### POLÍTICA DE GALETES DE DESIGUAL

Quan visites la pàgina web, Desigual recopila informació del teu navegador per comprendre i recordar les teves accions i preferències (com ara les preferències de privacitat o d'idioma). Això ens permet millorar el servei i la teva experiència en línia. A més, aquesta informació ens permet recopilar dades agregades sobre el trànsit d'usuaris i la teva interacció amb la pàgina web per identificar tendències i obtenir estadístiques per tal de millorar-la.

Per recopilar aquesta informació fem servir diversos mètodes, com ara galetes i etiquetes de píxel.

#### Galetes i etiquetes de píxel

#### Què són i per a què es fan servir?

Les galetes són dades, generalment desades en fitxers de text, que les pàgines web col·loquen als dispositius dels usuaris per emmagatzemar una sèrie d'informació de l'usuari a través del dispositiu mitjançant el qual han accedit al lloc web. Amb la informació obtinguda, els llocs web poden millorar l'experiència de navegació, recordant el teu identificador, les preferències, les accions que hagis fet, etc.

Una etiqueta de píxel és una imatge invisible amb una línia de codi inserida a la pàgina web que permet fer seguiments de la navegació de l'usuari a través de la mateixa web o de pàgines web de tercers. Aquests elements es poden fer servir per dur a terme mesuraments, seguiments d'ús o per obtenir dades agregades sobre el trànsit i la interacció al lloc web amb la finalitat d'oferir publicitat personalitzada, identificar tendències i obtenir estadístiques que permetin millorar la pàgina web.

#### Dades recopilades mitjançant galetes i etiquetes de píxel

Mitjançant aquest tipus d'arxius podem recopilar la informació següent: (i) adreça IP; (ii) identificador únic de galetes, informació de galetes i informació sobre si el dispositiu té programari per accedir a certes funcions; (iii) identificador únic de dispositiu i tipus de dispositiu; (iv) domini, tipus de navegador i idioma; (v) configuració del sistema operatiu i del sistema; (vi) país i zona horària; (vii) pàgina web visitada abans; (viii) informació sobre la interacció amb la nostra pàgina web, com ara el comportament en fer clic, les compres i les preferències indicades; i (ix) temps d'accés i URL de referència.

#### Comunicacions i transferència de dades

Hi ha tercers que també poden recopilar informació i dades del teu dispositiu i/o navegador a través de la nostra pàgina web mitjançant galetes, connectors, etiquetes de píxel i ginys. El tractament d'aquestes dades està subjecte a les polítiques de privacitat i galetes d'aquests tercers. Tanmateix, **pots obtenir informació sobre aquests tercers a través de la taula descriptiva d'aquesta política**.

Per obtenir un resum complet i actualitzat dels tercers que accedeixen al teu navegador web a través de la pàgina web de Desigual o d'alguna altra manera, et recomanem que instal·lis un connector de navegador web dissenyat amb aquesta

finalitat. També pots triar que el teu dispositiu t'avisi cada vegada que enviï una galeta.

### <u>Desactivació</u>

Pots canviar les preferències per eliminar o evitar que es desin determinades galetes sense el teu consentiment explícit a l'ordinador o dispositiu mòbil entrant a la secció <u>la teva configuració de galetes</u>, que trobaràs al final de la pàgina web. També pots desactivar les galetes a través de la configuració de cada navegador i dispositiu que facis servir. Tenint en compte que cada navegador és diferent, cal que accedeixis al menú d'ajuda del navegador que facis servir per saber com pots modificar les galetes (<u>Google Chrome</u>, <u>Mozilla Firefox</u>, <u>Internet Explorer</u>, <u>Microsoft Edge</u>, <u>Safari</u>, <u>Safari per a IOS (iPhone i iPad</u>), <u>Chrome per a Android</u>, <u>Chrome per a iPhone i iPad</u>). També pots inhabilitar les galetes que fem servir de Google Analytics <u>aquí</u>.

Has de tenir en compte que, si desactives les galetes, és possible que no tinguis accés a moltes funcions que fan que la pàgina web sigui més eficient i, per tant, és possible que alguns dels nostres serveis no funcionin correctament.

