



# Cookie Policy of

<https://holisticaxis.com/>

Cookies consist of portions of code installed in the browser that assist the Owner in providing the service according to the purposes described. Some of the purposes for which the Cookies are installed may also require the User's consent.

## Technical Cookies and Cookies serving aggregated statistical purposes

- Activity strictly necessary for the functioning of the service

This Website uses Cookies to save the User's session and to carry out other activities that are strictly necessary for the operation of the same, for example in relation to the distribution of traffic.

- Activity regarding the saving of preferences, optimization, and statistics

This Website uses Cookies to save browsing preferences and to optimise the User's browsing experience. Among these Cookies are, for example, those to set the language and the currency or for the management of first party statistics employed directly by the Owner of the site.

## Other types of Cookies or third-party tools that might use them

Some of the services listed below collect statistics in aggregated form and may not require the consent of the User or may be managed directly by the Owner – depending on how they are described – without the help of third parties. If any third party operated services are listed among the tools below, these may be used to track Users' browsing habits – in addition to the information specified herein and without the Owner's knowledge. Please refer to the privacy policy of the listed services for detailed information.

- Analytics

The services contained in this section enable the Owner to monitor and analyse web traffic and can be used to keep track of User behaviour. **Google Analytics (Google Inc.)** Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google utilises the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualise and personalise the ads of its own advertising network. Personal Data collected: Cookies and Usage Data. Place of processing: US – Privacy Policy – Opt Out



#### • Content commenting

Content commenting services allow Users to make and publish their comments on the contents of this Website. Depending on the settings chosen by the Owner, Users may also leave anonymous comments. If there is an email address among the Personal Data provided by the User, it may be used to send notifications of comments on the same content. Users are responsible for the content of their own comments. If a content commenting service provided by third parties is installed, it may still collect web traffic data for the pages where the comment service is installed, even when Users do not use the content commenting service. **Comment system managed directly (this Website)** This Website has its own internal content comment system. Personal Data collected: Cookies, email address, first name and last name. **Facebook Comments (Facebook, Inc.)** Facebook Comments is a content commenting service provided by Facebook, Inc. enabling the User to leave comments and share them on the Facebook platform.

Personal Data collected: Cookies and Usage Data. Place of processing: US – Privacy Policy

#### • Content performance and features testing (A/B testing)

The services contained in this section allow the Owner to track and analyse the User response concerning web traffic or behaviour regarding changes to the structure, text or any other component of this Website. **Google Website Optimizer (Google Inc.)** Google Website Optimizer is an A/B testing service provided by Google Inc. Google may use Personal Data to contextualise and personalise the ads of its own advertising network. Personal Data collected: Cookies and Usage Data. Place of processing: US – Privacy Policy

#### • Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of this Website 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. **Google Maps widget (Google Inc.)** Google Maps is a maps visualisation service provided by Google Inc. that allows this Website to incorporate content of this kind on its pages. Personal Data collected: Cookies and Usage Data. Place of processing: UK – Privacy Policy **Instagram widget (Instagram, Inc.)** Instagram is an image visualisation service provided by Instagram, Inc. that allows this Website to incorporate content of this kind on its pages. Personal Data collected: Cookies and Usage Data. Place of processing: US – Privacy Policy



- **Interaction with data collection platforms and other third parties**

This type of service allows Users to interact with data collection platforms or other services directly from the pages of this Website for the purpose of saving and reusing data. If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service. **MailChimp widget (The Rocket Science Group, LLC.)** The MailChimp widget is a service for interacting with the MailChimp email address management and message sending service provided by The Rocket Science Group LLC. Personal Data collected: Cookies and email address. Place of processing: USA – Privacy Policy

- **Interaction with external social networks and platforms**

This type of service allows interaction with social networks or other external platforms directly from the pages of this Website. The interaction and information obtained through this Website are always subject to the User's privacy settings for each social network. This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it. **Facebook Like button and social widgets (Facebook, Inc.)** The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Facebook, Inc. Personal Data collected: Cookies and Usage Data. Place of processing: US – Privacy Policy **PayPal button and widgets (PayPal Inc.)**

The PayPal button and widgets are services allowing interaction with the PayPal platform provided by PayPal Inc. Personal Data collected: Cookies and Usage Data. Place of processing: See the PayPal privacy policy – Privacy Policy **Pinterest “Pin it” button and social widgets (Pinterest)** The Pinterest “Pin it” button and social widgets are services allowing interaction with the Pinterest platform provided by Pinterest Inc. Personal Data collected: Cookies and Usage Data. Place of processing: US – Privacy Policy



## How can I manage the installation of Cookies?

In addition to what is specified in this document, the User can manage preferences for Cookies directly from within their own browser and prevent – for example – third parties from installing them. Through the browser preferences, it is also possible to delete Cookies installed in the past, including the Cookies that might possibly have saved the consent for the installation of Cookies by this website. It is important to note that by disabling all Cookies, the functioning of this site may be compromised. Users can find information about how to manage Cookies in their browser at the following addresses: Google Chrome, Mozilla Firefox, Apple Safari and Microsoft Windows Explorer. In the case of services provided by third parties, Users can exercise their right to withdraw from the tracking activity by utilising the information provided in the third party's privacy policy, by clicking the opt-out link – if provided – or by contacting the third party. Notwithstanding the above, the Owner informs that Users may take advantage of: Your Online Choices. This service allows Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of this resource in addition to the information provided in this document.

## Owner and Data Controller

Holistic Axis Ltd 47 Avocet Way OX26 6YN Bicester, Oxfordshire, UK

**Owner contact email:** [contact@holisticaxis.com](mailto:contact@holisticaxis.com)

Since the installation of third-party Cookies and other tracking systems through the services used within this Website cannot be technically controlled by the Owner, any specific references to Cookies and tracking systems installed by third parties are to be considered indicative. In order to obtain complete information, consult the privacy policy for the respective third-party services listed in this document. Given the objective complexity linked to the identification of technologies based on Cookies and their very close integration with the operation of the web, Users are encouraged to contact the Owner should they wish to receive any further information on the use of Cookies themselves and any possible use of them – for example, by a third party – carried out through this site.



## Definitions and legal references

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

Any information regarding a natural person, a legal person, an institution or an association, which is, or can be, identified, even indirectly, by reference to any other information, including a personal identification number.

**Usage Data** Information collected automatically from this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilised by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised 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 utilised 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 this Website, which must coincide with or be authorised 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 (or Data Supervisor)** The natural person, legal person, public administration or any other body, association or organisation authorised by the Data Controller to process the Personal Data in compliance with this privacy policy.

**Data Controller (or Owner)** The natural person, legal person, public administration or any other body, association or organisation with the right, also jointly with another Data Controller, to make decisions regarding the purposes, and the methods of processing of Personal Data and the means used, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

**This Website** The hardware or software tool by which the Personal Data of the User is collected.

**Cookies** Small piece of data stored in the User's device.

**Legal information** Notice to European Users: this privacy statement has been prepared in fulfilment of 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, on the subject of Cookies. This privacy policy relates solely to this Website. Latest update: October 1st 2022