POLÍTICA DE COOKIES DA DESIGUAL

Quando visitas a nossa página Web, a Desigual recolhe informações do teu browser para compreender e recordar as tuas ações e preferências (como as preferências de privacidade ou o idioma). Isto permite-nos melhorar o nosso serviço e a tua experiência online. Além disso, estas informações dão-nos a possibilidade de recolher dados agregados sobre o tráfego de utilizadores e a tua interação com a nossa página Web para identificarmos tendências e obtermos dados estatísticos com o fim de implementar melhorias.

Para compilar estas informações, utilizamos diversos métodos, como cookies e pixel tags.

Cookies e pixel tags

O que são e para que são utilizados?

Os cookies são dados, geralmente guardados em ficheiros de texto, que as páginas Web colocam nos dispositivos dos utilizadores para armazenar várias informações de cada utilizador a partir do dispositivo com o qual acede a um site. Com as informações obtidas, cada site pode melhorar a experiência de navegação ao recordar o identificador, as preferências e as ações do utilizador, entre outras informações.

Um pixel tag é uma imagem invisível com uma linha de código inserida numa página Web, que permite acompanhar a navegação de um utilizador através dessa página ou das páginas Web de terceiros. Estes elementos podem ser utilizados para realizar medições e acompanhamentos de utilização ou para obter dados agregados sobre o tráfego e a interação do site, com as finalidades de apresentar publicidade personalizada, identificar tendências e obter dados estatísticos para melhorar a página Web.

<u>Dados compilados através dos cookies e/ou pixel tags</u>

Através deste tipo de ficheiros, podemos compilar as seguintes informações: (i) endereço IP; (ii) identificador único de cookies, informações de cookies e informações sobre se o dispositivo contém software para aceder a determinadas funções; (iii) identificador único do dispositivo e tipo de dispositivo; (iv) domínio, tipo de browser e idioma; (v) configuração do sistema operativo e do sistema; (vi) país e fuso horário; (vii) páginas Web visitadas anteriormente; (viii) informações sobre a tua interação com a nossa página Web, como o comportamento ao clicar em botões, as compras realizadas e as preferências indicadas; e (ix) tempos de acesso e URL de referência.

Comunicações e transferência de dados

Existem terceiros que também podem compilar informações e dados do teu dispositivo e/ou browser através da nossa página Web por meio de cookies, plugins, pixel tags e widgets de terceiros. O tratamento destes dados estará sujeito às políticas de privacidade e de cookies dos terceiros em questão. Não obstante,

podes obter informações sobre eles através da tabela descritiva da presente política.

Para obteres um resumo completo e atualizado dos terceiros que acedem ao teu browser através da página Web da Desigual ou de outra forma, recomendamos que instales um plugin para o browser concebido para este fim. Também podes escolher se o teu dispositivo te avisa de cada vez que um cookie é enviado.

<u>Desativação</u>

Podes alterar as tuas preferências para eliminar ou impedir que alguns cookies sejam guardados sem o teu consentimento explícito no teu computador ou dispositivo móvel ao visitares a secção "configuração de cookies", que se encontra no final da nossa página Web. Também podes desativar os cookies através da configuração de cada browser e dispositivo que utilizares. Uma vez que cada browser é diferente, deves visitar o menu de Ajuda do browser que utilizares para saberes como podes modificar os cookies (Google Chrome, Mozilla Firefox, Internet Explorer, Microsoft Edge, Safari, Safari para IOS (iPhone e iPad), Chrome para Android e Chrome para iPhone e iPad). Também podes desativar os cookies que utilizamos do Google Analytics aqui.

Lembra-te de que, se desativares os cookies, é possível que deixes de ter acesso a muitas funções que permitem às páginas Web serem mais eficientes e que, por esse motivo, alguns dos nossos serviços poderão não funcionar corretamente.

