

# 1. What are Cookies?

Cookies are small text files that are sent by the visited website to your device (referring by the term device to the personal computer or PC, tablet, mobile phone or any other device through which you can access the Website) (the "**cookies**"). Cookies are stored on your computer's hard drive, thus allowing the website to recognise you and store certain information relating to you, in order to enable or improve the service offered and adapt the content of the website to your profile and needs.

Other similar technologies such as control pixels, web beacons, device IDs, or tracking URLs also allow us to collect user data, pages visited, links clicked, advertising displayed, or emails opened.

The cookies used are only associated with your anonymous user and your computer, and do not themselves provide your personal data.

# 2. Why We Use Cookies

Cookies are useful for a number of reasons. They allow the service to work in an agile way and adapted to your preferences. Thanks to the statistical information we collect with cookies, we can better understand the needs of users and improve the service.

Through the use of cookies, it is possible for the server where the website is located to recognise the web browser used by you in order to make browsing easier. They are also used to measure the audience and traffic parameters, control the process and number of entries. Cookies also serve to make advertising more efficient, helping us to show you relevant ads and content of interest to you, both within our spaces and on third-party sites with which we have a relationship.

# 3. Types of Cookies

Below, we provide information on the type of cookies used in the service and their purpose.

Depending on who is the entity that manages the computer or domain from which the cookies are sent and processes the data obtained, we can distinguish:

1. **First-party cookies:** these are those that are sent to the user's terminal equipment from the website.
2. **Third-party cookies:** these are those that are sent to the user's terminal equipment from a computer or domain that is not managed by the publisher, but by another entity that processes the data obtained through cookies, such as [www.google.com](http://www.google.com), [www.youtube.com](http://www.youtube.com) or [www.twitter.com](http://www.twitter.com).

Depending on the length of time they remain activated in the terminal:

3. **Session cookies:** these are a type of cookies designed to collect and store data while the user accesses a website. As the name suggests, these cookies are stored on your terminal until the end of the user's browsing session.
4. **Persistent cookies:** these are a type of cookie in which the data is still stored on the terminal and can be accessed and processed for a period defined by the person responsible for the cookie, which can range from a few minutes to several years.

According to their purpose:

1. **Technical cookies:** these are those that allow the user to browse through the website or platform and to use the different options or services that exist on it, such as, for example, to control traffic and data communication, identify the session, access parts of restricted access, use security elements during browsing or store content for the dissemination of videos or sound or share content through social networks such as Twitter, Facebook, Google+ or YouTube. These are session and persistent cookies.
2. **Personalisation cookies:** these are those that allow the user to access the service with some predefined characteristics based on a series of criteria on the user's terminal, such as, for example, the type of browser through which the service is accessed, the regional configuration from which the service is accessed, etc.
3. **Analytical cookies:** these are those that allow us to quantify the number of users and thus carry out the measurement and statistical analysis of the use made by users of our website. To this end, your browsing on our website is analysed in order to improve it.
4. **Advertising cookies:** these are those that, processed by HIPOGES or by third parties, allow us to analyse your browsing habits on the Internet so that we can show you advertising related to your browsing profile.

On our website we use analytical, first, session and persistent cookies for this purpose, specifically Google Analytics cookies that have different expiry periods depending on the information they offer us. Third parties such as Google also use these types of session analytical, session and persistent cookies.

