

COOKIE POLICY

1.- What is a cookie?

A cookie is a file that is downloaded to the users' computer or mobile device when they access certain webpages or applications. Cookies allow a website or application 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 their equipment is used, they can be used to recognize the user. Cookies do not contain any specific personal information and most of them are deleted from the hard drive at the end of the browser session (so-called *session cookies*).

Most browsers accept cookies as standard and, regardless of them, allow or prevent temporary or memorized cookies in the security settings.

2.- Why does ECHO use Cookies?

We use cookies in order to improve users' experience when navigating our webpage, so therefore they are an important part of how our Website works. Among other purposes, they can be used to remember certain aspects of users' last search to make subsequent searches faster.

3.- What information does a cookie store?

The information that a cookie usually stores is not information considered sensitive, it does not store data such as bank details, ID data or email. The user is not identified as a person, but the web server associates it with their web browser.

4.- What type of cookies can this website use?

- **Technical cookies:** These are cookies that allow the user to browse through a website, platform or application and the use of the different options or services that exist therein, such as controlling traffic and data communication, identifying the session, accessing restricted-access parts, remembering the elements that make up an order, carrying out the purchase process of an order, making the request for registration or participation of an event, using security elements during navigation, storing content for the dissemination of videos or sound or sharing content through social networks.
- **Personalization cookies:** These are cookies 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 they accesses the service, the regional configuration from which the user accesses the service, etc.

- **Session cookies:** Session cookies are stored and are only valid temporarily, that is, until the user finishes browsing the website. These cookies do not permanently record any information on users' device hard drive.
- **Navigation cookies:** The main purpose of browsing cookies is to avoid offering users recommendations that are not related to their interests and to offer them targeted and personalized commercial proposals. These browsing cookies base their usefulness on the temporary tracking of Internet browsing.
- **Analysis cookies:** These are those that are well treated by us or by third parties, allow us to quantify the number of users and thus carry out measurement and statistical analysis of the use made by users of the service offered. For this purpose, we analyze users' navigation on our website in order to improve the products or services that we offer them.
- **Advertising cookies:** These are cookies that, treated by us or by third parties, allow us to manage in the most efficient way the offer of advertising spaces that are available on the website, adapting the content of the advertisement to the content of the requested service or to the use that users make of our website. For this purpose, we analyze users' internet browsing habits and we can show them advertising related to their browsing profile.
- **Statistical cookies:** These are cookies that, either treated by us or by third parties, allow us to quantify the number of users and thus carry out the measurement and statistical analysis of the use made by users of our service. For this purpose, users' navigation on our website is analysed in order to improve the products or services we offer them.
- **Functional cookies:** These are necessary to correctly display the website and ensure the proper functioning of the site. These cookies help the user have a better experience navigating the site.

5.- What are own and third party cookies?

- **Own cookies:** These are cookies sent to the user from a computer or domain managed by us.
- **Third-party cookies:** These are cookies generated by external services or providers such as Facebook, Twitter, Google, etc.

6.- What cookies are used on this website?

NAME	TYPE	OWNER/ DOMAIN	EXPIRATION TIME (APPROX.)	PURPOSE	Does it affect deactivation of the cookie to functionality of the platform?
_gid	Performance cookie	echodigital hub.com	24 hours	It is used to distinguish users.	No.
_ga	Performance cookie	echodigital hub.com	Until 2 years	It is used to identify and distinguish a user. Calculate user interactions.	No.
_gat	Analytical cookie	echodigital hub.com	24 hours	Used to limit the percentage of requests.	No.
cookie_notice_ accepted	Session cookie	echodigital hub.com	Session	This cookie remembers if the warning message about cookies has been accepted to stop showing it during the time it is active.	No.
NID	Advertising cookies	google.com	6 months	Estas cookies son utilizadas por Google para contener las preferencias del usuario.	No.
ANID	Analytical Cookie	google.com	1 year	Advertising purpose of the Google Adwords service. They contain a unique randomly generated value that allows the web to distinguish browsers and devices. This information is used to measure the performance of the advertisements and provide recommendations regarding products based on statistical data.	No.

1P_JAR	Analitical Cookie	google.com	1 month	Google uses this cookie to personalize ads based on personal interests.	No.
DV	Technical cookie	google.com	24 hours	It is used by Google to provide services and extract anonymous browsing information.	No.
CONSENT	Technical cookie	google.com	20 years	Technical cookie to control the obtaining of the consent of users.	No.

7.- Can cookies be disabled or deleted?

Users can refuse the processing of data or information collected by cookies at any time by setting their personalized Internet browser options. Users can allow, block (generally or particularly for a specific domain) or delete cookies installed on their devices.

However, this could affect the optimal navigation of our website, as some features would be disabled and the display of some tools may be impaired.

For more information about **Firefox** click here:

http://support.mozilla.org/es/kb/cookies-informacion-que-los-sitios-web-guardan-en-#w_configurar-las-cookies.

For more information about **Chrome** click here:

<http://support.google.com/chrome/bin/answer.py?hl=es&answer=95647>.

For more information about **Explorer** click here:

<https://support.microsoft.com/es-es/help/17442/windows-internet-explorer-delete-manage-cookies>

For more information about **Safari** click here:

<http://support.apple.com/kb/ph5042>.

For more information about **Opera** click here:

<http://help.opera.com/Windows/11.50/esES/cookies.html>.

8.- By using this Site, the user expressly accepts the treatment of the information collected in the form and for the purposes mentioned above. Likewise, they acknowledge the possibility of rejecting the processing of data or information, rejecting the use of cookies by selecting the appropriate settings for this purpose in their browser, although the option to block Cookies in users' browser may not allow users to fully use all the functionalities of the Website.