Tipos de cookies do site da Desigual

A nossa página Web utiliza as seguintes categorias de cookies:

- i. STRICTLY NECESSARY COOKIES (cookies estritamente necessários): Cookies que possibilitam as operações essenciais para o correto funcionamento da página Web. É por isso que a sua aceitação é obrigatória, caso contrário, não será possível utilizar as diferentes opções e os diversos serviços da página: acesso a ligações, lembretes, inscrições, realização de compras, etc.
- ii. **PERFORMANCE COOKIES (cookies de desempenho)**: cookies utilizados especificamente para compilar dados sobre a utilização do site pelos utilizadores. Estes monitorizam o desempenho do site a partir da interação do utilizador e são utilizados para melhorar a funcionalidade. Contudo, não compilam dados pessoais, pois os dados que são recolhidos são codificados e anónimos, como dados estatísticos sobre as visitas, o tempo de inatividade, etc.
- iii. TARGETING COOKIES (cookies de publicidade): cookies concebidos com a finalidade de apresentar publicidade com base nas informações obtidas e nos interesses do utilizador. Este tipo de cookies pode advir de terceiros e ser partilhado com outros anunciantes.
- iv. **ANALYTICS COOKIES (cookies analíticos)**: cookies que têm por objetivo analisar a navegação do usuário para que possamos quantificar e medir estatisticamente a utilização que os usuários fazem do site para melhorar a oferta dos produtos ou serviços oferecidos. Este tipo de cookies pode prosseguir e ser compartilhado com terceiros.

<u>Tabela descritiva de cookies</u>

Em seguida, apresentamos uma tabela descritiva com os cookies específicos que são utilizados por esta página Web, juntamente com informações sobre cada um:

			Lifes	Hosto	
Name	Description	Domains	pan	Hostn ame	Category
	This domain is owned by Facebook, which		Pan	anne	
	is the world's largest social networking				
	service. As a third party host provider, it				
	mostly collects data on the interests of				
	users via widgets such as the 'Like' button				
	found on many websites. This is used to				
	serve targeted advertising to its users				
	when logged into its services. In 2014 it				
	also started serving up behaviourally			www.	
	targeted advertising on other websites,			faceb	
	similar to most dedicated online	www.desig	SESS	ook.c	Targeting
	marketing companies.	ual.com,	ION	om.c	Cookies
	Cookie assoiated with sites using	adileoili,	1014	3111	COOKICS
	CloudFlare, used to speed up page load				
	times. According to CloudFlare it is used				
	to override any security restrictions				
	based on the IP address the visitor is		PER	desig	Strictly
	coming from. It does not contain any user	www.desig	SIST	ual.co	Necessary
cfduid	identification information.	ual.com,	ENT	m	Cookies
	Cookie assoiated with sites using	,			
	CloudFlare, used to speed up page load				
	times. According to CloudFlare it is used				
	to override any security restrictions				
	based on the IP address the visitor is		PER	.desig	Strictly
	coming from. It does not contain any user	www.desig	SIST	ual.co	Necessary
cfduid	identification information.	ual.com,	ENT	m	Cookies
				www.	
				desig	Strictly
	Indicates that the browser has opted out	www.desig	SESS	ual.co	Necessary
cq_dnt	of CC Einstein tracking for this site.	ual.com,	ION	m	Cookies
	This cookie is usually associated with the				
	ShareThis social sharing widget placed in				
	a site to enable sharing of content across		PER	.desig	
	various social networks. It counts clicks	www.desig	SIST	ual.co	Performan
unam	and shares of a page.	ual.com,	ENT	m	ce Cookies
	This is a session cookie. This is a pattern	_	PER	.desig	
	type cookie where a random 13-digit	www.desig	SIST	ual.co	Targeting
_cs_c	number is appended to the prefix _cs	ual.com,	ENT	m	Cookies
	This is a session cookie. This is a pattern		PER	desig	
	type cookie where a random 13-digit	www.desig	SIST	ual.co	Targeting
_cs_c	number is appended to the prefix _cs	ual.com,	ENT	m	Cookies
	This is a session cookie. This is a pattern		PER		
	type cookie where a random 13-digit	www.desig	SIST	t.cont	Targeting
_cs_c	number is appended to the prefix _cs	ual.com,	ENT	entsq	Cookies

