

## COOKIES POLICY

### WHAT ARE COOKIES?

A cookie is a text file that a web server can save on your computer's hard drive to store some type of information about you as a user. Cookies are used for various purposes such as storing data for future visits, to recognize the user and avoid asking for authentication again, to know what pages you visit, or to save your preferences in customizable areas ...). Normally, websites use cookies to obtain statistical information about their web pages, and to analyse the behaviour of their clients/users.

Cookies used for any of the following purposes are exempt from compliance with the obligations established in Article 22.2 of the LSSI:

- Only allow communication between the user's equipment and the network.
- Strictly provide a service expressly requested by the user.

Thus, among the excepted cookies would be those whose purpose is:

- „User input” cookies.
- Authentication or user identification cookies (session only).
- User security cookies.
- Multimedia player session cookies.
- Session cookies to balance the load.
- Cookies to personalize the user interface.
- Certain plug-in cookies to exchange social content.

The specific uses what we make of these technologies are described below:

### TYPES OF COOKIES

Cookies can be classified according to the following criteria:

Depending on **who installs** the cookie, these can be:

**Own cookies:** These are those that are sent to the user's terminal equipment from a computer or domain managed by the publisher 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 either from a computer or domain managed by us or by a third party, but the information collected by cookies is managed by a third party other than the owner of the website.

Depending on their storage **period**, cookies can be:

**Session cookies:** These are those that last the time while the user is browsing the Web page and are deleted when the navigation ends.

**Persistent cookies:** They are stored in the user's terminal for a longer time, thus facilitating the control of the chosen preferences without having to repeat certain parameters each time the website is visited.

Depending on their **purpose**, cookies can be:

**Technical cookies:** Technical cookies are those essential and strictly necessary for the proper functioning of a website and the use of the various options and services it offers. For example, session maintenance cookies, those that allow you to use security elements, share content with social networks, etc.

**Personalization cookies:** They allow the user to choose or personalize characteristics of the Web page such as language, regional configuration or type of browser.

**Analytical cookies:** These are used by Web portals, to prepare browsing profiles and to know the preferences of users in order to improve the offer of products and services. They allow controlling geographic areas of greatest interest to a user, the most widely accepted information on the web, etc.

**Advertising cookies:** these are cookies that store information on user behaviour obtained through continuous observation of their browsing habits, allowing the development of a specific profile to display advertising based on it.

## COOKIES USED ON OUR WEBSITE

[www.serenitytenerife.com](http://www.serenitytenerife.com) uses the following types of cookies on the web:

### Technical cookies

They allow the user to browse the Web and use features such as the shopping cart.

### Personalization cookies

They allow knowing the user's preferences: language, products visited..

### Cookies installed on our web domain:

Cookie name	Purpose	Own / third party	Duration	When it is installed?
Session cookie	Technique	Own	Session	When accessing the website
pll_language	Know the language selected by the user	Third parties	1 year	When accessing the website

This website, like most websites, includes functionalities provided by third parties.

Our website is a live website and new designs or third-party services can be included. This may occasionally change the configuration of cookies and that non-detailed cookies appear in detail in this policy.

Our site does not control the cookies used by these third parties. For more information about cookies from social networks or other third-party websites, we recommend that you review their own cookie policies.

## INFORMATION AND OBTAINING THE CONSENT FOR INSTALLATION

[www.serenitytenerife.com](http://www.serenitytenerife.com) will try at all times to establish adequate mechanisms to obtain the consent of the User for the installation of required cookies. When a user accesses our website, a pop-up appears informing he/she of the existence of cookies and that if he/she continues browsing our page, he/she gives the consent to the installation of cookies.

## HOW CAN I PREVENT THE INSTALLATION OF COOKIES?

The user can configure his/her browser to accept or not the cookies that he/she receives or can configure the browser to notify him/her when a server wants to save a cookie. If some technical cookies are disabled, the correct operation of some of the web utilities is not guaranteed.

The user may exclude Google Analytics „analytical and advertising” cookies from being stored on their terminal using the exclusion systems provided by Google Analytics.

We also provide you with some following examples of how to disable cookies:

a) By configuring the browser itself:

- Internet Explorer: <http://windows.microsoft.com/es-es/windows-vista/block-or-allow-cookies>
- Firefox: <https://support.mozilla.org/es/kb/habilitar-y-deshabilitar-cookies-que-los-sitios-web>
- Safari: [http://support.apple.com/kb/HT1677?viewlocale=es\\_ES](http://support.apple.com/kb/HT1677?viewlocale=es_ES).
- Chrome: <https://support.google.com/accounts/answer/61416?hl=es>.
- Opera: <http://help.opera.com/Windows/11.50/es-ES/cookies.html>

To expand this information, go to the page of the Spanish Data Protection Agency that helps configure privacy in social networks, browsers and mobile operating systems. More information.

b) Through third-party tools:

There are third - party tools available on line, which allows users to detect cookies on each Web site you visit and manage their deactivation, for example:

<http://www.ghostery.com>  
<http://www.youronlinechoices.com/es/>

In any case, the user can allow or block cookies, as well as delete his/her browsing data (including cookies) from the browser you use. Consult the options and instructions offered by your browser for this. Please note that if you accept third-party cookies, you must delete them from the browser options.

## LINKS TO OTHER WEBSITES

If you choose to leave our website through links to other websites not belonging to our entity, we will not be responsible for the privacy policies of said websites or for the cookies that they may store on the user's computer.

## HOW DO WE COLLECT AND USE IP ADDRESSES?

Web servers will be able to automatically detect the IP address and domain name used by users.

An IP address is a number automatically assigned to a computer when it connects to the Internet. This information allows the subsequent processing of the data in order to know if you have given your consent for the installation of cookies, to carry out only statistical measurements that allow knowing the number of visits made to the Web, the order of visits, the access point, etc.

## INTERNATIONAL DATA TRANSFER

The cookies installed on our web domain are installed on our server so that the data collected therein is not subject to international data transfers.

Third-party cookies installed on our website by third-party domains may be subject to international data transfer. To obtain more information about the possible international data transfers that these cookies may entail, we recommend that you click on the 'more information' section of the cookie that you want to consult.

## UPDATING OUR COOKIE POLICY

This policy is periodically reviewed to ensure its validity, so it can be modified. We recommend you to visit the page regularly where we will inform you of any update in this regard.

**Date: 03/09/20**  
**Version: V.1.0**