COOKIES POLICY

1. 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:

2. 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.

3. COOKIES USED ON OUR WEBSITE

www.serenitytenerife.com uses the following types of cookies on the web:

Technical cookies

They allow the user to browse the Web.

Personalization cookies

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

Analysis cookies

We use Google Analytics cookies to quantify the number of users who visit the website. These cookies allow us to measure and analyze the way users navigate the Web. This information allows the company SERENIAVULCO, S.L. continuously improve its services and the users' experience of the Web. For more information, please, consult the Google Analytics privacy page: https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage.

Advertising and behavioral advertising cookies

These cookies are used to display relevant advertisements for users based on their use of our website. In addition, they limit the number of times each user views an ad and help SERENIAVULCO, S.L. to measure the effectiveness of their advertising campaigns. When browsing the Web, the user agrees to install this type of cookies on their device and make inquiries when the user visits the Web of SERENIAVULCO, S.L. in the future.

Cookies installed on our web domain:

Name of the cookie	Purpose	Own/ third party	Duration	When is it installed?
Session cookie: __session:0.8542230258242498: __session:0.8542230258242498:popup	Technical	Own	Within the session	When accessing the website
_GRECAPTCHA	A technical Cookie of GOOGLE security to identify the use by a human	Third party	6 months	When accessing the website
pll_language	Functional cookie for language selection	Third parties	1 year	When cookies are accepted
consent-agree	It is technical and strictly inevitable, which purpose is to store the acceptance of the installation of cookies.	Own	Within the session	When cookies are accepted
_ga	GOOGLE Analytics analytical cookie that is used to distinguish users	Third parties	2 years	When cookies are accepted
_gid	GOOGLE Analytics analytical cookie that is used to distinguish users	Third parties	24 hours	When cookies are accepted
_gat _gat_UA-174041802-1	GOOGLE Analytics analytical cookie that is used to limit the percentage of requests	Third parties	1 minute	When cookies are accepted

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.

The third-party cookies used on our website installed by third-party domains are the following:

Holder	Name	When is it installed?	Description	Duration	More information
YouTube	YSC VISITOR_INFO1_LIVE	When browsing the web and using the social plug-in	Social network plug-in that allows the user to share videos.	It depends on the social network	Clic here

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.

4. INFORMATION AND OBTAINING THE CONSENT FOR INSTALLATION

www.serenitytenerife.com will try at all times to establish adequate mechanisms to obtain the consent of the User for the installation of cookies that require it. When a user accesses our website, a pop-up appears informing them of the existence of cookies and that by accepting them they give their consent for the installation of cookies.

5. HOW CAN I PREVENT THE INSTALLATION OF COOKIES?

The user can reject the installation of all the cookies, according to their own preferences, except those that they expressly authorize or those that are technical and must be installed to guarantee the correct functioning of the web site, indicating those that they wish to install or reject in the pop-up or window of acceptance of cookies that appears when entering the home-page. However, there are other ways to prevent cookies from being installed on your computer, as we indicate below.

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.

- 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.

6. 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.

7. 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.

8. 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 to click on the ‚more information' section of the cookie that you want to consult.

The data collected by Google Analytics cookies may be subjected to international data transfer as they are processed by Google. Google, including all its tools, involves an international transfer of data, as they are hosted in the US. Therefore, and given that the EU-US Privacy Shield Framework has been considered invalid since the judgment of the Court of Justice of the European Union in case C-311/18 on July 23, 2020, the appropriate guarantees must be adopted with according to the Aarticle 46 of the GDPR used to transfer data from the EEA to any third country.

www.serenitytenerife.com will try at all times to establish adequate mechanisms to obtain the consent of the User for the installation of cookies that require it. When a user accesses our website, a pop-up appears informing them of the existence of cookies and that if they continue browsing our page they give their consent for the installation of cookies.

9. 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: 17th March of 2021
Version: V.1.0