		T		1	T
				uare.	
				net	
				www.	
	This is a session cookie. This is a pattern		PER	desig	
	type cookie where a random 13-digit	www.desig	SIST	ual.co	Targeting
_cs_c	number is appended to the prefix _cs	ual.com,	ENT	m	Cookies
				www.	
	This is a session cookie. This is a pattern		PER	desig	
	type cookie where a random 13-digit	www.desig	SIST	ual.co	Targeting
_cs_id	number is appended to the prefix _cs	ual.com,	ENT	m	Cookies
	This is a session cookie. This is a pattern		PER	desig	
	type cookie where a random 13-digit	www.desig	SIST	ual.co	Targeting
cs id	number is appended to the prefix _cs	ual.com,	ENT	m	Cookies
		,		t.cont	
	This is a session cookie. This is a pattern		PER	entsq	
	type cookie where a random 13-digit	www.desig	SIST	uare.	Targeting
_cs_id	number is appended to the prefix _cs	ual.com,	ENT	net	Cookies
_cs_ia	This is a session cookie. This is a pattern	dancom,	PER	.desig	COOKIES
	type cookie where a random 13-digit	www.desig	SIST	ual.co	Targeting
cs id	number is appended to the prefix _cs	ual.com,	ENT	m	Cookies
cs nnnn	This is a session cookie. This is a pattern	uai.com,	LINI	desig	COOKIES
	type cookie where a random 13-digit	www.desig	SESS	ual.co	Targeting
nnnnnnnn		_			Targeting
n	number is appended to the prefix _cs	ual.com,	ION	m	Cookies
	This is a session cookie. This is a pattern	4	PER	.desig	.
	type cookie where a random 13-digit	www.desig	SIST	ual.co	Targeting
_cs_s	number is appended to the prefix _cs	ual.com,	ENT	m	Cookies
	This is a session cookie. This is a pattern		PER	desig	
	type cookie where a random 13-digit	www.desig	SIST	ual.co	Targeting
_cs_s	number is appended to the prefix _cs	ual.com,	ENT	m	Cookies
				t.cont	
	This is a session cookie. This is a pattern		PER	entsq	
	type cookie where a random 13-digit	www.desig	SIST	uare.	Targeting
_cs_s	number is appended to the prefix _cs	ual.com,	ENT	net	Cookies
	This cookie is associated with sites using				
	Google Tag Manager to load other scripts				
	and code into a page. Where it is used it				
	may be regarded as Strictly Necessary as				
	without it, other scripts may not function				
	correctly. The end of the name is a				
_dc_gtm_	unique number which is also an identifier		PER	desig	Strictly
UA-	for an associated Google Analytics	www.desig	SIST	ual.co	Necessary
xxxxxxx	account.	ual.com,	ENT	m	Cookies
	This cookie is associated with sites using				
	Google Tag Manager to load other scripts				
	and code into a page. Where it is used it				
	may be regarded as Strictly Necessary as				
_dc_gtm_	without it, other scripts may not function		PER	.desig	Strictly
	,			_	-
UA-	correctly. The end of the name is a	www.desig	SIST	ual.co	Necessary

