

# **COOKIES POLICY**

## **1. WHAT ARE COOKIES?**

Cookies are text files that contain small amounts of information that are downloaded to your computer or mobile device when you visit a website or install a mobile application. Cookies facilitate the use and navigation of a website / mobile application, and allow us to compare and understand how our users navigate through our website / mobile application and, consequently, allow us to improve navigation processes.

These tools do not obtain data about your name or surname or the postal address from which you connect. The information they obtain is related to the number of pages visited, the language, social network in which our news is published, the city to which the IP address from which you access is assigned, the number of new users, the frequency and recidivism of visits, visit time, browser and operator or type of terminal from which the visit is made.

This information is used to improve our mobile pages and applications, detect new needs and assess the improvements to be introduced in order to provide a better service to the users who visit us adapting them, for example, to the most used browsers or terminals.

## **2. WHAT TYPES OF COOKIES DO WE USE?**

Below we offer information about the type of cookies used on [www.dir.cat](http://www.dir.cat) and their purpose:

- **According to the entity that manages them:**

Depending on who is the entity that manages the domain from which cookies are sent and treats the data obtained, we can distinguish:

Own party cookies: 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 domain that is not managed by us, but by another entity that processes the data obtained through cookies, such as Google, Alexa, Facebook, Hotjar.

- **Depending on the period of time they remain activated on the terminal equipment:**

Session Cookies: These are a type of cookies designed to collect and store data while the user accesses the website. 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 (for example, a list of products purchased) and disappear at the end of the session. In the long run, they will allow us to provide a better experience to improve content and facilitate the use of the web.

Persistent cookies: they are stored on the terminal's hard drive and our website reads them every time you make a new visit. A permanent cookie has an expiration date determined by the person in charge. The cookie will stop working after that date.

- **According to its purpose**

Technical cookies: 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, including those that the editor uses to allow the management and operation of the web page and enable its functions and services, such as controlling traffic and data communication, identifying the session, accessing parts of restricted access, remembering the elements that make up an order, carrying out the purchase process of an order, managing the payment, control fraud linked to the security of the service, make the request for registration or participation in an event, use security elements during browsing, store content for the dissemination of videos or sound, enable dynamic content (for example, animation of upload a text or image) or share content through social networks.

Analytical cookies: These are those that allow us to quantify the number of users and thus perform the measurement and statistical analysis of the use made by users of our website. To do this, we analyze your browsing on our website in order to improve the offer of products and services we offer. In www.dir.cat, analytical, own, session and persistent cookies are used, for this purpose, specifically Google Analytics cookies that have different expiration dates depending on the information they offer us.

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 type of browser through which the service is accessed, the configuration regional from where you access the service, language, etc.

### **3. COOKIES WE USE ON OUR WEBSITE**

The table we publish below details the cookies used on our website, their purpose and duration:

Domain	Technical cookies and personalization	Purpose	Duration
Dir.cat	User ID	They are used to identify and authenticate the user. They also contain technical data of the user session, such as connection timeout, session identifier, etc.	Session
Dir.cat	Session identification	Identify the user's http session. They are common in all web applications to identify requests from a user in a session.	Session

<b>Dir.cat</b>	Status navigation	They allow to identify in which navigation state the user is (session start, first page, first access, status of a user) scroll, state of a vote, etc.).	Session
<b>Dir.cat</b>	User selections	Store the session values selected by the user such as clubs, language, currency, products, fees etc.	1 year
<b>Dir.cat</b>	Favorites and last selections	Allow to remember the user's favorite selections (from clubs, for example) or the latest selections (of clubs, products, consent for the installation of cookies, etc.) in subsequent access to the web.	1 year
<b>Dir.cat</b>	Shopping cart	They store information about the shopping cart, as well as the user identification data associated with that cart.	Session
<b>Dir.cat</b>	Protocols	They allow to manage changes between secure domain (protocol) (https) and non-secure (http).	Session

