



COOKIES POLICY

I. Definition and function of cookies

What are cookies? A cookie is a file that is downloaded to your computer when you access certain web pages. Cookies allow a web page, among other things, to store and retrieve information about the browsing habits of a user or their equipment and, depending on the information they contain and the way they use their equipment, they can be used to recognize the user.

II. Types of cookies

1. According to the owner of the cookie:

Own cookies: These are those that are sent to the user's terminal equipment from a computer or domain managed by the editor itself and from which the service requested by the user is provided.

Third-party cookies: These are those that are sent to the user's terminal equipment from a computer or domain that is not managed by the editor, but by another entity that processes the data obtained through cookies.

2. According to the duration of the cookie:

Session cookies: They are a type of cookies designed to collect and store data while the user accesses a web page.

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

3. According to the purpose of the cookie:

Analysis cookies: They are those that are well treated by us or by third parties, allow us to quantify the number of users and thus carry out the statistical measurement and analysis of the use that users make of the service offered. To do this, your browsing on our website is analyzed in order to improve the offer of products or services that we offer you.

Advertising cookies: These are those that allow the management, in the most efficient way possible, of the advertising spaces that, where appropriate, the editor has included in a web page,

application or platform from which the requested service is provided based on criteria like as edited content or how often the ads are shown.

Behavioral advertising cookies: These are those that allow the management, in the most efficient way possible, of the advertising spaces that, where appropriate, the editor has included in a web page, application or platform from which the requested service is provided. These cookies 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 it.

It is also possible that when you visit a web page or when you open an email where an advertisement or promotion about our products or services is published, a cookie is installed in your browser that helps us to show you later advertising related to the search you have carried out., develop a control of our ads in relation, for example, to the number of times they are seen, where they appear, what time they are seen, etc.

Technical cookies: These are those that allow the user to navigate through a web page, platform or application and the use of the different options or services that exist in it, such as, for example, controlling traffic and data communication, identifying the session, access parts of restricted access, remember the elements that make up an order, carry out the process of purchasing an order, make the request for registration or participation in an event, use security elements while browsing, store content for dissemination of videos or sound or share content through social networks

Personalization cookies: These are those that allow the user to access the service with some predefined general characteristics based on a series of criteria in the user's terminal, such as the language, the type of browser through which the service is accessed. . , the regional configuration from where you access the service, etc.

III. Cookies used

On the Biznaga Media website, we normally use our own cookies that are strictly necessary to maintain session or relevant traffic measurement data.

The information provided by cookies can help us provide you with a better user experience when you visit our websites. The information stored by our cookies is not used to identify you or to send you advertising by email or postal mail. In addition, we do not use cookies to send personalized advertising.

In addition, third-party service providers with whom we have contracted a service for which the use of cookies is necessary are:

List of different providers on corporate websites

Adsforms.net - <https://site.adform.com/privacy-center/website-privacy/website-cookie-policy/>

Track.adforms.net - <https://site.adform.com/privacy-center/website-privacy/website-cookie-policy/>

Adsymptotic.com - <https://www.linkedin.com/legal/l/cookie-table>

Facebook.com - <https://www.facebook.com/policy.php>

Google.com - <https://policies.google.com/privacy?hl=en>

Google Analytics - <https://developers.google.com/analytics/devguides/collection/gajs/cookie-usage?hl=es>

LinkedIn.com - <https://www.linkedin.com/legal/privacy-policy>

Ads.linkedin.com - <https://www.linkedin.com/legal/privacy-policy>

Youtube.com - <https://policies.google.com/privacy?hl=en>

Cookie purpose

- Audience study.
- Obtain navigation information, measure and analyze.
- Analyze the audience.
- Audience study.
- Obtain navigation information, measure and analyze the audience.
- Session status.
- Record the most recent videos that have been viewed in a specific browser.
- Share information.
- The Facebook social plugin is a tool that the user can use to share information with their contacts and / or friends on Facebook.
- Behavioral advertising.
- Calculate the duration or frequency of viewing advertising positions, the interaction with them, or the User's browsing patterns and / or behaviors.

Note. - This list will be updated as soon as possible as the services offered on the websites and the cookies used for this purpose change. However, sometimes during this update it may be that the list no longer includes a cookie, although it will always refer to cookies for purposes identical to those registered in this list.

IV. Cookie management tool.

This website uses Google Analytics.

Google Analytics is a free web analytics tool from Google that primarily enables website owners to understand how users interact with their website. It also enables cookies on the domain of the site you are on and uses a set of cookies called "__utma" and "__utmz" to collect information anonymously and report website trends without identifying individual users.

To collect statistics on the use of this website, we use cookies in order to know the level of recurrence of our visitors and the most interesting content. In this way we can concentrate our efforts on improving the most visited areas and making it easier for the user to find what they are looking for. On this website, the information from your visit can be used to carry out evaluations and statistical calculations on anonymous data, as well as to guarantee the continuity of the service or to make improvements to its websites. For more details, see the privacy policy at the following link. [<http://www.google.com/intl/es/policies/privacy/>]

V. Informed consent

The use of this website on your part implies that you give your express and unequivocal consent to the use of cookies, under the terms and conditions provided in this Cookies Policy, without prejudice to the measures to deactivate and eliminate cookies. Cookies that you can adopt, and that are mentioned in the following section.

SAW. Revocation and elimination of cookies

You can allow, block or delete the cookies installed on your computer by configuring the browser options installed on your computer, in case you do not allow the installation of cookies on your browser, you may not be able to access any of the sections of our websites.

For more information on how to block the use of cookies, you can visit the following links:

Internet Explorer: Tools -> Internet Options -> Privacy -> Settings.

In the tools menu, select 'Internet Options'. Click on the privacy tab. You will see a scroll cursor to configure privacy that has six positions that allow you to control the number of cookies that will be installed: Block all cookies, High, Medium High, Medium (default level), Low and Accept all cookies.

For more information, you can consult Microsoft support or browser Help.

Firefox: Tools -> Options -> Privacy -> History -> Custom configuration.

In the tools menu, select 'options'. S

Choose the privacy label in the options box. In the drop down menu choose 'use custom settings for history'. This will display the cookie options and you can choose to enable or disable them by checking the appropriate box.

For more information, you can consult Mozilla support or browser Help.

Chrome: Settings -> Show advanced options -> Privacy -> Content settings.

In the settings menu, select "show advanced settings" at the bottom of the page. Select the key 'content settings' in the privacy section.

The section at the top of the page that appears provides you with information about cookies and allows you to configure the cookies you want. It also allows you to delete any cookies that you have stored at that time.

For more information, you can consult Google support or browser Help.

Safari: Preferences -> Security.

In the settings menu, select the 'preferences' option. Open the privacy tab. Select the option you want from the 'block cookies' section. Remember that certain features and full functionality of this Site may not be available after disabling cookies.

For more information, you can consult Apple support or browser Help.

VI. Updates and changes in the Privacy / Cookies Policy: s

The Biznagamedia Website may modify this Cookies Policy based on legislative and regulatory requirements, or in order to adapt said policy to the instructions issued by the Spanish Agency for Data Protection, for which Users are advised to visit periodically.

When significant changes occur in this Cookies Policy, Users will be notified either through the web or by email to registered Users.