

Cookie Policy

Last updated: June 16, 2026 · Cookie declaration last updated by Cookiebot

1. General Information

This Cookie Policy is issued by Pillar Srl, P.IVA 14027440966, PEC pillarsrl@legalmail.it ("Pillar", "we", "us") in compliance with EU Regulation 2016/679 (GDPR) and applicable Italian and European data protection legislation.

It describes how we use cookies and similar tracking technologies on www.pillar.it (the "Site"). For further information on personal data processing, retention periods, and your rights, please refer to our Privacy Policy.

2. What Are Cookies?

Cookies are small text files that websites store on your device. They are transmitted back to the originating website on each subsequent visit, allowing the site to remember your preferences and actions.

The law allows us to store strictly necessary cookies without consent. For all other categories, your permission is required.

3. Cookies Used on This Site

The following cookies are automatically detected and declared by Cookiebot:

Necessary (10)				
Necessary cookies enable core functions such as page navigation and access to secure areas. The website cannot function properly without them.				
Name	Provider	Purpose	Duration	Type
__cf_bm	HubSpot / hs-banner.com	Distinguishes humans from bots.	1 day	HTTP
CookieConsent	www.pillar.it	Stores the user's cookie consent state.	1 year	HTTP
cookietest	HubSpot	Checks if the visitor accepted the cookie banner.	Session	HTTP
dmn_chk_#	www.pillar.it	Assigns the user to a server; detects server errors.	Session	HTTP
test_cookie	Google	Checks if the browser supports cookies.	1 day	HTTP

Preferences (5)

Preference cookies remember choices that change how the website behaves or looks, such as your preferred language or region.

Name	Provider	Purpose	Duration	Type
intercom.intercomstate-# [x2]	Intercom / www.pillar.it	Remembers whether the user minimised or closed the chat widget.	Persistent	Local Storage
intercom-device-id-#	Intercom	Sets a device-specific ID for chat integrity.	271 days	HTTP
intercom-id-#	Intercom	Recognises the visitor to optimise chat.	271 days	HTTP
intercom-session-#	Intercom	Sets a session-specific ID for chat integrity.	7 days	HTTP

Statistics (11)

Statistic cookies help us understand how visitors interact with the website by collecting and reporting information anonymously.

Name	Provider	Purpose	Duration	Type
__hssc	HubSpot	Identifies if cookie data needs updating in the browser.	1 day	HTTP
__hssrc	HubSpot	Recognises the browser on re-entry.	Session	HTTP
__hstc	HubSpot	Unique session ID for statistical visitor data.	180 days	HTTP
_ga	Google	Sends device/behaviour data to Google Analytics.	2 years	HTTP
ga#	Google	Sends device/behaviour data to Google Analytics.	2 years	HTTP
_tt_enable_cookie	TikTok	Tracks use of embedded TikTok services.	1 year	HTTP
hubspotutk	HubSpot	Unique session ID for visitor behaviour statistics.	180 days	HTTP
ph_#_posthog [x2]	www.pillar.it	Statistical data on user behaviour (internal analytics).	1 year	HTTP
ph_#_primary_window_exists	www.pillar.it	Statistical behaviour data.	Session	Local Storage
ph_#_window_id	www.pillar.it	Statistical behaviour data.	Session	Local Storage

Marketing (13)

Marketing cookies track visitors across websites to display relevant and engaging advertisements.

Name	Provider	Purpose	Duration	Type
_fbp	Meta Platforms	Delivers Facebook/Instagram advertising and retargeting.	3 months	HTTP
_gcl_au	Google	Measures efficiency of Google Ads conversions.	3 months	HTTP
_gcl_ls	Google	Tracks conversion rate between users and ad banners.	Persistent	Local Storage
_ttp [x2]	TikTok	Tracks embedded TikTok services.	1 year	HTTP
lastExternalReferrer	Meta Platforms	Records the last external URL the user came from.	Persistent	Local Storage
lastExternalReferrer Time	Meta Platforms	Records the timestamp of the last external referral.	Persistent	Local Storage
pagead/1p-user-list/#	Google	Tracks interest in products across websites; supports ad attribution.	Session	Pixel
tt_appInfo	TikTok	Distinguishes TikTok app vs browser visits.	Session	Local Storage
tt_pixel_session_index	TikTok	Tracks TikTok embedded service usage.	Session	Local Storage
tt_sessionId	TikTok	Tracks TikTok embedded service usage.	Session	Local Storage
ttcsid	TikTok	Tracks visitors to serve relevant TikTok ads.	1 year	HTTP
ttcsid_#	TikTok	Optimises relevance of TikTok ad banners.	1 year	HTTP

4. Managing Your Consent

You can change or withdraw your consent at any time via the "Change your consent" link on our Cookie Policy page, or through the consent icon at the bottom of every page.

You can also manage cookies directly through your browser settings (Chrome, Firefox, Safari, Edge, Opera). Note that disabling cookies may affect certain site functionality.

5. Cookie Analytics

Both technical and profiling cookies may be analysed using internal aggregation tools or third-party services. Technical cookies are not used to derive data beyond what is strictly necessary for the operation of the Site.

6. Changes to This Cookie Policy

This Cookie Policy may be updated to reflect changes in legislation, technology, or our services. We invite users to check this page periodically. The date at the top of this document indicates when it was last revised.

7. Contact

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