

COOKIES POLICY

ASEGURADORA ASERTA, S.A. DE C.V., GRUPO FINANCIERO ASERTA, SUCURSAL EN ESPAÑA ('**ASERTA**'), with registered office at Paseo de la Castellana 52, planta 2B, 28046, Madrid (Spain), email address contacto@aserta.com.es and NIF tax identification number W4121985H, uses cookies and similar devices to facilitate, improve and personalise the user browsing experience of its website www.aserta.com.es (the '**Website**').

As explained below, the Website uses two types of cookies: **Analytics** cookies and **Behavioural Advertising** cookies. You may accept or decline all the cookies used in this website by checking the boxes located in the banner that appears on the screen or by closing it. If you accept third-party cookies, they can be deleted in the browser settings unless you are informed of another method.

What are cookies?

Cookies are small text files that a website server stores in the user's browser (e.g., Internet Explorer, Safari, Firefox, Chrome, etc.). Cookies allow the Website to, among other things, store and retrieve information about a user's browsing habits or their computer/device, and depending on the information they contain and how they are implemented, they may be used to recognise and identify the user, and establish their browsing preferences.

For additional information about cookies, please click on the following [link](#), which will redirect you to the *Guide on the Use of Cookies*. Regardless of this policy, we recommend that you consult the [Privacy Policy](#) for information on how your personal data is processed by ASERTA when using the Website.

What are they used for?

Cookies are useful for several reasons. From a technical perspective, they enable the Website to operate in a more agile manner based on user preferences. They also help us improve how we display information to portal users and how we interact with them.

Types of cookies

Depending on who owns the cookies, they can be classified as:

- (i) First-party cookies: These are sent to the user's computer or device from a computer or domain managed by the publisher and from which the website requested by the user is provided.
- (ii) Third-party cookies: These are sent to the user's computer from a computer or domain that is not managed by the publisher but rather by another entity that processes the data obtained through the cookies.

Depending on the duration of the cookies, they can be classified as:

- (i) Session cookies: These cookies are designed to collect and store data while the user visits a website.
- (ii) Persistent cookies: These cookies continue to store data on the computer or device, and can be accessed and processed for a period of time defined by the cookie's owner. This period of time may vary from a few minutes to several years.

Depending on the purpose of the cookies, they can be classified as:

- (i) Analytics cookies: These cookies are processed by the publisher or by third parties, and they make it possible to quantify the number of users in order to measure and perform statistical analyses of how the website is used. How users navigate through the website is analysed so as to improve the products and services offered.

- (ii) Advertising cookies: These cookies make it possible to manage, in the most effective way possible, the ad spaces that the publisher has included in a website, application or platform through which the requested website is provided, based on criteria such as the content published or the frequency at which ads are displayed.
- (iii) Behavioural advertising cookies: These cookies make it possible to manage, in the most effective way possible, the ad spaces that the publisher has included in a website, application or platform through which the requested website is provided. These cookies store users' behavioural data, which is obtained by continually observing their browsing habits, thereby making it possible to create a specific profile so ads can be displayed accordingly. Additionally, when visiting a website or opening an email or message containing an ad or promotion, a cookie may be installed on the user's browser that enables us to subsequently display ads linked to past searches and to track ads in terms of, for example, the number of views, the location where they appear, the time when they are seen, etc.
- (iv) Technical cookies: These cookies enable the user to browse the website, platform or application and use the options or services it provides, such as monitoring traffic, identifying data or the session, accessing restricted sections or content, saving the elements that comprise an order, processing orders, submitting registration requests or event participation, using security elements while browsing, storing content to play videos or audio, or sharing content on social media platforms.
- (v) Personalisation cookies: These cookies allow the user to visit the website, platform or application, with certain general predefined features based on a series of criteria on the user's device, such as the language, the browser used to visit the website, the regional settings from where the website is being accessed, etc.

What types of cookies does this website use?

This Website uses the cookies described below, and as per the table, some of them are obtained by third-party vendors from whom we have hired a service that requires the use of those cookies. In addition to these cookies, the Website also uses technical cookies that make it possible to operate and provide the services made available through the Website.

NAME	TYPE	FIRST-PARTY OR THIRD-PARTY	DESCRIPTION	DISABLE	DURATION
WordPress	Technical	-First-party-	It adjusts the page to the device being used.	The cookie can be disabled using the tools specified below.	1 year
WordPress	Technical	-First-party-	WordPress uses this cookie to ascertain whether cookies are enabled in the browser, providing users with an optimal experience through the front end, without the need to log in.	The cookie can be disabled using the tools specified below.	During the session
Mailchimp	Technical	Mailchimp -Third-party-	This cookie is used by our electronic newsletter service provider (Mailchimp). It is used to subscribe to our email service.	The cookie can be disabled using the tools specified below.	At the end of the session

