

ANALYSIS + BEHAVIOURAL ADVERTISING COOKIES POLICY

INFORMATION ABOUT COOKIES

Cookies and other similar technologies such as local shared objects, flash *cookies* or pixels, are tools used by Web servers to store and retrieve information about their visitors, as well as to enable the proper functioning of the site.

Through using these devices, the Web server is able to remember some data concerning the user, such as their preferences for viewing the server's pages, their name and password, products that interest them most, etc.

COOKIES AFFECTED BY, AND COOKIES EXEMPT FROM REGULATIONS

In accordance with «Law on Services of the Information Society» (LSSICE) established by Spanish Royal Decree 13/2012, it is mandatory to obtain the express consent of the user of all web pages that use non-essential *cookies* before browsing them.

According to the EU directive, the *cookies* that require the user's informed consent are analysis, advertising and affiliation *cookies*, while technical cookies and those that are necessary for the operation of the website or the provision of services expressly requested by the user are exempt.

TYPES OF COOKIES

DEPENDING ON THE PURPOSE

- **Technical and functional *cookies*:** allow the user to navigate through a website, platform or application and the use of different options or services available in it.
- **Analysis *cookies*:** allow the controller to monitor and analyse the behaviour of the users of the websites they are linked to. The information collected by this type of *cookie* is used to measure the activity of the websites, application or platform and to carry out browsing profiling of the users of said sites, applications and platforms, with the purpose of introducing improvements in the analysis of the user data carried out by service users.
- **Advertising *cookies*:** allow management, in the most efficient way possible, of advertising spaces which, if applicable, the editor has included in a website, application or platform from where requested service is provided based on data such as the edited content or frequency with which advertisements are made.
- **Behavioural advertising *cookies*:** collect information on the user's personal preferences and choices (*retargeting*) in order to allow management, in the most efficient way possible, of the advertising spaces which, if applicable, the editor has included in a website, application or platform from where the requested service is provided.

ACCORDING TO THE PROPERTY

- **Own *cookies*:** are sent to the user's terminal team from a team or power managed by the own editor and from where the requested service is provided by the user.
- **Third party *cookies*:** are sent to the user's terminal team from a team or power which is not managed by the editor, but by another body which processes data obtained through the cookies.

DEPENDING ON THE STORAGE PERIOD

- **Session cookies:** are a type of *cookie* designed to collect and store data as long as the user accesses a website.
- **Permanent cookies:** are a type of cookies where data continues to be stored in the terminal and may be accessed and processed for a period of time defined by the *cookie* controller, and that can range from a few minutes to several years.

PROCESSING OF PERSONAL DATA

Martinez Molina Oficina Arquitectos S.L. is the **Controller** of the personal data of the **Data Subject** and informs them that these data will be processed in accordance with the provisions of Regulation (EU) 2016/679, of 27 April 2016 (GDPR), and therefore the following information on the processing is provided:

Purposes of the data processing: as specified in the *cookies* section which are used on this website.

Legitimation of the processing: by consent of the data subject (art. 6.1 GDPR).

Data storage criteria: as specified in the *cookies* section used on the website.

Data communication: data will not be disclosed to third parties, except in cookies owned by third parties or under legal obligation.

Rights of the Data Subject:

- Right to withdraw this consent at any time .
- Right of access, rectification, portability and erasure of the data and those of limitation or opposition to their processing.
- Right to submit a complaint to the Supervisory Authority (www.aepd.es) if they consider that the processing does not comply with current legislation.

Contact information to exercise their rights:

Martinez Molina Oficina Arquitectos S.L.. PLAZA DE GALICIA,, 2 2º E - 15004 A Coruña (A Coruña). E-mail: secretaria@mmoarquitectos.com

COOKIES USED ON THIS WEBSITE

CONFIGURATION PANEL					
ANALYSIS COOKIES					
<input type="checkbox"/> Check or uncheck whether the user wishes to accept or reject the installation of these cookies.					
NAME	TYPE	PROPERTY	PURPOSE	PERIODS	OBSERVATIONS
_ga	Analytical	Google Analytics	It enables the unique visits control function. This <i>cookie</i> will be installed the first time a user logs into the website using a browser. When this user visits the website again using the same browser, the <i>cookie</i> distinguishes that it is the same user. Only if the user changes their browser will they be considered a different user	2 years	Persistent

_gat	Analytical	Google Analytics	It is used to limit the request rate - limiting the collection of data on high-traffic sites	10 minutes	Session
_gid	Analytical	Google Analytics	It is used to profile users	24 hours	Session

Learn more about **disabling Google Analytics cookies**:

- [Google Privacy policy](#)
- [Google Analytics exclusion](#)

CONFIGURATION PANEL					
BEHAVIOURAL ADVERTISING COOKIES					
<input type="checkbox"/> Check or uncheck whether the user wishes to accept or reject the installation of these cookies.					
NAME	TYPE	PROPERTY	PURPOSE	PERIODS	OBSERVATIONS
_gads	Advertising	Google	Cookie associated with the service <i>DoubleClick.net</i> of Google so that the owner can gain credit	1 year	Persistent
_sonar	Advertising	DoubleClick.net	Used to improve and guide advertising according to the content which is relevant for a user, improve the company performance reports and avoid showing notices that the user has seen <i>DoubleClick.net</i>	1 year	Persistent
_ncuid	Advertising	Google	Used to measure the performance of the notices and provide recommendations relating to products based on statistical data	6 months	Persistent
IDE	Advertising	DoubleClick.net	Used for focusing, optimisation, presentation of reports and assignment of online notices.	1 year	Persistent
_conv_v bt2 di2 dt loc ssc ssh sshhs uid um uvc vc	Advertising	AddThis	Used to enable the content to be shared. AddThis is also used to gather information on how website content is shared	2 years, except for: _conv_v: 1 year, bt2: 8 months, dt: 30 days	Persistent

HOW TO DELETE COOKIES FROM MOST COMMON BROWSERS	
Chrome	http://support.google.com/chrome/answer/95647?hl=es
Internet Explorer. Version 11	https://support.microsoft.com/es-es/help/278835/how-to-delete-cookie-files-in-internet-explorer
Firefox. Version 65.0.1	https://www.mozilla.org/es-ES/privacy/websites/#cookies
Safari Version 5.1	https://support.apple.com/es-es/guide/safari/sfri11471/mac
Opera	https://help.opera.com/en/latest/security-and-privacy/#clearBrowsingData