### Tipologia de galetes del lloc web Desigual

La nostra pàgina web fa servir les categories de galetes següents:

- i. **STRICTLY NECESSARY COOKIES (galetes tècniques)**: Galetes que permeten les operacions essencials per al funcionament correcte del web. Per aquest motiu, és obligatori acceptar-les. En cas contrari, no es podrien fer servir les diferents opcions i serveis de la pàgina: accessos a apartats, recordatoris, inscripcions, compres, etc.
- ii. PERFORMANCE COOKIES (galetes de rendiment): galetes que es fan servir específicament per recopilar dades sobre l'ús del lloc web per part dels usuaris. Monitoren el rendiment del lloc web a partir de la interacció de l'usuari i es fan servir per millorar-ne la funcionalitat. No recopilen dades personals, ja que les dades que es recullen són codificades i anònimes, com ara dades estadístiques sobre visites, temps d'inactivitat, etc.
- iii. TARGETING COOKIES (galetes publicitàries): galetes dissenyades amb la finalitat de mostrar publicitat a partir de la informació obtinguda i dels interessos de l'usuari. Aquest tipus de galetes poden procedir de tercers i compartir-se amb altres anunciants.
- iv. ANALYTICS COOKIES (cookies analítiques): galetes les quals la seva finalitat és la d'analitzar la navegació de l'usuari de manera que així podem quantificar i mesurar estadísticament la utilització que els usuarios fan de la pàgina web per a millorar la oferta de productes i serveis ofertats. Aquest tipus de galetes poden procedir i compartir-se amb tercers.

### <u>Taula descriptiva de galetes</u>

Seguidament s'inclou una taula descriptiva amb les galetes específiques utilitzades per aquesta pàgina web juntament amb la informació de cadascuna:

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	associated with the				
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	widget placed in a site to				
	enable sharing of content				
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	correctly. The end of the name is a unique number				
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	unique users by assigning a randomly generated				
	number as a client				
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	each page request in a				
	site and used to calculate				A malution
_ga	visitor, session and campaign data for the	www.desigu al.com,	PERSISTENT	desigual.co m	Analytics Cookies
_5 <sup>u</sup>				111	COOKIES

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	this is customisable by				
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	This cookie name is				
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	Universal Analytics -				
	which is a significant				
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	a randomly generated				
	number as a client				
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	each page request in a				
	site and used to calculate				
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	campaign data for the				
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	limit the amount of data				
	recorded by Google on				
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	for experimenting with				
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	across websites using	www.desigu		.desigual.co	Targeting
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	Google conversion	www.desigu	DEDCIGTENT	desigual.co	Analytics
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	This domain is owned by				
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	, Pinterest. The main				
_pinterest	business activity is: Social	www.desigu		.pinterest.co	Targeting
sess	Content Sharing platform	al.com,	PERSISTENT	m	Cookies
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	This domain is owned by				
	Atlas Solutions which is in				
	turn owned by Facebook.				
	Atlas is an online				
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	targeting users through				
	tracking their web				
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	2014 the company re-				
	launched under the				
	ownership of Facebook,				
	promising the ability to				
	reach known users and				
	target adverts based on				
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	business activity is: Video				
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	currently provide				
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n	specific cookies.	al.com,	PERSISTENT	.twitter.com	Cookies
	Used to attribute				
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	links and used to let the				
	advertiser and us know				
	the website from which	www.desigu		.desigual.co	Targeting
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	Used to attribute				
	commission to affiliates				
	when you arrive at the				
	website from an affiliate				
	referral link. It is set when				
	you click on one of our				
	links and used to let the				
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	the website from which	www.desigu		www.desigu	Targeting
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	This domain is owned by				
	Yahoo. The main business				
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	This domain is owned by				
	Casale Media. The main				
	business activity is:	www.desigu		casalemedia	Targeting
CMID	Advertising	al.com,	PERSISTENT	.com	Cookies
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	Casale Media. The main				
	business activity is:	www.desigu		casalemedia	Targeting
CMPRO	Advertising	al.com,	PERSISTENT	.com	Cookies
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CMPS	Advertising	al.com,	PERSISTENT	.com	Cookies
	This domain is owned by				
	Casale Media. The main				
	business activity is:	www.desigu		casalemedia	Targeting
CMRUM3	Advertising	al.com,	PERSISTENT	.com	Cookies
	This domain is owned by				
	Casale Media. The main				
	business activity is:	www.desigu		casalemedia	Targeting
CMST	Advertising	al.com,	PERSISTENT	.com	Cookies
	Media.net is a global	,			
	online advertising	www.desigu			Targeting
data-rk	technology network.	al.com,	PERSISTENT	media.net	Cookies
	This cookie helps Adobe		TERSISTERT	mediamet	COOKICS
	Audience Manger				
	-				
	perform basic functions				
	such as visitor				
	identification, ID				
	synchronization,				
	segmentation, modeling,	www.desigu			Targeting
demdex	reporting, etc.	al.com,	PERSISTENT	demdex.net	Cookies
	This domain is owned by				
	Adobe Audience				
	Manager. The main				
	business activity is online				
	profiling for targeted	www.desigu		dpm.demde	Targeting
dpm	marketing.	al.com,	PERSISTENT	x.net	Cookies
		www.desigu		www.desigu	Performan
dw	dw	al.com,	SESSION	al.com	ce Cookies
	Controls client-side		02001011		
	JavaScript for Commerce				
	Cloud tracking features				Daufa
	(Analytics, Einstein,	www.desigu		www.desigu	Performan
dw_dnt	ActiveData).	al.com,	SESSION	al.com	ce Cookies
dwac_09f					
3c2ced31	Stores temporary data to				Strictly
38b6c779	assist in ecommerce	www.desigu		www.desigu	Necessary
d744796	experience	al.com,	SESSION	al.com	Cookies

