

COOKIE POLICY

1. Details on the use of cookies.

A "cookie" is a small text file that a website saves in the user's browser. Cookies facilitate the use and navigation of a website and are essential for the functioning of the internet, providing countless advantages in the provision of interactive services. Cookies are used, for example, to manage the user's session (reducing the number of times they have to enter their password), improve the services offered, or to adapt the content of a website to their preferences. Cookies can be "session" cookies, which are deleted once the user leaves the website that generated them, or "persistent" cookies, which remain on the user's computer until a specific date. Likewise, cookies can be "first-party" cookies, managed by the domain the user accesses and from which a specific service is requested, or "third-party cookies," sent to the user's computer from a domain other than the one accessed.

Cookie Description:

- Measurement tools such as: Google Analytics (analytics.google.com), Facebook Pixel (business.facebook.com), Hotjar (hotjar.com), or Albacross (albacross.com). These tools allow the measurement of data generated through the browsing of all website users.
- __utmb, __utmc, __utmz, and __utma cookies: These cookies allow us to count page views and traffic sources in order to measure and improve the performance of the sites. Google may transfer this information to third parties when required by law, or when such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

2. Types, Functioning, and Purpose of Cookies.

Cookies, depending on their duration, can be divided into session cookies and permanent cookies.

a) Session cookies: These are temporary cookies that remain in your browser's cookie file until you leave the website, so none are recorded on the user's hard drive. The information obtained through these cookies is used to analyze traffic patterns on the website. Ultimately, this allows us to provide a better experience, improve the content, and make it easier to use.

b) Permanent cookies: These are stored on your hard drive and our website reads them each time you visit again. A permanent cookie has a specific expiration date. The cookie will stop working after that date. We generally use them to facilitate purchasing and registration services. Additionally, depending on their purpose, cookies can be classified as follows:

c) Performance cookies: This type of cookie remembers your preferences for the tools found in the Services, so you do not have to reconfigure the service each time you visit. For example, this type includes:

- Volume settings for video or audio players.
- The preferred video resolution.
- The video streaming speeds supported by your browser.

d) Geolocation Cookies: These Cookies are used to determine which country you are in when a Service is requested. This Cookie is completely anonymous and is only used to help target content to your location.

e) Login Cookies: Login Cookies are generated once the User has registered or subsequently logged in, and are used to identify you in the Services for the following purposes:

- Keeping the User identified so that, if they close a Service and re-enter that Service at another time or on another day, the browser or computer will continue to identify them, thus facilitating navigation without having to log in again. This feature can be disabled if the User clicks the "log out" option, so this Cookie is deleted, and the next time they access the Service, they will have to log in to be identified.

- Checking whether the User is authorized to access certain Services, for example, to participate in a contest.

Additionally, some Services may use connectors with social networks such as Facebook or Twitter. When the User registers for a Service with social network credentials, they authorize the social network to store a persistent Cookie that remembers their identity and grants them access to the Services until it expires. The User can delete this Cookie and revoke access to the Services through social networks by updating their preferences on the specified social network.

f) Analytics Cookies: Each time a User visits a Service, a tool from a third-party provider (Omniture, Netscope, Comscore, and similar providers, which may be added to this list if they change from the current ones) generates an analytics Cookie on the User's computer. This Cookie, which is only generated during the visit, will be used on subsequent visits to the alares.es Services to anonymously identify the visitor. The main objectives pursued are:

1. To allow the anonymous identification of browsing Users through the "Cookie" (it identifies browsers and devices, not people) and therefore the approximate count of the number of visitors and their trends over time.

2. Anonymously identify the most visited content, which is therefore most attractive to Users.

3. Determine whether the accessing User is new or a repeat visitor.

Important: Unless the User chooses to register for an alares.es Service, the Cookie will never be associated with any personal data that could identify them. These Cookies will only be used for statistical purposes that help optimize the User experience on the site.

g) Advertising Cookies: These types of Cookies allow for expanded information about the ads shown to each anonymous User on the alares.es Services. Among other things, they store the duration or frequency of viewing advertising positions, the interaction with them, or the User's browsing patterns and/or behavior, as they help create an advertising interest profile. In this way, they allow for offering advertising related to the User's interests.

3. Cookie Management.

As an additional guarantee to those described above, the recording of cookies may be subject to your acceptance during the installation or update of the browser used, and this acceptance may be revoked at any time through the content and privacy settings available.

Many browsers allow you to activate a private mode whereby cookies are always deleted after your visit. Depending on the browser, this private mode may have different names.

Important: You can continue visiting our website even if your browser is in "private mode," although your browsing experience may not be optimal and some features may not function properly.

It is usually possible to stop accepting cookies from your browser, or stop accepting cookies from a particular service.

All modern browsers allow you to change your cookie settings. These settings are usually found in the options or preferences menu of your browser. You can also configure your browser or email manager, as well as install free add-ons to prevent web bugs from being downloaded when you open an email.

You can select "cookies" in your browser's "Help" function to learn where to find your cookie folder.