

## **Cookies Policy**

*Last revision: June 12, 2018*

This Cookies Policy describes the way in which your information is collected by “Cookies” and/or other tracking technologies. This web page uses cookies to improve the user experience and ensure the effective functioning of the page.

When you use our digital channels (such as this web site), your information can be collected by Cookies or Other Tracking Technologies. By using our digital channels, you are agreeing to the use of Cookies described in our Cookie Policy.

### **What are “cookies”?**

Cookies are text files that can be stored in your device and files that can be accessed from your device when you visit our digital channels (such as our web site), if you accept these cookies. They are useful because they allow a web site to recognize a user device. For more information on cookies you can visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

Cookies perform different tasks, such as allow efficient browsing between pages, remember your preferences, and, normally, improve user experience. Also, cookies can help ensure that advertisements and other content that you see online are more relevant to you and to your interests. Cookies can be established by the web site that you are visiting or by other entities (“third-party cookies”). Cookies used in this web site are classified according to four categories from the ICC UK Cookie guide.

### **What are Other Tracking Technologies?**

The other tracking technologies work in a similar way as cookies and they place data files in your devices or supervise web site activities to allow us to collect information on how you use our Web Site. This enables our Web Site to differentiate your device from other user devices. It is possible that we use web bugs (including conversion pixels) with similar purposes to cookies and we might include them in our Site, in our marketing messages, or in newsletters with the goal of determining if messages have been opened and if links have been clicked on. Web bugs do not introduce information to your devices, but they can work alongside cookies to monitor web site activity. Information about cookies can appear at the bottom of the page and it can refer to web bugs and to other similar technologies

### **How are cookies and other tracking technologies used?**

Clientes y Estrategia CyS / Customers and Strategy C&S use Cookies and Other Tracking Technologies to identify you and your interests, to remember your preferences, and to perform tracking of your usage of our Site. We also use Cookies and Other Tracking Technologies to control the access of certain Web Site content, to protect our Site, and to process requests that you have performed.

Clientes y Estrategia CyS / Customers and Strategy C&S has hired external service providers for tracking purposes and to analyze statistical usage information and information on the volume of users in our Site. These external service providers use persistent Cookies to help us improve user experience, manage our Site content, and analyze the way in which users browse and use our Site.

**What types of cookies exist, and which cookies are used in this Site?**

The “Own Cookies” are the cookies that belong to Clientes y Estrategia CyS / Customers and Strategy C&S that are placed on your device. The “Third-Party Cookies” are cookies that a third-party places in your device through our digital channels (such as this Site).

We use the following types of cookies:

**Persistent Cookies:** We use Persistent Cookies to improve user experience of our web site.

**Session Cookies:** The Session Cookies are temporary, and they erase from your device when you close a web browser. We use Session Cookies to help us perform tracking in your usage of Internet (as we explained earlier).

Are Cookies are used with the following purposes:

Type of Cookie	Purpose
Strictly necessary cookies or technical cookies	<ul style="list-style-type: none"> <li>• These Cookies are necessary to allow us to operate our Site so that you can access the site.</li> <li>• They allow us to recognize that you created an account and that you started the account session to access the content of the Site.</li> <li>• They allow us to remember your previous actions in the same browser session and protect our digital channels.</li> <li>• They allow us to recognize registered users when they visit our Site or when they return to the Site with a unique identifier assigned to every registered user.</li> </ul>
Functional Cookies	<ul style="list-style-type: none"> <li>• These Cookies allow us to remember you between every visit. For example, we can recognize your user name and we can remember the way in which you personalized the Site, and we can do this by adjusting text size, sources, language, and other web site areas that can be altered, and provide you with the same personalized configurations in your future visits.</li> <li>• These cookies can also be used to provide you with services you have requested, such as viewing a video or publishing a comment in a blog.</li> <li>• These cookies cannot perform tracking of your browser activity in other web sites.</li> <li>• These cookies do not collect any personal information that can be used for publicity or to remember Internet browsing outside of our web site.</li> </ul>

	<ul style="list-style-type: none"> <li>• This type of cookies can store the visited pages by the user in our Site and can show them in the browser's right panel to facilitate fast access.</li> <li>• This type of cookies can store searches performed by the user in our web site and can show them in the browser's right navigation panel to facilitate rapid access.</li> <li>• This type of cookies can be used with analysis and marketing means.</li> </ul>
Third-party publicity	<ul style="list-style-type: none"> <li>• These Cookies can collect information about your activities in our Site and other sites to offer you direct publicity.</li> <li>• These cookies are used to provide segmented advertisements that are relevant to the users.</li> <li>• These cookies are used to limit the number of times an advertisement is viewed.</li> <li>• These cookies are used to help measure the effectiveness of publicity campaigns.</li> <li>• These cookies are used to understand the behavior of users after an advertisement.</li> <li>• These cookies generally are placed by the network of an advertiser with the authorization of the owner of the web site.</li> </ul>
Performance and information analytical Cookies	<ul style="list-style-type: none"> <li>• These Cookies are used by us or by our external service providers to analyze how our Site is used.</li> <li>• These cookies are used to analyze the performance of our Site.</li> <li>• These cookies can perform tracking of the pages that receive most visits and the place from which visitors access these pages.</li> </ul>

### **What happens if I don't want Cookies?**

By using our web site, you consent to the usage of cookies or other similar technologies in your device. If you do not want cookies to be left in your device, you can adjust the configuration of your Internet browser to be able to reject the configuration of some or all Cookies. Also, you can configure your browser to warn you when a cookie is placed in your device. If you want to receive more information on how to handle cookies in your device, you can visit [www.allaboutcookies.org](http://www.allaboutcookies.org). You can also change your browser preferences.

You can refuse to accept the browser Cookies. Nevertheless, if you select this configuration, it is possible that you may not have the complete functionality of our Site and it is possible that your user experience is modified. Unless you have adjusted the configuration of your explorer to refuse Cookies, our system will emit cookies when you direct your browser to our Site.

The information compiled by our Site and/or by the Cookies that can be placed in your device will not remain for more time than is necessary to comply with their purposes. In any case, said information will not be stored for more than a year.

You cannot eliminate or block web bugs or personalized URLs, given the fact that they are part of the content of web pages and electronic emails. Nevertheless, given the fact that they work alongside cookies, deactivating these will also avoid that web bugs perform tracking of your user activity in our web site. The web bug will keep in mind the visit as an anonymous visit, but your personal information will not be collected.