For more information: <https://policies.google.com/privacy?hl=es&gl=ZZ>

# 4. What Cookies We Use

## NECESSARY COOKIES

Name	Function	Property	Permanence
_hjSession	Hotjar cookie to detect login and count the user's session.	hotjar.com	1 day
_hjSessionUser	The unique Hotjar user ID persists to attribute future visits to the same user.	hotjar.com	1 day
1.gif	Count the number of sessions to optimize CMP product delivery.	imgsct.cookiebot.com	Session
bcookie	Detects spam and improves site security.	linkedin.com	1 year
bcookie	Device identifier to detect abuse on the platform.	linkedin.com	1 year
connect.sid	It allows secure log-in and abuse detection, while maintaining session state.	realestate.hipoges.com	Session
cookie bid	Preserves the visitor's session state between page requests.	berry.net	Session
cookie (onaudience)	Preserves the visitor's session state.	onaudience.com	Session
CookieConsent	It stores the user's consent status to avoid repeatedly displaying the banner.	realestate.hipoges.com (Cookiebot)	1 year
datadome	It is used in conjunction with the BotManager to detect and categorize potential bots.	taboola.com	1 year
DID	Assigns a unique ID that identifies the user's session.	ads.smartstream.tv	Session
DID	Assigns a unique ID for the user's session (second integration).	for safety.net	Session
	Determines whether the user has accepted	ids-sync.com	1 year

	the cookie consent tray.		
INGRESSCOOKIE	Distinguish between humans and bots.	contextweb.com	Session
Lidc	Routing cookie used by LinkedIn.	linkedin.com	1 day
opt_out	Detects whether the user has accepted/disabled cookies (consent control).	postrelease.com	Session
sbjs_adata	It stores user data in the browser (local storage) to maintain session information.	realestate.hipoges.com	180 days
SERVERS	It assigns the visitor to a specific server to ensure the operation of the site.	eyeota.net	1 day
SESS# (api.sppopups)	Preserves user state between page requests.	api.sppopups.com	1 day
SESS# (realestate)	Preserves user state between requests.	realestate.hipoges.com	1 day
test_cookie	Unclassified cookie (used in part for script testing).	doubleclick.net	1 day
Token	It contains visitor information for session management and security.	realestate.hipoges.com	Session

#### PREFERENCES COOKIES

Name	Function	Property	Permanence
dicbo_id	It collects statistics about site usage to optimize and compile reports through third-party analytics.	Outbrain.com	1 day
Lidc	It records which server is serving the visitor, aiding in load balancing to optimize the experience.	LinkedIn.com	1 day

#### STATISTICS COOKIES

Name	Function	Property	Permanence
_ga	Collect anonymous data about visitors (sessions, campaigns, etc.) to generate usage reports in Google Analytics.	Google.com	1 year
hjSession#	(Internal variant of Hotjar) Collect data about the user's session.	realestate.hipoges.com (Hotjar)	1 day
hjSessionUser#	(Internal variant of Hotjar) The user ID persists for analysis on subsequent visits.	realestate.hipoges.com (Hotjar)	1 year
_hjTLDTest	Records statistical data on user behavior for internal analysis.	realestate.hipoges.com (Hotjar)	Session
Ab	It is used for multivariate testing that helps determine the best version of the site's content.	agkn.com	1 year
cksync.php	Synchronize cookie data across domains for anonymous analysis and optimization.	media.net	Session
sbjs_current	Collect data about user behavior to improve the experience and optimize ads.	sourcebuster js	6 months
sbjs_current_add	Complement the "sbjs_current" information to segment the user experience.	sourcebuster js	6 months
sbjs_first	It identifies the origin of the visit and helps analyze the initial user interaction.	sourcebuster js	6 months
sbjs_first_add	It complements "sbjs_first" for a more detailed analysis of the visitor's origin.	sourcebuster js	6 months
sbjs_migrations	Logs migration information to user data for behavioral analysis.	sourcebuster js	6 months
sbjs_session	Identify the user's session for interaction analysis and content optimization.	sourcebuster js	1 day

#### COOKIES DE MARKETING

Name	Function	Property	Permanence
#:session-data	Track individual sessions to compile statistical data and generate leads for marketing.	taboola.com	Persistent

