

COOKIES POLICY

Marketing Diadenko, S.L. informs you of the use of cookies in his webpage: <https://aspectmarketing.es>

What are Cookies?

Cookies are messages that web servers pass to your web browser when you visit Internet sites. Your browser stores each message in a small file, called cookie.txt. When you request another page from the server, your browser sends the cookie back to the server. These files typically contain information about your visit to the web page, as well as any information you've volunteered, such as your name and interests.

What type of Cookies does this website use?

- **First party cookies**

These are cookies sent to Users' terminal equipment from equipment or a domain managed by the Editor to render the services requested by Users. They are stored by the domain (website) you are visiting directly. They allow website owners to collect analytics data, remember language settings, and perform other useful functions that help provide a good user experience.

- **Third-party cookies**

These are created by domains other than the one you are visiting directly, hence the name third-party. They are used for cross-site tracking, retargeting and ad-serving.

If cookies are managed by the Editor, but the information stored is handled by a third party, they cannot be considered as first party.

There is also a second rating, depending on the time remaining on a user's device.

- **Session Cookies**

They contain information that is stored in a temporary memory location and then subsequently deleted after the session is completed or the web browser is closed. This cookie stores information that the user has inputted and tracks the movements of the user within the website.

- **Persistent Cookies**

A persistent cookie is a data file capable of providing websites with user preferences, settings and information for future visits. They are stored as text files on the hard drive of a computer and usually have expiration dates of one to two years.

Finally, there is another subdivision of six types of cookies, according to the main purpose of the information stored.

- **Technical cookies:**

These are cookies that enable the user to browse the web page, platform or application and use the different options or service on it, e.g. to control traffic and data communication, to identify the session, to access restricted web site areas, to record elements that go to make up an order, to make a subscription or an application to participate in an event, to use security

elements during browsing, to store content to broadcast videos or sound or to share content over the social networks.

- **Personalization cookies:**

These are cookies that enable the user to access the service pursuant to certain general, pre-defined characteristics according to a range of criteria on the user's terminal, such as e.g. language, browser type used to access the service, regional configuration from where the service is accessed, etc.

- **Analysis cookies:**

They enable its owner, monitoring and analyzing the behavior of users of the website to which they are linked. The information gathered through such cookies is used for measuring the activity of the website, platform or application and for profiling navigation of users of the website, platform or application, in order to improve the website based on those analysis.

- **Advertising cookies:**

These are cookies that enable us to manage the offer of the advertising space on the web page as efficiently as possible, adapting the ad content to the content of the service requested or the use you make of our web page.

- **Behavioral advertising cookies:**

These cookies store information on user behavior from continued observation of user browsing habits, thus enabling the developing of a specific profile to show advertising consistent with the behavior in question.

What happens if Cookies are disabled?

You can allow, block or disable cookies in the menu Browser settings. When you disable cookies, some of the functions available may not work properly. Since cookies are maintained by your web browser, the method for disabling them will vary depending on which browser you are using, but you can normally do it by accessing to Tools Menu/Internet Options. You can also visit your browser's Help menu for the appropriate instructions. The user may select which cookies to enable or disable in this website, at any time.

You, as a user, have the right to block, eliminate and refuse the use of Cookies, at all times, modifying the options on your browser.

Microsoft Internet Explorer or Microsoft Edge:
<http://windows.microsoft.com/es-es/windows-vista/Block-or-allow-cookies>

- Mozilla Firefox:
<http://support.mozilla.org/es/kb/impedir-que-los-sitios-web-guarden-sus-preferencia>

- Chrome: <https://support.google.com/accounts/answer/61416?hl=es>

- Safari: <http://safari.helpmax.net/es/privacidad-y-seguridad/como-gestionar-las-cookies/>

- Opera: <http://help.opera.com/Linux/10.60/es-ES/cookies.html>

Furthermore, you may also manage cookies stored in my computer by using the following tools:

- Ghostery: www.ghostery.com/
- Your Online Choices: www.youronlinechoices.com/es/

Cookies used in <https://aspectmarketing.es>

Next, the cookies that are being used in this Web site are identified, as well as their typology and function:

_utma

- Duration: 2 years from installation or upgrade.
- Description: Collects anonymous information about users' navigation on the website in order to know the origin of the visits and other statistical data. This cookie is normally stored in the browser on the first visit to our site web. If the cookie has been deleted through the browser and later returned to visit our website, a new cookie of type _utma is written with a unique ID different. This cookie is used to determine unique visitors to our website and is updated with each page view. Additionally, this cookie provides a unique identifier that Google Analytics uses to ensure the validity and accessibility of the cookie, as well as an extra security measure.
- Type: Third
- Purpose: Analytical

_utmb

- Duration: 30 minutes
- Description: Stores information about the activity of the visit to our website and mainly the duration of this one.
- Type: Third
- Purpose: Analytical

_utmz

- Duration: Session
- Description: Stores information about the activity of the visit to our website and mainly the duration of this one.
- Type: Third
- Purpose: Analytical

_utmz

- Duration: 6 months from installation or upgrade.
- Description: This cookie is normally stored in the browser on the first visit our website. This cookie stores how the visitor arrived at our website, either directly by entering the domain address, a link, a web search or an advertisement. The cookie is updated each time you visit our website.
- Type: Third
- Purpose: Analytical

_ga

- Duration: 2 years
- Description: Serves to distinguish users. Generated by Google Analytics. Google stores the information collected by cookies on servers located at United States, complying with

European legislation on the protection of personal data and undertakes not to share it with third parties, except when the law obliges you to do so or is necessary for the operation of the system. Google does not associate your IP address with any other information you have. If you want to get more information about cookies used by Google Analytics, please access this address: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookieusage?hl=escsw=1>

