiator": "https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ",
  "InitiatorSource": "inline",
  "InitiatorCodeBlockBegin": "5",
  "InitiatorCodeBlockEnd": "9",
  "InitiatorCodeLineSpecific": "8",
  "InitiatorSourceDomain": "www.googletagmanager.com",
```

```
" InitiatorSourceDomainIP ":" 172.217. 168.232 ",
" InitiatorSourceDomainCountryID ":" us ",
" InitiatorSourceDomainCountryName ":" United States ",
" GDPRAdequateCountry ":" 1 ",
" PriorConsentEnabled ":" 0 "
},
{
" Name ":" customerly_jwt ",
" NamePattern ":" ",
"Provider": "seotesteronline.com",
"Path": "/",
"Value":
"eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiIsImNpdj0aSI6IjE1M2JiY2YwLTQyOTU0MTF0OS05ZmU3LTBhYTFhZDU5OWE3MiJ9.eyJpc3MiOiJodHRwczpcL1wvY3VzdG9tZXJseS5pbyIsImNpdj0aSI6IjE1M2JiY2YwLTQyOTU0MTF0OS05ZmU3LTBhYTFhZDU5OWE3Ml9hdCI6MTU1MjE1NDU0MywibmJmljoxNTUyMTU0NTgzLCJleHAiOiJ1Mjk3NzA1ODMsImkljpuclWxsL0eXBlljoxLCJhcHAiOiJmN2RmMwYzMyJ9.zKMvf2yJosCzXqa0fgAZBcAjH3Eq4D7e
wwwIKXIHYSQ",
"HTTPOnly": "0",
"Secure": "0",
"ThirdParty": "0",
"Persistent": "0",
"ExpireSeconds": "0",
"ExpireDays": "0",
"ExpireDescription": "Session",
"TrackerTypeID": "1",
"TrackerTypeAbbr": "HTTP",
"TrackerTypeName": "HTTP Cookie",
"Category": "5",
"PurposeDescription": "",
"FirstURL": "https://www.seotesteronline.com/",
"Initiator": "https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ",
"InitiatorSource": "inline",
"InitiatorCodeBlockBegin": "5",
"InitiatorCodeBlockEnd": "9",
"InitiatorCodeLineSpecific": "8",
"InitiatorSourceDomain": "www.googletagmanager.com",
"InitiatorSourceDomainIP": "172.217.168.232",
"InitiatorSourceDomainCountryID": "us",
```