dwac_fd7					
77f11645					
	Stores temporary data to				Strictly
6d4528ca	assist in ecommerce	www.desigu	CECCION.	www.desigu	Necessary
4aa603f	experience	al.com,	SESSION	al.com	Cookies
	Stores temporary data to				Strictly
dwac_XXX	assist in ecommerce	www.desigu		www.desigu	Necessary
XX	experience	al.com,	SESSION	al.com	Cookies
	This is a pattern type				
	cookie associated with				
	the Demandware				
	eCommerce platform. Its				
	stated purpose is				
	anonymised user				
	tracking, therefore it is				
	presumed involved in				
dwanony	targeting or				
mous_xxx	personalisation in some	www.desigu		www.desigu	Targeting
xxxxx	way	al.com,	PERSISTENT	al.com	Cookies
	Tracks participation in		. 2		So GRIES
	A/B test groups for				
	analytics purposes. If the				
dwperson	shopper participated in a				
alization	test, then the value is				
d7da7095	cleared when the				
cd4556e7	shopper logs out. The * in				
	the cookie name is a	www.dociau			Performan
2ad70d31		www.desigu	DEDELETENT	www.desigu	
e8172051	value unique to the site.	al.com,	PERSISTENT	al.com	ce Cookies
					Strictly
		www.desigu	CECCION.	www.desigu	Necessary
dwsid	dw	al.com,	SESSION	al.com	Cookies
	This domain is owned by				
	Rocketfuel. The main				
	business activity is:	www.desigu			Targeting
eud	Advertising	al.com,	PERSISTENT	rfihub.com	Cookies
	This domain is owned by				
	Rocketfuel. The main				
	business activity is:	www.desigu			Targeting
euds	Advertising	al.com,	SESSION	rfihub.com	Cookies
	This down to be sugged by				
	This domain is owned by				
	Adobe. The main				
everest_g	Adobe. The main business activity is:	www.desigu		everesttech.	Targeting
everest_g _v2	Adobe. The main	www.desigu al.com,	PERSISTENT	everesttech. net	Targeting Cookies
	Adobe. The main business activity is:	-	PERSISTENT		•••
	Adobe. The main business activity is: Advertising	-	PERSISTENT		•••
	Adobe. The main business activity is: Advertising This domain is owned by	-	PERSISTENT		•••
	Adobe. The main business activity is: Advertising This domain is owned by Sizmek (formerly DG	-	PERSISTENT		•••
	Adobe. The main business activity is: Advertising This domain is owned by Sizmek (formerly DG MediaMind). They	-	PERSISTENT		•••
_v2	Adobe. The main business activity is: Advertising This domain is owned by Sizmek (formerly DG MediaMind). They provide multi-platform	al.com,	PERSISTENT	net	Cookies
_v2	Adobe. The main business activity is: Advertising This domain is owned by Sizmek (formerly DG MediaMind). They provide multi-platform targeted advertising	al.com,		net serving-	Cookies
_v2	Adobe. The main business activity is: Advertising This domain is owned by Sizmek (formerly DG MediaMind). They provide multi-platform targeted advertising services.	al.com, www.desigu al.com,		net serving- sys.com	Cookies Targeting Cookies