_#_cid	Identifier to segment the user and target advertising.	bfmio.com	1 year
_103_exp	It is used in conjunction with video-advertising to determine where to display ads.	bfmio.com	1 day
_io_cid	It detects the location to display video-advertisements.	bfmio.com	1 year
_fbp	It is used for the delivery and optimization of Facebook ads, allowing remarketing.	facebook.com / hipoges.com	3 months
_gcl_au	It is used by Google AdSense to experiment with advertising efficiency. (Property: google.com)	google.com	3 months
_gcl_au	It is used by Google AdSense to experiment with advertising efficiency. (Property: hipoges.com)	hipoges.com	3 months
_ga	It sends data to Google Analytics about the visitor's device and behavior.	hipoges.com	2 years
ga#	Variant of _ga to identify the visitor and track between devices.	hipoges.com	2 years
_rxuuid	Assign a unique ID to target advertising.	1rx.io	1 year
_rxuuid	Assign a unique ID for remarketing.	unrulymedia.com	1 year
1778505/log/3/unip	A tracking cookie without precise classification, used to measure the effectiveness of advertisements.	taboola.com	Session
Aa	Collect information to improve ad relevance.	agkn.com	Session up to 400 days
adscores/g.pixel	Measure ad effectiveness after user interaction.	agkn.com	Session
AFFICHE_W	It determines the user's interests based on visits and clicks to target advertising.	weborama.fr	1 year
am_tokens	Generate a unique ID to target ads.	exchange.media vine.com	14 days
am_tokens_eu-v1	Alternative version for syncing advertising data and targeting ads.	exchange.media vine.com	14 days
AnalyticsSyncHistory	Sync LinkedIn advertising data to optimize ad delivery.	linkedin.com	30 days

ANJ	Register a unique device ID for ad campaigns and ad targeting.	adnxs.com	3 months
api/v1/bswsync	Sync data across ad networks.	kargo.com	Session
Arcki2	Collect user behavior data to optimize ad targeting.	audrte.com	15 days
arcki2_adform	Function similar to "arki2" to target ads.	audrte.com	15 days
ayl_visitor	Records visitor information to optimize advertising relevance.	omnitags.com	30 days
block_reset	Detects resets in cookie data synchronization to avoid duplication in advertising.	for safety.net	30 days
C	It regulates the synchronization of the user's identification between different advertising services.	bidswitch.net	1 year
C	Check if your browser supports cookies for advertising optimization.	adform.net	28 days
Caching	Used in advertising optimization (not fully classified function).	for safety.net	1 year
callback	Sync data across domains to limit repeat ads.	ids-sync.com	Variable
Car	Sync user information to target joint ads.	ids-sync.com	Session
cf	Complement ad data synchronization to improve targeting.	ids-sync.com	Session
Cip	Synchronize identifiers between platforms to target advertising.	ids-sync.com	Session
CM	Check if your browser supports cookies for advertising purposes.	adform.net	1 day
cm_uid	Record visitor data to optimize advertising relevance. ("1 day / 30 days" is indicated according to context)	ads.smartstream.tv	1 day / 30 days
CM14	Record user behavior for retargeting.	adform.net	14 days
casalemedia.com	It collects browsing data to target ads.	casalemedia.com	1 year

CMPRO	Optimize advertising and retargeting based on user interaction.	casalemedia.com	3 months
CMPS	Complement CMPRO to improve ad targeting.	casalemedia.com	3 months
CNAC	Sync cookies to display relevant advertising content.	ids-sync.com	Session
cookie_ver	Used for advertising optimization (pending classification).	for safety.net	1 year
criteo exchange.mediavine.com	Measure ad effectiveness and enable remarketing.	exchange.mediavine.com	1 year / 14 days
criteo write test	Assign a unique ID to enable remarketing using Criteo.	realestate.hipoges.com	1 day
ct_did	Track visitors to target ads based on their behavior.	for safety.net	1 year
ct_idt	Track visitors to show relevant ads based on their preferences.	for safety.net	1 year
ct_uid	It tracks the user across multiple sites to deliver personalized advertising.	for safety.net	1 year
cto_bundle	It facilitates real-time bidding and ad presentation.	criteo.com	1 year
cto_bundle (HTML Persistent)	Persistent version for easy real-time bidding and ad presentation.	-	Persistent
cto_tld_test	Identify the visitor to target ads in targeting tests.	hipoges.com / realestate.hipoges.com	1 Day / Session
Data-C	Collect data to experiment with advertising efficiency.	media.net	30 days
Demdex	Assign a unique ID to analyze browsing and optimize ads.	demdex.net	180 days
deuxesse_uxid	Assign a unique ID to target video ads.	twiago.com	30 days
(unnamed)	Unnamed cookie, pending classification.	spl.zeotap.com	Pixel
arcki2_ddp2	Cookie pending classification for advertising tracking.	audrte.com	15 days
done_redirects280414	Cookie pending classification, used in tracking redirects.	bid berry.net	1 day

