

Cookie Policy — InASnap

Last updated: 18th April 2026 Version: 1.0

This English version is a courtesy translation. In case of any discrepancy, the Italian version prevails.

1. Introduction

This Cookie Policy is provided under Article 122 of Italian Legislative Decree 196/2003 («Italian Privacy Code»), Article 13 of Regulation (EU) 2016/679 («GDPR»), and the **Guidelines of the Italian Data Protection Authority of 10 June 2021** on cookies and other tracking tools. It describes the cookies and similar technologies used on:

- [inasnap.app](#) — corporate website and waitlist page;
- [admin.inasnap.app](#) — SaaS reserved for Business Customers;
- [menu.inasnap.app](#) — public restaurant menu pages.

Processing via cookies is also described, where cross-referenced, in the **Privacy Policy**.

2. What cookies are

Cookies are small text files sent to the user's device. Similar technologies — browser *local/session storage*, *pixel tags*, *fingerprinting scripts* — have similar purposes and fall under the same rules.

Under the Italian Authority's Guidelines, cookies are:

- **technical cookies**, used solely for transmission on an electronic communications network or as strictly necessary to provide a service explicitly requested by the user. **No consent** is required (Art. 122(1) Italian Privacy Code);
- **profiling cookies**, used to build profiles for targeted advertising. **Explicit, informed, granular consent** is required;
- **analytics cookies treated as technical**, used solely for aggregated statistics on a single site/mobile app, with minimisation measures (e.g., IP masking). Consent not required under specific conditions (§ 7.2 of Guidelines);
- **analytics cookies not treated as technical** (e.g., default Google Analytics without mitigations): **consent is required**.

3. Cookies on [inasnap.app](#) (landing + waitlist)

Key	Type	Owner	Purpose	Duration	Legal basis
Vercel session/___Host- cookie	Technical session	InASnap / Vercel	Load balancing, HTTP session integrity	Session	Art. 122(1) (no consent)
_ga, _ga_<ID> (Google Analytics 4)	Analytics / third-party	Google LLC	Audience measurement , events (join_waitlist)	Up to 2 years	Consent (Art. 6(1)(a) GDPR)
Additional Google cookies (_gid, _gat)	Analytics / third-party	Google LLC	User differentiation , throttling	Up to 24h	Consent

4. Cookies on [admin.inasnap.app](#) (reserved area)

Key	Type	Owner	Purpose	Duration	Legal basis
Supabase authentication cookies (sb-access-token, sb-refresh-token or equivalent)	Technical auth	InASnap (via Supabase)	Maintain authentication	Session / 30 days	Art. 122(1)
i18n locale cookie (i18n_redi	Technical preference	InASnap	Store user language	Session / until revoked	Art. 122(1)

Key	Type	Owner	Purpose	Duration	Legal basis
rected or equivalent)					
localStorage with inasnap_* prefix	Technical preference	InASnap	UI preferences (theme, local settings)	Until cleared	Art. 122(1)
Mixpanel events (EU residency) — pseudonymous device ID	First-party analytics (server-side proxy /_mp/**)	InASnap	Feature usage statistics	24 months	Consent or Legitimate Interest with visible opt-out
Stripe session cookie during checkout	Third-party technical	Stripe Payments Europe Ltd.	Payment session management	Session	Art. 122(1)

5. Cookies on menu.inasnap.app (public QR menu)

Key	Storage	Type	Owner	Purpose	Duration	Legal basis
ias_session_id (UUID v4)	sessionStorage	Technical session identifier	Business Customer — InASnap as Processor (Art. 28 GDPR)	Unique identification of the visit session	Browser session	See note below
ias_visitor_id (UUID v4)	localStorage	Persistent visitor identifier	Business Customer — InASnap as Processor	Unique visitor counting and returns	Until manually cleared	See note below

Key	Storage	Type	Owner	Purpose	Duration	Legal basis
				measurement		
color_mode	localStorage	Technical preference	InASnap	Store theme preference	Until manually cleared	Art. 122(1)
Backend events (PAGE_VIEW, MENU_VIEW, ITEM_CLICK) with UTM, referrer, device type, user-agent, language	Supabase DB (EU)	Server-side first-party analytics	Business Customer — InASnap as Processor	Menu usage statistics	26 months	See note below

5.1 Critical note on legal basis for menu.inasnap.app identifiers

The `ias_visitor_id` (persistent) and `ias_session_id` (session) identifiers are **technically functional for statistical analytics**; however, because `ias_visitor_id` is stored in `localStorage` and persists beyond the session, **it does not automatically qualify as an analytics cookie treated as technical** under § 7.2 of the Italian Authority's Guidelines. The equivalence requires cumulatively: (i) exclusively statistical use; (ii) aggregated statistics; (iii) use relating to a single site/app; (iv) adequate minimisation (e.g., IP masking); (v) no sharing with unauthorised third parties; (vi) no enrichment from other sources.

Two strategies are recommended (see the technical memo in the Italian version above):

- **Option A — full compliance:** collect prior consent via a lightweight cookie banner on the menu page, blocking the creation of `ias_visitor_id` until consent is given.
- **Option B — technical analytics configuration:** drop persistence beyond session (remove `ias_visitor_id`, keep only `ias_session_id`), mask IP server-side before storage, and declare exclusively statistical use; consent is then not required, but the information notice is.

6. Managing preferences

6.1 Granting and withdrawing consent

Where consent is required (Google Analytics on the landing, Mixpanel in admin if applicable, [ias_visitor_id](#) on the menu if Option A is chosen), consent is collected via a banner compliant with the Italian Authority's Guidelines: on first access, the user is presented with a banner featuring (a) equal graphical prominence between «**Accept all**», «**Reject all**» (or «Continue without accepting»), and «**Customise**»; (b) reference to the full policy; (c) granularity per purpose; (d) no *cookie walls*.

Preferences may be **changed or withdrawn** at any time by clicking the «**Manage cookies**» link in the site footer or by clearing cookies in the browser.

6.2 Browser settings

Users may configure their browser to block or delete cookies. Instructions:

- Google Chrome: support.google.com/chrome/answer/95647
- Mozilla Firefox: support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer
- Safari (desktop): support.apple.com/en-us/guide/safari/sfri11471/mac
- Safari (iOS): support.apple.com/en-us/HT201265
- Microsoft Edge: support.microsoft.com/en-us/microsoft-edge

6.3 Third-party analytics opt-out

- Google Analytics: browser opt-out add-on at tools.google.com/dlpage/gaoptout.