Domain	Analytical cookies	Purpose	Duration
<b>Google Analytics</b>	__utma	Used to distinguish users and sessions. The cookie is created when the JavaScript library is run and there is no __utma cookie. The cookie is updated every time data is sent to Google Analytics.	2 Years
	__utmb	Used to determine new sessions or visits. The cookie is created when the JavaScript library is run and there is no __utmb cookie. The cookie is updated every time data is sent to Google Analytics.	1 Hour
	__utmt	Used to process the type of request required by the user.	10 Minutes
	__utmz	Stores the traffic source or campaign that explains how the user has arrived at the website. The cookie is created when the JavaScript library is run and is updated every time data is sent to Google Analytics.	6 Months
	_ga	Used to distinguish users.	2 Years
	_gat	Used to differentiate between the different tracking objects created in the session. The cookie is created when the javascript library is loaded and there is no previous version of the _gat cookie. The cookie is updated every time you send the data to Google Analytics.	1 Minute

	_gid	Used to distinguish users.	2 Days
<b>Facebook</b>	_fbp	Used by Facebook to provide a series of advertising products such as real-time bids from third-party advertisers.	3 months
<b>Alexa analytics</b>	__asc	They are used to collect and send information to the Alexa analytics service	1 hour
	__auc	<a href="https://www.alexa.com/help/privacy">https://www.alexa.com/help/privacy</a>	1 year
<b>Hotjar</b>	_hijd	This set of cookies is set when the client first arrives at a page with the Hotjar script. It is used to keep the Hotjar user ID, unique to that site in the browser. This ensures that behavior on subsequent visits to the same site will be attributed to the same user ID.	1 Year
	__hssc		30 Minutes
	__hssrc		Session
	__hstc		1 Year and 1 Month
	ajs_anonymous_id		1 Year
	ajs_group_id		1 Year
	ajs_user_id		1 Year
	hsfirstvisit	Cookies set by HubSpot to track visitors at hotjar.com	Session
	hubspotutk		1 Year 1 Month
	intercom	Cookies for the intercom your messaging system in the application.	11 months

#### **4. WHO USES COOKIES?**

The information that is collected through the cookies of a web page can be used both by the owner of the web page or by a third party that provides a service to the owner. In this sense, the information of the cookies used in [www.dir.cat](http://www.dir.cat) is treated by all the companies of the DiR Group and by third parties, such as Google analytics, Alexa analytics, Facebook or Hotjar regarding the behavior of users.

#### **5. COOKIES MANAGEMENT**

Taking into account the information provided through this Cookies Policy, below we offer information on how you can carry out the management of cookies used on [www.dir.cat](http://www.dir.cat) through the different options offered the most common browsers (Explorer, Safari, Chrome, Firefox, Opera). If the installation of all cookies on the website is prevented, some features of it, as well as some content may be affected.

## How to visualize cookies?

All browsers offer the user the possibility of managing the cookies installed by a specific website, obtaining information regarding their duration and the possibility of deleting them, as indicated in the following section.

## How to deactivate or delete cookies?

To deactivate, restrict, block or delete cookies, the user must modify the configuration of the browser used in his terminal, whether it is a computer, smartphone or tablet. In general, browsers offer the following configuration options in relation to the installation of cookies:

- That the browser rejects all cookies and therefore, that no cookie from any web page is installed on your terminal.
- That the browser notifies you before the installation of the cookie occurs so that you decide whether or not to accept the installation of the cookie.
- That the browser only rejects third-party cookies from the websites you visit but not those used by the website you are browsing.
- The option of browsing in private mode through which cookies are installed in the terminal but it is automatically deleted when the navigation on the website finishes:

Below are the corresponding links to the information regarding the management of cookies provided by the major browsers:

- Internet Explorer ™:

<https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer>

- .-Safari ™:

<https://support.apple.com/et-ee/guide/safari/sfri11471/mac>

- .-Google ™:

<https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>

- .-Firefox ™:

<https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>

- .-Opera ™:

<http://help.opera.com/Windows/11.50/es-ES/cookies.html>