- Type: Third
- Purpose: Analytical

_gat

- Duration: 1 minute
- Description: Used to display our advertising on other pages of the Google. Generated by Google Analytics. Google stores the information collected by cookies on servers located in the United States, complying with the legislation European Union on the protection of personal data and undertakes not to share it with third parties, except where required by law or necessary for the system operation. Google does not associate your IP address with any other information you have. If you would like more information about cookies used by Google Analytics, please access this address: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookieusage?hl=escsw=1>
- Type: Third
- Purpose: Behavioural advertising

_gid

- Duration: 24 hours
- Description: Generated by Google Analytics. Google stores the information collected by cookies on servers located in the United States, complying with the European legislation on the protection of personal data and undertakes not to share it with third parties, except where required by law or necessary for the system operation. Google does not associate your IP address with any other information you have. If you would like more information about cookies used by Google Analytics, please access this address: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookieusage?hl=escsw>
- Type: Third
- Purpose: Behavioural advertising

APISID

- Duration: 2 years
- Description: When you create or sign in to a Google Account, this cookie on your computer in order to stay connected to your Google account by to visit your services again. As long as you remain with this active session and use complements in other websites such as ours, Google will use these cookies to improve your user experience.
- Type: Third
- Purpose: Analytical

HSID

- Duration: 2 years

- Description: When you create or sign in to a Google Account, this cookie on your computer in order to stay connected to your Google account by to visit your services again. As long as you remain with this active session and use complements in other websites such as ours, Google will use these cookies to improve your user experience.
- Type: Third
- Purpose: Analytical

LOGIN_INFO

- Duration: 2 years
- Description: In some pages of our website we have embedded videos from Youtube, it's a Google service. Its use implies the remission of this cookie in addition to the cookies that Google requires if you keep the session active with your account, for the purpose of viewing the embedded videos, estimating the bandwidth and showing how many times it has been played.
- Type: Third
- Purpose: Analytical

PREF

- Duration: 2 years
- Description: When you create or sign in to a Google Account, this cookie is stored on your computer in order to remain connected to your Google Account when you visit its services again. As long as you remain logged in and use add-ons on other websites such as ours, Google will use these cookies to improve your user experience.
- Type: Third party
- Purpose: Analytical

SAPISID

- Duration: 2 years
- Description: In some pages of our website we have embedded videos from Youtube, it's a Google service. Its use implies the remission of this cookie in addition to the cookies that Google requires if you keep the session active with your account, for the purpose of viewing the embedded videos, estimating the bandwidth and showing how many times it has been played.
- Type: Third
- Purpose: Analytical

SID

- Duration: 2 years
- Description: When you create or sign in to a Google Account, this cookie is stored on your computer in order to remain connected to your Google Account when you visit its services again. As long as you remain logged in and use add-ons on other websites such as ours, Google will use these cookies to improve your user experience.
- Type: Third party
- Purpose: Analytical

SSID

- Duration: 2 years
- Description: When you create or sign in to a Google Account, this cookie is stored on your computer in order to remain connected to your Google Account when you visit its

services again. As long as you remain logged in and use add-ons on other websites such as ours, Google will use these cookies to improve your user experience.

- Type: Third party
- Purpose: Analytical

VISITOR_INFO1_LIVE

- Duration: 8 months
- Description: In some pages of our website we have embedded videos from Youtube, it's a Google service. Its use implies the remission of this cookie in addition to the cookies that Google requires if you keep the session active with your account, for the purpose of viewing the embedded videos, estimating the bandwidth and showing how many times it has been played.
- Type: Third
- Purpose: Analytical

YSC

- Duration: When logged out
- Description: In some pages of our website we have embedded videos from Youtube, it's a Google service. Its use implies the remission of this cookie in addition to the cookies that Google requires if you keep the session active with your account, for the purpose of viewing the embedded videos, estimating the bandwidth and showing how many times it has been played.
- Type: Third
- Purpose: Analytical

nTpXe.resume

- Duration: 1 month
- Description: In some pages of our website we have embedded videos from Youtube, it's a Google service. Its use implies the remission of this cookie in addition to the cookies that Google requires if you keep the session active with your account, for the purpose of viewing the embedded videos, estimating the bandwidth and showing how many times it has been played.
- Type: Third
- Purpose: Analytical

NID

- Duration: 6 months
- Description: The purpose of this cookie is to store information about your preferences.
- Type: Third
- Purpose: Personalization

AMP_TOKEN

- Duration: 30 seconds to 1 year
- Description: Includes a token that can be used to retrieve a client ID from the AMP client ID service. Other possible values indicate disqualifications, ongoing requests, or errors obtained when retrieving an AMP Client ID service ID.
- Type: Third Party
- Purpose: Analytical

gac

- Duration: 90 days
- Description: Includes campaign information about the user. If you've linked your Google Analytics and AdWords accounts, the website conversion tags will read this cookie unless you disable it
- Type: Third
- Purpose: Analytical

Acceptance of the Cookies Policy

<https://aspectmarketing.es> assumes that you accept the use of cookies. However, it shows information about your cookies policy at the bottom or top of any page of the portal with each login in order for you to be aware. Given this information it is possible to carry out the following actions:

- Accept cookies: This warning will not be displayed again when accessing any portal page during this session.
- Close: The notice is hidden on this page.
- Modify your configuration: You can obtain more information about what cookies are, know the Cookies Policy of: Modify your configuration: You can obtain more information about what cookies are, know the Cookies Policy of: <https://aspectmarketing.es> and modify the configuration of your browser.