

## Cookies Policy

### 1. What are cookies?

Cookies are computer files sent by the visited Website to your electronic device (PC, Tablet, smartphone, etc). Cookies are stored on the Hard Drive of your computer, allowing the Website to recognize and store information about the User, with the purpose of improving the service and adapt the Website content to the User's profile and its necessities.

Other similar technologies as control pixels, Device IDs or URLs, also allow the collection of User's data, Websites visited, links clicked, advertising displayed or open emails.

The Cookies used are only associated with your anonymous user and your computer, and do not provide your personal data by themselves.

### 2. What are cookies used for?

Cookies are useful for many reasons. Cookies makes the service works in an agile way adapted to its preferences. Thanks to the statistical information that we collect with cookies, we can better understand the needs of users and improve the service.

Using Cookies is possible that the server where the Website is located recognizes the Website browser used by you to make browsing easier. They are also used to measure the audience and traffic parameters, control the process and number of entries. Likewise, Cookies also helps to make advertising more efficient, helping us to show you relevant advertisements and content of interest to you, both within our spaces and on foreign sites with which we have a relationship.

### 3. Types of cookies used

On this website we use Cookiebot in which there are 4 different types of categories in which cookies can be classified:

**Necessary:** These are cookies that are used to ensure the functionality of the website.

For example, a cookie that enables the shopping cart functionality on an e-commerce website and is necessary for the service requested by the user (being able to add products to the shopping cart and purchase them).

**Personalized:** These are cookies that are used to configure the user's browsing options on the website.

For example, scripts that remember if a user has seen a window with a discount code. They are not strictly necessary for the operation of the website but can facilitate user navigation.

**Statistics:** these are cookies that are used for analytical purposes.

For example, Google Analytics cookies.

**Marketing:** These are used to target (personalized) advertisements to the user.

For example, the Facebook pixel can be used to show targeted ads to certain users.

On this site you can rename and hide categories, but you cannot add new categories or delete any. This means that cookies are organized in the following categories: Necessary, Personalization, Statistics and Marketing.

#### 4. What Cookies we do use?

NECESSARY			
Cookie	Type	Expiration	Description
<b>sbjs_udata</b>	http cookie	6 months	User data stored in the browser's local storage.
<b>Bcookie</b>	http cookie	1 year	LinkedIn cookie of the browser identifier to identify devices accessing LinkedIn and detect intrusions on the platform.
<b>Lidc</b>	http cookie	24 hours	LinkedIn cookie used for retargeting..
<b>_hjSessionUser</b>	http cookie	30 minutes	Hotjar cookie. This cookie is set when the client first arrives on a page with the Hotjar script. It is used to maintain the Hotjar user ID, unique to that location in the browser. This ensures that behavior on subsequent visits to the same site will be assigned the same user ID.
<b>_hjSession</b>	http cookie	30 minutes	Hotjar cookie. This cookie is set when the client first arrives at a page with the Hotjar script. It is used to determine if the session cookie has been set and therefore the session number should be incremented.

PERSONALIZED			
Cookie	Type	Expiration	Description
<b>dicbo_id</b>	http cookie	1 day	Collects statistics relating to site usage by visitors and general site functionality. Used to optimize and compile site reports for comparison by third party analytics services.

MARKETING			
Cookie	Type	Expiration	Description
<b>AnalyticsSyncHistory</b>	http cookie	30 days	LinkedIn cookie that is used to store information about when the synchronization occurred with the cookie: lms_analytics cookie.
<b>UserMatchHistory</b>	http cookie	30 days	LinkedIn cookie that is used to synchronize LinkedIn Ads IDs.
<b>li_gc</b>	http cookie	6 months	LinkedIn cookie that is used to store guest consent to the use of cookies for non-essential purposes.
<b>li_mc</b>	http cookie	6 months	LinkedIn cookie that is used as a time cache to avoid searching the database for a member's consent to the use of non-essential cookies, as well as to obtain information about the customer's consent for the purpose of applying it.
<b>li_sugr</b>	http cookie	90 days	LinkedIn cookie used to perform a probability match of a user's identity outside of designated countries.
<b>_fbp</b>	http cookie	3 months	This cookie is set by Facebook to display ads on Facebook or a digital platform with Facebook advertising, after visiting the site.
<b>_gcl_au</b>	http cookie	3 months	Used by Google AdSense to experience the effectiveness of advertising across sites using their services.

ESTADISTICS			
Cookie	Type	Expiration	Description
<b>_ga</b>	http	1 year	Installed by Google Analytics, it calculates visitor, session and campaign data and also tracks site usage for analysis. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.
<b>sbjs_current</b>	http	6 months	This cookie is used to identify the origin of a visit and store information about the user's action in a cookie. This is an analytical and behavioral cookie used to improve the visitor's experience on the site.
<b>sbjs_current_add</b>	http	6 months	This cookie is used to identify the origin of a visit and store information about the user's action in a cookie. This is an analytical and behavioral cookie used to improve the visitor's experience on the site.
<b>sbjs_first</b>	http	6 months	This cookie is used to identify the origin of a visit and store information about the user's action in a cookie. This is an analytical and behavioral cookie used to improve the visitor's experience on the site.
<b>sbjs_first_add</b>	http	6 months	This cookie is used to identify the origin of a visit and store information about the user's action in a cookie. This is an analytical and behavioral cookie used to improve the visitor's experience on the site.
<b>sbjs_migrations</b>	http	6 months	This cookie is used to identify the origin of a visit and store information about the user's action in a cookie. This is an analytical and behavioral cookie used to improve the visitor's experience on the site.
<b>sbjs_session</b>	http	1 minute	This cookie is used to identify the origin of a visit and store information about the user's action in a cookie. It is an analytical and behavioral cookie used to improve the visitor's experience on the site.

NECESSARY			
Name	Type	Expiration	Description
*p-cookies	Local Storage	Persistent	Saves the user's cookie selection

MARKETING			
Name	Type	Expiration	Description
lastExternalReferrerTime	Local Storage	Persistent	Detects when the user enters the site, logging the last URL.
lastExternalReferrer	Local Storage	Persistent	Detects when the user enters the site, logging the last URL address.
li_adsId	Local Storage	Persistent	LinkedIn uses this to collect data on visitor behavior and interaction.

NECESSARY			
Name	Type	Expiration	Description
token	Session Storage	Session active	Contains visitor information

## 5. Who uses Cookies?

The information collected through the Website's Cookies can be used by both Hipoges and a third party that provides a service to the owner. In this sense, the information of the Cookies used on the Service is processed by Hipoges and by third parties, such as Google, regarding the behavior of users.

## 6. How to disable or delete cookies

You can modify or withdraw your consent at any time through the settings panel located in the lower left corner of the page or through your browser settings.

## 7. Other considerations

If you use the Service, we will consider that you acknowledge that you have read this Cookie Policy and authorize us to use it so that you can make full use of our Service. If you have any doubts or questions about the Cookies we use, you can send them to us at the following e-mail address: dpo@hipoges.com.

It is possible that we may modify this text to adapt it to new legislation or regulations, or according to instructions or resolutions issued by the Spanish Data Protection Agency

(AEPD). Therefore, we advise you to periodically read this policy to be informed of its most updated version.

In any case, we inform you that if there are significant changes in this policy, these will be communicated through the website or by email to registered users.