COOKIES POLICY

Previous considerations:

Anyone who browses the website *vaniaserranopinto.com* will be understood as: user.

The owner of the website, who is VANIA VERÓNICA SERRANO PINTO and is identified in the legal notice. https://vaniaserranopinto.com/legal-advice will be understood as: editor.

The cookies used in the user's browser have been installed with the user's authorization. If at any time the user wishes to revoke this authorization, this can be done without hindrance. For more information you can view the section **deactivation** or **elimination** of cookies, which is described in these policies.

The editor is completely free to make the changes deemed pertinent to the website. The editor is allowed to add sections, functionalities or any elements that may generate the use of new cookies, so the user is advised to verify this cookie policy each time he accesses the website, so that he can stay updated for any changes. That may have occurred since the last visit.

Definition and function of cookies.

Cookies are information generated on a website that is stored in the user's browser so they are able to consult the user's previous activity, as well as to remember certain data for future visits. They are also known as *web beacons*, *pixels*, *bugs*, *trackers*, but for the purposes of these policies, **they will only be understood as cookies**.

They usually store technical data, usage statistics, personalization of profiles, links to social networks, administration of personal preferences, among other functions, in order to be able to adapt the website to the needs and configurations of the user, thus improving the browsing experience, not accepting them could hinder the service that the website wishes to offer.

They are not viruses, spam, Trojans, worms, spyware, or advertising programming, whether static on the page or in a pop-up window format.

The information stored refers to the browser (Internet Explorer, Safari, Chrome, Firefox, etc.), and not the user, to verify this you can enter the same web domain and verify in two different browsers that you can configure different preferences in each one.

Types of cookies according to the entity that manages them.

Cookies can be:

1. Own: when they are managed by the website editor. They are sent to the user's terminal equipment from a computer or domain managed by the editor and from which the service requested by the user is provided.

2. Third party: when they are managed by natural or legal persons other than the publisher.

This website uses its own and third-party cookies.

Types of cookies according to their purpose

Cookies according the function they fulfill:

1. Technical: They allow the operational management of the website, so that the user can browse it without problem. They assist to control traffic and data communication, identify session, access parts of restricted access, recall the elements of a purchase order, carry out the process of purchasing a product or service, manage payment, fraud control, make the request for registration or participation in an event, use security elements while browsing, store video and audio contents, enable dynamic content (for example, animation of loading a text or image) or share content through of social networks, among many other functions that it can have.

2. On preferences or personalization: they are those that recall information so that the user navigates the website with certain personalized characteristics, such as, for example, language, number of results to be displayed when the user performs a query, the appearance or website content depending on the user's browser type, background colors used, profile image, among others.

3. Analysis or measurement: they allow the monitoring and analysis of the behavior of users on the website and on others that are owned by the cookie manager, for example, the time they take on a certain page, the hours and days of increased traffic.

4. Of behavioral advertising: are those that store information on the behavior of users obtained through the continuous observation of their browsing habits, which allows the development of a specific profile to display advertising based on this. The intention is to show relevant and attractive ads for the user.

5. Advertising: Are those that allow the management, in the most efficient way possible, of the advertising spaces that the website has, based on criteria such as the edited content or the frequency in which the ads are displayed.

This website uses technical, personalization, analysis, advertising and behavioral advertising cookies.

Some cookies can be multipurpose, that means that they fulfill 2 or more functions.

Types of cookies according to their duration:

Depending on the period of time they remain activated in the terminal equipment, cookies can be:

a) Session: They are a type of cookies designed to collect and store data while the user accesses a web page. They are usually used to store information that only interests to keep for the provision

of the service requested by the user on a single occasion and disappear at the end of the session, for example, a list of chosen products, a specific selection of photographs, etc.

b) Persistent: They are a type of cookies in which the data is still stored in the terminal and can be accessed and processed during a period defined by the person responsible for the cookie, which can range from a few minutes to several years.