HSR2774	Cookie pending classification for advertising tracking.	hspvst.com	Session
NDR	Measure ad effectiveness and target ads.	pixel.nordicdatar esources.net	1 year
spPopupsSession	Manage pop-up ads and optimize campaigns.	static.wdgtsrc.co m	Persistent
UFP	Identify the visitor's origin to optimize advertising.	hspvst.com	Session
visited_280413	Measure ad relevance based on the number of visits.	pixel.nordicdatar esources.net	1 day
UserID1	Segment the visitor for targeted advertising.	adition.com	3 months
UserMatch History	Sync LinkedIn advertising IDs to optimize ads.	linkedin.com	30 days
uuid2	It registers a unique ID that identifies the visitor to target future campaigns.	adnxs.com	3 months
Ux	Collect data about visitor preferences to personalize advertising.	360yield.com	Session
viewer_token	Track visitors to target video ads.	loopme.me	3 months
visitor/sync	Segment visitors for remarketing across different domains.	omnitagjs.com	Session
VP	Make it easier to present relevant ads by syncing data.	contextweb.com	1 year
W/1.0/SD	Records data (IP, location, and interaction) to optimize advertising.	openx.net	Session
wfivefivec	Collects browsing data to deliver personalized advertising.	wssc.net	13 months
XANDR_PANID	Optimize ad relevance in retargeting campaigns.	adnxs.com	3 months
Laughing	Provides unique identification for real-time targeting of ads.	3lift.com	Session
Hard copy	Record data from multiple visits to measure ad effectiveness.	zeotap.com	1 year
zsc	Track visitors to target ads based on their preferences.	zeotap.com	1 day

datadome	Used by the BotManager to detect and categorize bots, supporting advertising optimization.	taboola.com	1 year
visitor-id	Collects visitor information for internal analysis.	media.net	1 year
adform/1/info	It collects information about user behavior and preferences to optimize ads.	uipglob.semasio.net	Session
data-c-ts	It collects data across multiple sites to make advertising more relevant.	media.net	30 days
demconf.jpg	Assign a unique ID to enable remarketing through navigation analytics.	demdex.net	Session
sync matching.ivitrack.com	Sync behavioral data to optimize ad relevance.	ivitrack.com	Session
taboolaStorageDetection	Detects Taboola data storage for easy ad targeting.	taboola.com	Persistent
unified pixels	Collect data on navigation to generate heat maps and statistical analysis.	outbrain.com	Session
ax_cx	(Unclassified) – Collects data for semantic analysis and advertising optimization.	openrtb-us-east-1.axonix.com	30 days
(Unnamed)	Unnamed cookie, pending classification.	bid berry.net	Session
(Unnamed)	Unnamed cookie, pending classification.	spl.zeotap.com	Session
UserID1	Segment the visitor for targeted advertising.	adition.com	3 months
UserMatch History	Sync LinkedIn advertising IDs to optimize ads.	linkedin.com	Session
uuid2	It registers a unique ID that identifies the visitor to target future campaigns.	adnxs.com	30 days
Ux	Collect data about visitor preferences to personalize advertising.	360yield.com	Session
viewer_token	Track visitors to target video ads.	loopme.me	3 months
visitor/sync	Segment visitors for remarketing across different domains.	omnitagjs.com	Session
VP	Make it easier to present relevant ads by syncing data.	contextweb.com	1 year