	combinaton, used for				
	targeted advertising.				
	Contains browser and				
	user unique ID				
	combinaton, used for	www.desigu		facebook.co	Targeting
fr	targeted advertising.	al.com,	PERSISTENT	m	Cookies
	Media.net is a global				
gdpr_stat	online advertising	www.desigu			Targeting
us	technology network.	al.com,	PERSISTENT	media.net	Cookies
	This domain is owned by				
	Doubleclick (Google). The				
	main business activity is:				
	Doubleclick is Googles				
	real time bidding	www.desigu		doubleclick.	Targeting
IDE	advertising exchange	al.com,	PERSISTENT	net	Cookies
	This domain is owned by				
	Doubleclick (Google). The				
	main business activity is:				
	Doubleclick is Googles				
	real time bidding	www.desigu		.doubleclick.	Targeting
IDE	advertising exchange	al.com,	PERSISTENT	net	Cookies
	Source of the session was				
	Direct? (meaning the user				
	typed the name of your				
	website URL into the				Strictly
isTrueDire	browser or came to your	www.desigu		.www.desig	Necessary
ct	site via a bookmark)	al.com,	PERSISTENT	ual.com	Cookies
	Source of the session was				
	Direct? (meaning the user				
	typed the name of your				
	website URL into the				Strictly
isTrueDire	browser or came to your	www.desigu		www.desigu	Necessary
ct	site via a bookmark)	al.com,	PERSISTENT	al.com	Cookies
	This domain is owned by				
	Eyeota, a global company				
	specialising in audience				
	data to enable targeting				
	of advertising based on	www.desigu			Targeting
mako_uid	visitor profiling.	al.com,	PERSISTENT	eyeota.net	Cookies
	This cookie is set by				
	websites using certain				
	versions of the cookie law				
	compliance solution from				
	OneTrust. It is set after				
	visitors have seen a				
	cookie information notice				
	and in some cases only				
OptanonA					Strictly
	when they actively close				,
lertBoxClo	the notice down. It enables the website not	www.desigu		.www.desig	Necessary

<b></b>					
	to show the message				
	more than once to a user.				
	The cookie has a one year				
	lifespan and contains no				
	personal information.				
	This cookie is set by the				
	cookie compliance				
	solution from OneTrust. It				
	stores information about				
	the categories of cookies				
	the site uses and whether				
	visitors have given or				
	withdrawn consent for				
	the use of each category.				
	This enables site owners				
	to prevent cookies in				
	each category from being				
	set in the users browser,				
	when consent is not				
	given. The cookie has a				
	normal lifespan of one				
	year, so that returning				
	visitors to the site will				
	have their preferences				
	remembered. It contains				Strictly
OptanonC	no information that can	www.desigu		.www.desig	Necessary
onsent	identify the site visitor.	al.com,	PERSISTENT	ual.com	Cookies
	This domain is owned by				
	Twitter. The main				
	business activity is: Social				
	Networking Services.				
	Where twitter acts as a				
	third party host, it				
	collects data through a				
	range of plug-ins and				
	integrations, that is				
personaliz	primarily used for	www.desigu			Targeting
ation_id	tracking and targeting.	al.com,	PERSISTENT	twitter.com	Cookies
	This domain is owned by				
	Twitter. The main				
	business activity is: Social				
	Networking Services.				
	Where twitter acts as a				
	third party host, it				
	collects data through a				
			1	1	1
	range of plug-ins and				
	•				
personaliz	range of plug-ins and	www.desigu			Targeting

