

## Astroflow Cookie Policy

In this Cookies Policy you will find information about the use that **BABILON SKY S.L.** makes of the cookies (and similar devices) that are installed in the devices and terminals of our clients and users when visiting **www.astroflow.app** and/or when downloading and using our **Astroflow** mobile application (hereinafter, all of the above together as, "the **Platform**").

Occasionally, the use of these cookies may be related to the processing of personal data, so we recommend that you consult our [Privacy Policy](https://astroflow.app/up/assets/docs/privacy_policy.pdf) available at the following address: [https://astroflow.app/up/assets/docs/privacy\\_policy.pdf](https://astroflow.app/up/assets/docs/privacy_policy.pdf)

### 1. What is a Cookie?

A cookie is a small text file that a website, app or other platform store on your browser, computer, tablet, smartphone, or any other similar device, with information about your browsing or use, such as a tag that identifies your device. Cookies, among other things, facilitate browsing, store, and retrieve information about the usage and browsing habits of a user or their equipment, offer advertising according to the user's preferences and, depending on the information they contain and the way they use their equipment, can be used to recognise the user.

This explanation is a general overview of what is meant by cookies for information purposes only. The specific cookies we use are detailed in the cookie settings panel accessible on our Platform. Please note that using the Platform with cookies disabled may cause the Platform to not function properly and, in some areas, may result in errors.

This Platform uses cookies and/or similar technologies that store and retrieve information when you browse. In general, these technologies may serve a variety of purposes, such as, for example, recognising you as a user, obtaining information about your browsing habits, or customising the way in which content is displayed. The specific uses we make of these technologies are described below.

Below, cookies are classified according to a series of categories. However, it should be noted that the same cookie may be included in more than one category.

## 2. What types of cookies does **Astroflow** use?

Below, we provide you with general information about the types of cookies used on our Platform.

In attention to the duration of the cookies:

Session cookies: These are a type of cookie designed to collect and store data while the user accesses a website or platform. These cookies only work during the browser session and are deleted once the session ends.

Persistent cookies: These are a type of cookie in which the data remains stored in the browser and can be accessed and processed for a period defined by the party responsible for the cookie, which can last from a few minutes to several years.

In attention to the service offered by cookies:

Strictly necessary (technical) cookies: These are those that allow the user to browse through a website, platform or application and the use of the different options or services that exist on it, including those that the editor uses to allow the management and operation of the platform and enable its functions and services, such as, for example, controlling traffic and data communication, identifying the session, accessing parts of restricted access, remembering the elements that make up an order, carrying out the purchase process of an order, managing payment, controlling fraud linked to the security of the service, making an application for registration or participation in an event, counting visits for the purposes of invoicing the licenses of the software used by the software with which the service operates, manage payment, control fraud linked to the security of the service, make the application for registration or participation in an event, count visits for the purposes of billing licenses for the software with which the service (website, platform or application) operates, use security features during browsing, store content for the broadcast of videos or sound, enable dynamic content (for example, animation of loading a text or image) or share content through social networks.

Technical cookies, being strictly necessary, are downloaded by default when the user accesses the Platform or when the user requests a specific service.

Analytical Cookies: These are those that, either processed by us or by third parties, allow us to quantify the number of users and the sections or environments of the Platform visited, as well as the way in which users interact with it, and this in order to carry out the measurement and statistical analysis of the behaviour of the users of the Platform in order to be able to introduce improvements in the supply of products or services that we

offer. These cookies also allow the party responsible for them to monitor and analyse the behaviour of the users of the platform to which they are linked, including the quantification of the impact of advertisements. The information collected through this type of cookies is used to measure the activity of the websites, application, or platform, in order to introduce such improvements based on the analysis of the data on the use made by users of the service.

Functionality or personalisation cookies: These are cookies that, either processed by us or by third parties, allow us to remember user information when accessing the Platform or a service with certain predefined characteristics based on a series of user criteria, such as the user's browsing and interests, the regional configuration from where the user accesses the service, etc. For example, these cookies allow us to show the user the recommended products with the search that he/she has carried out at any given time. Not accepting these cookies may result in slow performance of the Platform or poorly adapted recommendations.

Advertising Cookies: These are those that store information on the behaviour of users, obtained through the continuous observation of their browsing habits, allowing the development of a specific profile to display advertising based on it. These cookies allow the management, in the most effective way possible, of advertising spaces that, where appropriate, **Astroflow** has included directly or in collaboration with third parties (third party websites).

In view of the ownership of the cookie:

Own Cookies: These are those that are sent to the user's computer or device from a computer or domain managed by **BABILON SKY S.L.** (publisher of the Platform) and from which the service requested by the user is provided.

Third-party cookies: These are those that are sent to the user's computer or device from a computer or domain that is not managed by **BABILON SKY S.L.** (publisher of the Platform) but by another entity that processes the data obtained through the cookies.

Cookies used by **Astroflow**

This Platform uses session and persistent, technical, and analytical cookies. The cookies used have, in any case, the purpose of making browsing more efficient. In no case do these cookies themselves provide personal data and they are not used to collect such data.

### 3. How can I manage the use of Cookies on **Astroflow**?

In the cookie settings panel, accessible at all times on our Platform, you can manage the activation and/or deactivation of the use of cookies that are not strictly necessary (technical) for the operation of the Platform.