bcookie	Technical	LinkedIn -Third- party-	Its purpose is to add LinkedIn features to the website and to share information about the website on LinkedIn.	The cookie can be disabled using the tools specified below.	At the end of the session
visitor_info1_live	Technical	Google -Third- party-	This cookie attempts to estimate users' broadband in websites with integrated YouTube videos.	The cookie can be disabled using the tools specified below.	179 days
ysc	Technical	Google	This cookie logs a unique ID to keep statistics as to what YouTube videos have been viewed by the user.	The cookie can be disabled using the tools specified below.	Session
mc_cid	Analytics	Mailchimp -Third- party-	<i>Mailchimp campaign ID.</i> Its purpose is to keep track of the email address from which the visitor originated.	The cookie can be disabled using the tools specified below.	14 days
mc_eid	Analytics	Mailchimp -Third- party-	<i>Mailchimp email ID.</i> Its purpose is to keep track of the email address from which the visitor originated.	The cookie can be disabled using the tools specified below.	14 days
mc_landing_site	Analytics	Mailchimp -Third- party-	<i>Page visitor entered your site on.</i> Its purpose is to keep track of the email address from which the visitor originated.	The cookie can be disabled using the tools specified below.	14 days
collect	Analytics	Google LLC -Third- party-	It sends data to Google Analytics about the visitor's device and behaviour. It tracks visitors through devices and marketing channels.	The cookie can be disabled at this link or using the tools specified below.	Up to 2 years
bscookie	Analytics	LinkedIn -Third- party-	It is used by LinkedIn, a social networking service, to track the use of embedded services. For additional information about this cookie, please visit: https://www.linkedin.com/legal/cookie-table	The cookie can be disabled using the tools specified below.	1 year
leo_auth_to_ken	Analytics	LinkedIn -Third- party-	It is used by LinkedIn, a social networking service, to track the use of embedded services. For additional information about this cookie, please visit: https://www.linkedin.com/legal/cookie-table	The cookie can be disabled using the tools specified below.	30 minutes.
lidc	Analytics	LinkedIn -Third- party-	It is used for routing. For additional information about this cookie, please visit: https://www.linkedin.com/legal/cookie-table	The cookie can be disabled using the tools specified below.	1 day
L1c	Analytics	LinkedIn -Third- party-	Browser identification cookie. For additional information about	The cookie can be disabled using the tools	The session duration

			this cookie, please visit: https://www.linkedin.com/legal/cookie-table	specified below.	
YouTube	Analytics	Google-Third-party-	It logs a unique ID to keep statistics as to what YouTube videos have been viewed by the user. It logs a unique ID on mobile devices to enable tracking based on the GPS location.	The cookie can be disabled using the tools specified below.	At the end of the session
pref	Analytics	Google-Third-party-	It logs a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos in various websites.	The cookie can be disabled using the tools specified below.	8 months
_ga	Analytics	First-party	It logs a unique ID that is used to keep statistics of how the visitor uses the website.	The cookie can be disabled using the tools specified below.	2 years
_gat	Analytics	Google-Third-party-	It is used by Google Analytics to track request rates.	The cookie can be disabled using the tools specified below.	1 day
_gid	Analytics	First-party	It logs a unique ID that is used to keep statistics of how the visitor uses the website.	The cookie can be disabled using the tools specified below.	1 day
BizoID	Advertising	LinkedIn-Third-party-	LinkedIn ad analysis. For additional information about this cookie, please visit: https://www.linkedin.com/legal/cookie-table	The cookie can be disabled using the tools specified below.	6 months
BizoData	Advertising	LinkedIn-Third-party-	LinkedIn ad analysis. For additional information about this cookie, please visit: https://www.linkedin.com/legal/cookie-table	The cookie can be disabled using the tools specified below.	6 months
BizoUserMatchHistory	Advertising	LinkedIn-Third-party-	LinkedIn ad analysis. For additional information about this cookie, please visit: https://www.linkedin.com/legal/cookie-table	The cookie can be disabled using the tools specified below.	6 months
BizoNetworkPartnerIndex	Advertising	LinkedIn-Third-party-	LinkedIn ad analysis. For additional information about this cookie, please visit: https://www.linkedin.com/legal/cookie-table	The cookie can be disabled using the tools specified below.	6 months

Cookies may be used to transfer certain personal data outside of the European Economic Area to countries that do not provide an appropriate level of protection. When this occurs, we cannot guarantee the existence of suitable measures to protect your personal data, such as establishing contracts on European Commission-type contractual clauses. For additional information, please refer to the privacy policy of each third party.

How can I delete cookies or prevent them from being installed?

Users can enable, block or delete the cookies installed on their computer or device by changing their browser settings.

For additional information on how to block the use of cookies, users may visit the following links for the most common browsers:

- Internet Explorer: <https://support.microsoft.com/es-cl/help/17442/windows-internet-explorer-delete-manage-cookies>.
- Firefox: <https://support.mozilla.org/es/kb/habilita-y-deshabilita-cookies-sitios-web-rastrear-preferencias>.
- Chrome: <https://support.google.com/chrome/answer/95647?hl=es>.
- Safari: <https://support.apple.com/es-es/guide/safari/sfri11471/mac>.

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