	This domain is owned by				
	Live Ramp Inc, providers				
	of a platform for targeted	www.desigu			Targeting
pxrc	marketing and profiling.	al.com,	PERSISTENT	rlcdn.com	Cookies
	This domain is owned by				
	Sizmek (formerly DG				
	MediaMind). They				
	provide multi-platform				
	targeted advertising	www.desigu		bs.serving-	Targeting
r1	services.	al.com,	SESSION	sys.com	Cookies
	Twitter does not				
	currently provide				
remembe	information on the use of	www.desigu			Targeting
r_checked	specific cookies.	al.com,	PERSISTENT	.twitter.com	Cookies
	This domain is owned by				
	Twitter. The main				
	business activity is: Social				
	Networking Services.				
	Where twitter acts as a				
	third party host, it				
	collects data through a				
	range of plug-ins and				
remembe	integrations, that is				
r_checked	primarily used for	www.desigu			Targeting
on	tracking and targeting.	al.com,	PERSISTENT	.twitter.com	Cookies
_011	This domain is owned by		TERSISTER		COOKICS
	Rocketfuel. The main				
	business activity is:	www.desigu			Targeting
rud	Advertising	al.com,	PERSISTENT	rfihub.com	Cookies
100	This domain is owned by		TERSISTERT	Thirdb.com	COORICS
	Rocketfuel. The main				
	business activity is:	www.desigu			Targeting
rude		J J	SESSION	rfihub.com	
ruds	Advertising	al.com,	32331011		Cookies
sd- session-id		www.desigu	PERSISTENT	live.rezync.c	Targeting Cookies
26221011-10	Twitter deer not	al.com,	FERSISTEINT	om	COOKIES
	Twitter does not				
	currently provide				Tangating
secure_se	information on the use of	www.desigu	DEDELETENT	<b>.</b>	Targeting
ssion	specific cookies.	al.com,	PERSISTENT	.twitter.com	Cookies
	This domain is owned by				
	Eyeota, a global company				
	specialising in audience				
	data to enable targeting				_
	of advertising based on	www.desigu			Targeting
SERVERID	visitor profiling.	al.com,	PERSISTENT	eyeota.net	Cookies
					Strictly
		www.desigu		www.desigu	Necessary
sid		al.com,	SESSION	al.com	Cookies

					Strictly
	Identifies the current	www.desigu		www.desigu	Necessary
sid	browsing session.	al.com,	SESSION	al.com	, Cookies
smd	This domain is owned by Rocketfuel. The main business activity is: Advertising	www.desigu al.com,	PERSISTENT	rfihub.com	Targeting Cookies
test_cook ie	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange	www.desigu al.com,	PERSISTENT	doubleclick. net	Targeting Cookies
tuuid	This domain is owned by IPONWEB and is used to provide a real time bidding platform for online advertising.	www.desigu al.com,	PERSISTENT	bidswitch.n et	Targeting Cookies
tuuid_lu	This domain is owned by IPONWEB and is used to provide a real time bidding platform for online advertising.	www.desigu al.com,	PERSISTENT	bidswitch.n et	Targeting Cookies
twll	Twitter does not currently provide information on the use of specific cookies.	www.desigu al.com,	PERSISTENT	.twitter.com	Targeting Cookies
u2	This domain is owned by Sizmek (formerly DG MediaMind). They provide multi-platform targeted advertising services.	www.desigu al.com,	PERSISTENT	serving- sys.com	Targeting Cookies
	This domain is owned by Sizmek (formerly DG MediaMind). They provide multi-platform targeted advertising	www.desigu	DEDUCTENT	serving-	Targeting
um2	services.	al.com,	PERSISTENT	sys.com	Cookies
weird_get _top_leve l_domain	weird_get_top_level_do main	www.desigu al.com,	SESSION	com	Performan ce Cookies
weird_get _top_leve l_domain	weird_get_top_level_do main	www.desigu al.com,	SESSION	desigual.co m	Performan ce Cookies
zync-uuid	adre s'actualitzarà al me	www.desigu al.com,	PERSISTENT	rezync.com	Targeting Cookies

Aquest quadre s'actualitzarà al més aviat possible a mesura que canviïn els serveis oferts en aquesta pàgina web. No obstant això, puntualment durant l'esmentada actualització, podria donar-se el cas que el quadre anterior deixés d'incloure

alguna galeta, etiqueta o un altre dispositiu similar, si bé es tractarà sempre de dispositius amb finalitats idèntiques a les que consten en aquest quadre.