Alternatively, if you are browsing the internet, you can disable, allow, or delete cookies installed in your browser. If you do not allow the installation of cookies in your browser, you may not be able to access some of the sections of our Platform.

For more information on how to block the use of cookies through the Chrome browser at <https://support.google.com/chrome/answer/95647?hl=es>

For more information on how to block the use of cookies through the Firefox browser at <https://support.mozilla.org/es/kb/habilita-y-deshabilita-cookies-sitios-web-rastrear-preferencias>

For more information on how to block the use of cookies through the Internet Explorer browser see <http://windows.microsoft.com/en-us/windows7/how-to-manage-cookies-in-internet-explorer-9>

For more information on how to block the use of cookies through the Safari browser at [http://support.apple.com/kb/HT1677?viewlocale=es\\_ES](http://support.apple.com/kb/HT1677?viewlocale=es_ES)

Please note that both your management of the cookie settings panel and your choice to reject cookies is specific to the browser you are using.

Therefore, if you choose to set cookies in one way on one device and you want your choice to apply in a similar way to another device, you will need to enable the same option for that other device.

You can also activate incognito or private mode in your browser and delete cookies and browsing history once your browsing session is over. Consult your browser's help to access this mode.

We also provide you with the information required to revoke and delete certain cookies catalogued by the service offered).

The type of cookies used by the Platform is indicated below, together with information about their management (own or by third parties), purpose, function, and retention period:

To opt out of Adobe Analytics cookies: <http://www.adobe.com/es/privacy/opt-out.html>

To opt out of the use of **Astroflow** advertising cookies served on other websites:

<http://info.criteo.com/pjl/privacy/informations?infonorm=3&partner=11133&campaignid=38715>

List and identification of cookies

Proprietary Cookies

Techniques

Cookies	Supplier	Purpose	Weather
BVBRANDSID, BVBRANDID, BVImplmain	Bazaarvoice	Collect and publish customer reviews	1 year
oct8ne-first-enter	Oct8ne	Enable help chat	Session
ROUTEID	Internal	Indicates the node from which you are navigating	1 day

Personalisation

Cookies	Supplier	Purpose	Weather
_hjShownFeedbackMessage, _hjid	Hotjar	Collecting customer feedback	1 year
mbox	Adobe	Allows A/B testing	2 half-yearly

Analytics

Cookies	Supplier	Purpose	Weather
AMCV, AMCVS, s_	Adobe	Site usage analysis	2 years
_ga, _gid	Google	Site usage analysis	2 years
dtCookie, dtLatC, dtPC, dtSa, rxVisitor, rxvt	Dynatrace	Site error analysis	Session

### Marketing (advertising)

Cookies	Supplier	Purpose	Weather
_fbp	Facebook	Enable remarketing	3 months
_gcl_au	Google	Advertising and personalisation	3 months

### Third-Party Cookies

#### Techniques

Cookies	Supplier	Purpose	Weather
BVID, VHLID	Bazaarvoice	Collect and publish customer reviews	1 year
pv, uc, mvtdid, mvtddebug, utm_, xuid, m, n, s, ric, _mkto_trk	RichRelevance	Allows to offer cross selling	2 years

### Personalisation

Cookies	Supplier	Purpose	Weather
ajs_anonymous_id, ajs_group_id, ajs_user_id, hubspotutk, _hjClosedSurveyInvites	Hotjar	Collecting customer feedback	1 year

### Analytics

Cookies	Supplier	Purpose	Weather
__utm, _gat_gdgm	Google	Site usage analysis	2 years
s_ integration_id, get_started	Adobe	Site usage analysis	2 years

## Marketing (advertising)

Cookies	Supplier	Purpose	Weather
1P_JAR, ANID, APISID, APISID, DV, HSID, SID, NID, SAPISID, SSID, SIDCC	Google	Advertising and personalisation	2 years
DSID, IDE	DoubleClick	Allows to offer cross selling	3 months
ev_sync_ax, ev_sync_dd, ev_sync_ix, everest_g_v2, everest_session_v2	Everest Technologies	Advertising and personalisation	2 years
CUSTOMER_UUID, demdex, dextp, dpm	Adobe	Advertising and personalisation	6 months

### 4. Consent

We inform you that we may use cookies on your computer provided that you have previously given your consent, except in cases where cookies are necessary for browsing the platform and the provision of services.

We also inform you that you can block or disable cookies through your browser settings and our control panel. If you block or disable them, you will still be able to use our Platform, although the use of some of the services may be limited and therefore your experience on our Platform may be less satisfactory.

If you wish to revoke your consent to our cookie policy, you must delete them through the settings of your Internet browsers. Here are the links to the different browsers that provide information about cookies:

For more information on the Firefox browser click here:

<https://support.mozilla.org/es/kb/habilita-y-deshabilita-cookies-sitios-web-rastrear-preferencias?redirectlocale=es&redirectslug=habilita-y-deshabilita-cookies-que-los-sitios-we>

For more information on the Chrome browser click here:

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

For more information on the Internet Explorer browser click here:

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

For more information on the Safari browser click here:

[https://support.apple.com/kb/PH19214?viewlocale=es\\_ES&locale=es\\_ES](https://support.apple.com/kb/PH19214?viewlocale=es_ES&locale=es_ES)

We recommend that you review this policy each time you access our Platform to be properly informed about possible changes to it.

Further information

For more information regarding the processing of your personal data, you can access our [Privacy Policy](#), as well as the [Terms & Conditions](#).