W/1.0/SD	Records data (IP, location, and interaction) to optimize advertising.	openx.net	Session
wfivefivec	Collects browsing data to deliver personalized advertising.	wssc.net	13 months
XANDR_PANID	Optimize ad relevance in retargeting campaigns.	adnxs.com	3 months
Laughing	Provides unique identification for real-time targeting of ads.	3lift.com	Session
Hard copy	Record data from multiple visits to measure ad effectiveness.	zeotap.com	1 year
zsc	Track visitors to target ads based on their preferences.	zeotap.com	1 day
datadome	Used by the BotManager to detect and categorize bots, supporting advertising optimization.	taboola.com	1 year
visitor-id	Collects visitor information for internal analysis.	media.net	1 year
adform/1/info	It collects information about user behavior and preferences to optimize ads.	uipglob.semasio.net	Session
data-c-ts	It collects data across multiple sites to make advertising more relevant.	media.net	30 days
demconf.jpg	Assign a unique ID to enable remarketing through navigation analytics.	demdex.net	Session
sync matching.ivitrack.com	Sync behavioral data to optimize ad relevance.	ivitrack.com	Session
taboolaStorageDetection	Detects Taboola data storage for easy ad targeting.	taboola.com	Persistent
unified pixels	Collect data on navigation to generate heat maps and statistical analysis.	outbrain.com	Session
ax_cx	(Unclassified) – Collects data for semantic analysis and advertising optimization.	openrtb-us-east-1.axonix.com	30 days
(Unnamed)	Unnamed cookie, pending classification.	bid berry.net	Session
(Unnamed)	Unnamed cookie, pending classification.	spl.zeotap.com	Session
arcki2_ddp2	Cookie pending classification for advertising tracking.	audrte.com	15 days

done_redirects280414	Cookie pending classification, used in tracking redirects.	bid berry.net	1 day
HSR2774	Cookie pending classification for advertising tracking.	hspvst.com	Session
NDR	Measure ad effectiveness and target ads.	pixel.nordicdatar esources.net	1 year
spPopupsSession	Manage pop-up ads and optimize campaigns.	static.wdgtsrc.co m	Persistent
UFP	Identify the visitor's origin to optimize ads.	hspvst.com	Session
visited_280413	Measure ad relevance based on visits.	pixel.nordicdatar esources.net	1 day
UserID1	Segment the visitor for targeted advertising.	adition.com	3 months
uuid2	Record a unique ID that identifies the visitor to target them in future campaigns.	adnxs.com	30 days
Ux	Collect data about visitor preferences to personalize advertising.	360yield.com	Session
viewer_token	Track visitors to target video ads.	loopme.me	3 months
visitor/sync	Segment visitors for remarketing across different domains.	omnitagjs.com	Session
VP	Make it easier to present relevant ads by syncing data.	contextweb.com	1 year
W/1.0/SD	Records data (IP, location, and interaction) to optimize advertising.	openx.net	Session
Wfivefivec	Collects browsing data to deliver personalized advertising	wssc.net	13 months
XANDR_PANID	Optimize ad relevance in retargeting campaigns.	adnxs.com	3 months
Laughing	Provides unique identification for real-time targeting of ads.	3lift.com	Session

UNCLASSIFIED COOKIES

Cookie Name	Function	Property	Permanence
Unnamed	(To be classified)	bidberry.net	Session
Unnamed	(To be classified)	spl.zeotap.com	Session
arcki2_ddp2	(To be classified)	audrte.com	15 days
done_redirects280414	(To be classified)	bidberry.net	1 day
HSR2774	(To be classified)	hspvst.com	Session
NDR	(To be classified)	pixel.nordicdataresources.net	1 year
spPopupsSession	(To be classified)	static.wdgtsrc.com	Permanent
FP	(To be classified)	hspvst.com	Session
Visited__280413	(To be classified)	pixel.nordicdataresources.net	1 day

In addition to the cookies that HIPOGES establishes when you visit us, as you will see, there are also third-party cookies, necessary to provide the service. In some cases, this is because we have engaged such a third party to provide certain services on our behalf, such as service analytics, automatic code error handling, analytics, etc.

We work with online advertising companies to place our cookies on their websites or advertisements. This helps us understand how often a click on one of our ads converts into a purchase or other action on the advertiser's website.