```

    "InitiatorSourceDomainCountryName": "United States",
    "GDPRAdquateCountry": "1",
    "PriorConsentEnabled": "0"
  },
  {
    "Name": "customerly_welcome_message_visitors_seen",
    "NamePattern": "",
    "Provider": "seotesteronline.com",
    "Path": "/",
    "Value": "true",
    "HTTPOnly": "0",
    "Secure": "0",
    "ThirdParty": "0",
    "Persistent": "1",
    "ExpireSeconds": "2592217",
    "ExpireDays": "30",
    "ExpireDescription": "30 days",
    "TrackerTypeID": "1",
    "TrackerTypeAbbr": "HTTP",
    "TrackerTypeName": "HTTP Cookie",
    "Category": "5",
    "PurposeDescription": "",
    "FirstURL": "https://www.seotesteronline.com/",
    "Initiator": "https://www.googletagmanager.com/gtm.js?id=GTM-WKDKCHJ",
    "InitiatorSource": "inline",
    "InitiatorCodeBlockBegin": "5",
    "InitiatorCodeBlockEnd": "9",
    "InitiatorCodeLineSpecific": "8",
    "InitiatorSourceDomain": "www.googletagmanager.com",
    "InitiatorSourceDomainIP": "172.217.168.232",
    "InitiatorSourceDomainCountryID": "us",
    "InitiatorSourceDomainCountryName": "United States",
    "GDPRAdquateCountry": "1",
    "PriorConsentEnabled": "0"
  }
]}

```

## 2. Management

In addition to what is indicated in this document, the User can manage the preferences for

Cookies directly from within his browser and prevent - for example - that third parties can install them. Through the browser preferences it is also possible to delete the cookies installed in the past, including the cookie in which the consent to the installation of cookies by this site is eventually saved. It is important to note that by disabling all cookies, the operation of this site may be compromised. The User can find information on how to manage Cookies in his browser in the dedicated pages of his browser, the most common among which, but not exclusively: Google Chrome, Mozilla Firefox, Apple Safari, Microsoft Explorer and Opera.

In order to allow our users to inform themselves adequately, a non-exhaustive list follows on the procedures for disabling / deleting cookies by configuring the various browsers.

*Chrome* 1. Run the Chrome Browser 2. Click on the menu in the browser toolbar next to the url entry window for navigation 3. Select Settings 4. Click Show Advanced Settings 5. In the "Privacy" section do click on the "Content settings" button 6. In the "Cookies" section you can change the following cookie settings:

- Allow local data to be saved
- Change local data only until the browser is closed
- Prevent sites from setting cookies
- Block third-party cookies and site data
- Manage exceptions for some websites
- Delete one or all cookies

*Mozilla Firefox* 1. Run the Mozilla Firefox Browser 2. Click on the menu in the browser toolbar to beside the url entry window for navigation 3. Select Options 4. Select the Privacy panel 5. Click Show Settings Advanced ions 6. In the "Privacy" section click on the "Content settings" button 7. In the "Tracking" section you can change the following cookie settings:

- Request sites not to perform any tracking
- Notify sites of availability to be tracked
- Do not communicate any preference regarding the tracking of personal data 8. From the "History" section it is possible:
  - By enabling "Use custom settings" select to accept third-party cookies (always, from the most visited sites or never) and keep them for a fixed period (until they expire, when Firefox is closed or ask every time)
- Remove the stored individual cookies.

*Internet Explorer* 1. Run the Internet Explorer Browser 2. Click on the Tools button and choose Internet Options 3. Click on the Privacy tab and, in the Settings section, change the slider according to the desired action for cookies:



- Block all cookies
- Allow all cookies
- Select the sites from which to obtain cookies: move the cursor to an intermediate position so as not to block or allow all cookies, then click on Sites, in the Address Website box enter a website and then press on Block or Allow.

*Safari 6* 1. Run the Safari Browser 2. Click on Safari, select Preferences and click on Privacy 3. In the Block Cookie section specify how Safari must accept cookies from websites. 4. To view which sites have stored cookies click on Details

*Safari iOS (mobile devices)* 1. Run the Safari Browser iOS 2. Tap on Settings and then Safari 3. Tap on Block Cookies and choose between the various options: "Never" , "Third party and advertisers" or "Always" 4. To delete all cookies stored by Safari, tap on Settings, then on Safari and finally on Delete Cookies and data

#### *Opera*

1. Run the Opera Browser 2. Click on Preferences then on Advanced and finally on Cookies 3. Select one of the following options:

- Accept all cookies
- Accept cookies only from the site you visit: third-party cookies and those that are sent from a domain other than the one you are visiting will be rejected
- Never accept cookies: all cookies will never be saved.

*Note that if you choose to block cookies, this could compromise the online service of SEO Tester Online or prevent the operation of some elements.*

In the case of services provided by third parties, the User can also exercise his right to oppose the tracking inquiring through the privacy policy of the third party, via the opt out link if explicitly provided or by contacting the same directly. If consent has already been given but you want to change the cookie permissions, you must delete them through the browser, as indicated above, because otherwise those already installed will not be removed. In particular, please note that it is not possible in any way to control third-party cookies, so if consent has already been given previously, it is necessary to delete cookies through the browser (dedicated section) or by requesting the opt-in. out directly to third parties or through the site <http://www.youronlinechoices.com/it/le-tue-scelte>

### **3. Regulations**

In relation to the directives of the Code regarding the protection of personal data (d.lg. June 30, 2003 , No. 196, hereinafter the "Code") and, in particular, the articles 13, paragraph 3 and 122, paragraph 1 and in reference to the provision for the identification of simplified procedures for information and the acquisition of consent for the use of cookies - 8 May 2014 (Published in the Official Journal No. 126 of 3 June 2014), you can change the consent to cookies at any time directly from this link: [banner details](#).

Quarzio Srl will keep track of the User's consent through a specific technical cookie, considered by the Privacy Guarantor a "not particularly invasive" tool. The User has the right at any time to exercise the rights recognized by the art. 7 of Legislative Decree 196/2003 and European Regulation n.2016 / 679 and, in particular, among others, to obtain a copy of the processed data, their update, their origin, the purpose and the processing methods, their rectification or integration, their cancellation, transformation into anonymous form or block for processing in violation of the law and to oppose the processing for legitimate reasons. To exercise these rights, write to [info@www.seotesteronline.com](mailto:info@www.seotesteronline.com).

If you want to know more, you can consult the following sites:

- <http://www.youronlinechoices.com/>
- <http://www.allaboutcookies.org/>
- <https://www.cookiechoices.org/>
- <http://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/3118884>

*Date of last update: 12 April 2019.*