Consequences of deactivating cookies: As an example, the possible effects of not authorizing the use of cookies may be the following:

- The products you select in the store will not be loaded, so a shopping cart will not be created, preventing the possibility to finalize with the acquisition of the desired products.
- You will not be able to access the client area, personal area, or any that requires confirmation.
- We won't be able to collect the necessary data to analyze the website, preventing the editor from knowing how to improve.
- You won't be able to share the website content on social networks such as Facebook, Twitter, Instagram, among others.
- You will not be able to make comments on the blog.
- You will not be able to use any social network, since they all use cookies to offer their service.
- Third-party advertising may not be displayed, reducing income for those who use this mode.
- In certain web domain sites, your browsing may be considered as spam because it won't be identified.
- Various. This list is merely illustrative, not limiting.

If the users have deleted the cookies, and wish to navigate this website again, they must once again accept the cookies.

Cookies used on this website

This website uses the following cookies: technical, personalization, analysis, behavioral advertising. The cookies used by this website are detailed below, however, due to the technical impossibility that this can generate, the cookies used by third parties cannot be shown exactly, but the best effort has been made so that the users have all the necessary information.

Name	Provider	Description	Duration	Type
CookieConsent	vaniaserranopinto.com	Stores the user's cookie consent status for the current domain	1 year	Required

wc_cart_hash_ #	vaniaserranopinto.com	Recalls what has been added to the shopping cart.	Persistent	Required
wc_fragments_ #	vaniaserranopinto.com	Stores visitors' login information so they don't have to keep logging in if the browser is closed.	Session	Required
_ga	vaniaserranopinto.com	Registers a unique identification that is used to generate statistical data about how the visitor uses the website.	2 years	Required
_gat	vaniaserranopinto.com	Used by Google Analitycs to manage the rate of petitions.	Session	Required
_gid	vaniaserranopinto.com	Registers a unique identification that is used to generate statistical data about how the visitor uses the website.	Session	Required
tk_ai	vaniaserranopinto.com	Registers data on visitor behavior on the web. This is used for internal analysis and website optimization.	Session	Required
Collect	google_analytics.com	Provides Google Analytics with data on the users behavior and device. Tracks users across	Session	Statistics

		all devices and marketing channels.		
r/collect	doubleclick.net	Provides Google Analytics with data on the users behavior and device. Tracks users across all devices and marketing channels	Session	Marketing

Deactivation or elimination of cookies

At any time the user may exercise their right to refuse cookies and may consequently deactivate or eliminate them, except those that are necessary for the operation of the website.

The user will be able to eliminate and / or block cookies, for all navigation carried out or for a specific web domain. This configuration must be done in each browser, if the user accepts in one browser but not in the rest of the same device, it will be assumed that the user accepts the use of cookies in the others. The Editor cannot perform this action for the user, he must do it in a responsible and particular way in each browser and / or device that so wishes.

As each browser has different configurations, the user must go to the help section of each one to see the particular case. Here we'll mention the most common, however, due to updates to the browsers or the operating system, this may vary. The user should always check the browser´s user manual, this guide is merely indicative.

- **Chrome:** Go to Menu - Settings (on Mac: Preferences) - Advanced Settings - Privacy - Here you choose whether to configure cookies or delete existing cookies. For more information you can visit the Chrome help page. https://support.google.com/chrome/answer/95647?hl=es
- **Internet Explorer**: Go to Tools - Internet Options - Privacy - Privacy - Configuration - Advanced options. Configure the desired. For more information you can visit the browser's own help section https://support.microsoft.com/es-es/help/17442/windows-internet-explorer-delete-manage-cookies
- **Firefox**: Go to Menu - Preferences - Privacy - Show cookies - Configure according to what you want. For more information you can visit the help section of the browser https://www.mozilla.org/es- ES / privacy / websites / # cookies

- **Safari**: Safari - Preferences - Privacy - Make the desired configuration. For more information you can visit Apple Help https://support.apple.com/es- es / guide / safari / sfri11471 / mac

Cookies advisement

The Editor is not responsible for technical failures that the user may find on the website or in their browser due to incorrectly manipulating the deactivation or elimination of cookies, at all times the user must verify the information about cookies deactivation or elimination in the help section of the browser that corresponds. The user assumes the responsibility of eliminating or deactivating the cookies in browser and therefore assumes the consequences derived from this.

At any time the user may communicate with The Editor through the email **serranovania@hotmail.com**