At HIPOGES we also work with Google Analytics, who helps us collect analytical statistics about the effectiveness of our promotional campaigns or other operations. These technologies allow analytics providers to set or read their own cookies on your device, through which they can collect information about your use of the service, always in an anonymized form.

You can always opt out of the collection or use of data by Google Analytics by clicking on the following link: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout) (requires the installation of a browser plug-in)

## 5. Who uses Cookies

The information collected through the cookies of a website may be used both by HIPOGES and by a third party that provides a service to the owner. In this sense, the information from the cookies used in the Service is processed by HIPOGES and by third parties, such as Google, with respect to user behaviour.

## 6. Manage Cookies

Taking into account the information provided through this Cookies Policy, below, we offer you information on how you can manage the cookies used in the service through the different options offered by the most common browsers (Explorer, Firefox and Chrome). If the installation of all cookies on the service is prevented, some functionalities of the service, as well as some content, may be affected.

If all cookies on the service are prevented from being installed, some of the functionalities and content of the service may be affected.

## 7. How to view Cookies

All browsers offer the user the possibility of searching for and viewing the cookies installed by a given website, obtaining information regarding their duration and the possibility of deleting them, as indicated in the following section. Below are a series of informative links on this issue, based on the most commonly used browsers:

1. Google Chrome: <https://support.google.com/chrome/answer/95647?hl=es>
2. Mozilla Firefox: <https://support.mozilla.org/es/kb/habilita-y-deshabilita-Cookies-sitios-web-rastrear-preferencias>
3. Internet Explorer: <https://support.microsoft.com/es-es/help/17442/windows-internet-explorer-delete-manage-Cookies>
4. Microsoft Edge: <https://support.microsoft.com/es-es/microsoft-edge/eliminar-las-Cookies-en-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>

## 8. How to disable or delete Cookies

To deactivate, restrict, block or delete cookies, the user must modify the settings of the browser used on their terminal, whether computer, smartphone or tablet. In general, browsers offer the following configuration options in relation to the installation of cookies:

1. That the browser rejects all cookies and therefore that no cookies from any website are installed on your terminal.
2. That the browser notifies you before the installation of the cookie so that you can decide whether or not to accept the installation of the same.
3. That the browser only rejects third-party cookies from the websites you visit, but not those used by the website you are browsing.

The option of browsing in private mode through which cookies are installed on the terminal, but are automatically deleted when browsing the website ends:

Google Chrome: <https://support.google.com/chrome/answer/95464?hl=es>

Mozilla Firefox: [https://support.mozilla.org/es/kb/navegacion-privada-navega-en-la-web-singuardar-in?redirectlocale=en&as=u&redirectslug=Private+Browsing&utm\\_source=inproduct](https://support.mozilla.org/es/kb/navegacion-privada-navega-en-la-web-singuardar-in?redirectlocale=en&as=u&redirectslug=Private+Browsing&utm_source=inproduct).

Internet Explorer: [http://windows.microsoft.com/es-ES/windows-8/help-protect-yourself-ie-10?ocid=IE10\\_priv\\_browsing#firstTabControl=tab1](http://windows.microsoft.com/es-ES/windows-8/help-protect-yourself-ie-10?ocid=IE10_priv_browsing#firstTabControl=tab1)

The links intended to disable cookies are those indicated in point 7 of this cookie policy.

However, you can modify or withdraw your consent at any time via the settings panel at the bottom left of the page or through your browser settings.

## 9. Other aspects

If you use the service, we will consider that you acknowledge that you have read this Cookie Policy and authorize us to use it, in order to allow you to fully use our service. If you have any doubts or want to ask us any questions regarding the cookies we use, you can send us your query to the email [dpo@hipoges.es](mailto:dpo@hipoges.es)

We may amend this text in the future to adapt it to possible legislative or regulatory changes, as well as due to instructions or resolutions issued by the Spanish Data Protection Agency. For this reason, we advise you to read this text regularly in order to keep yourself informed about its most up-to-date version.

In any case, if we make significant changes to this text, they will be communicated either through the website or by email for those users who are registered.