	for an associated Coople Analytics				
	for an associated Google Analytics				
	account.		050	.1	
destruction of			PER	.desig	-
derived		www.desig	SIST	ual.co	Targeting
epik		ual.com,	ENT	m	Cookies
	Used by Facebook to deliver a series of		PER	.desig	
	advertisement products such as real time	www.desig	SIST	ual.co	Targeting
_fbp	bidding from third party advertisers	ual.com,	ENT	m	Cookies
	Used by Facebook to deliver a series of		PER		
	advertisement products such as real time	www.desig	SIST		Targeting
_fbp	bidding from third party advertisers	ual.com,	ENT	com	Cookies
	Used by Facebook to deliver a series of		PER	desig	
	advertisement products such as real time	www.desig	SIST	ual.co	Targeting
_fbp	bidding from third party advertisers	ual.com,	ENT	m	Cookies
	This cookie name is associated with				
	Google Universal Analytics - which is a				
	significant update to Google's more				
	commonly used analytics service. This				
	cookie is used to distinguish unique users				
	by assigning a randomly generated				
	number as a client identifier. It is				
	included in each page request in a site				
	and used to calculate visitor, session and				
	campaign data for the sites analytics				
	reports. By default it is set to expire after		PER	desig	
	2 years, although this is customisable by	www.desig	SIST	ual.co	Analytics
_ga	website owners.	ual.com,	ENT	m	Cookies
	This cookie name is associated with	,			
	Google Universal Analytics - which is a				
	significant update to Google's more				
	commonly used analytics service. This				
	cookie is used to distinguish unique users				
	by assigning a randomly generated				
	number as a client identifier. It is				
	included in each page request in a site				
	and used to calculate visitor, session and				
	campaign data for the sites analytics				
	reports. By default it is set to expire after		PER	.desig	
	2 years, although this is customisable by	www.desig	SIST	ual.co	Analytics
_ga	website owners.	ual.com,	ENT	m	Cookies
_64	This is a pattern type cookie set by	dancom,	LIVI		COOKICS
	Google Analytics, where the pattern				
	element on the name contains the				
	unique identity number of the account or				
gat IIA	website it relates to. It appears to be a		PER	docia	
_gat_UA- 2535113-	variation of the _gat cookie which is used	MANAGE docio		desig	Analytica
	to limit the amount of data recorded by	www.desig	SIST	ual.co	Analytics
9	Google on high traffic volume websites.	ual.com,	ENT	m	Cookies

	I=1				
	This is a pattern type cookie set by				
	Google Analytics, where the pattern				
	element on the name contains the				
	unique identity number of the account or				
	website it relates to. It appears to be a				
_gat_UA-	variation of the _gat cookie which is used		PER	.desig	
2535113-	to limit the amount of data recorded by	www.desig	SIST	ual.co	Analytics
9	Google on high traffic volume websites.	ual.com,	ENT	m	Cookies
	Used by Google AdSense for				
	experimenting with advertisement		PER	.desig	
	efficiency across websites using their	www.desig	SIST	ual.co	Targeting
_gcl_au	services	ual.com,	ENT	m	Cookies
			PER	desig	
		www.desig	SIST	ual.co	Analytics
_gclxxxx	Google conversion tracking cookie	ual.com,	ENT	m	Cookies
			PER	.desig	
		www.desig	SIST	ual.co	Analytics
_gclxxxx	Google conversion tracking cookie	ual.com,	ENT	m	Cookies
	This cookie name is asssociated with				
	Google Universal Analytics. This appears				
	to be a new cookie and as of Spring 2017				
	no information is available from Google.		PER	.desig	
	It appears to store and update a unique	www.desig	SIST	ual.co	Analytics
_gid	value for each page visited.	ual.com,	ENT	m	Cookies
	This cookie name is asssociated with				
	Google Universal Analytics. This appears				
	to be a new cookie and as of Spring 2017				
	no information is available from Google.		PER	desig	
	It appears to store and update a unique	www.desig	SIST	ual.co	Analytics
_gid	value for each page visited.	ual.com,	ENT	m	Cookies
	This domain is owned by Krux Digital, a				
	US company providing a data		PER		
	management platform which enables real	www.desig	SIST	krxd.n	Targeting
kuid	time profiling of visitor interests.	ual.com,	ENT	et	Cookies
	These cookies allow users to share	,			
	pictures via Pinterest / the "Pin It"				
	button, and Pinterest can collect		PER	.ct.pin	
pinterest	statistical information about usage of	www.desig	SIST	terest	Targeting
_ct_rt	their service.	ual.com,	ENT	.com	Cookies
	These cookies allow users to share	,			
	pictures via Pinterest / the "Pin It"				
	button, and Pinterest can collect		PER	ct.pin	
_pinterest	statistical information about usage of	www.desig	SIST	terest	Targeting
_ct_rt	their service.	ual.com,	ENT	.com	Cookies
	This domain is owned by Pinterest. The		PER	.pinte	30003
_pinterest	main business activity is: Social Content	www.desig	SIST	rest.c	Targeting
sess	Sharing platform	ual.com,	ENT	om	Cookies
_3033	Sharing plactorm	adi.com,	PER	3111	COOKIES
	This domain is owned by Yahoo. The main	www.desig	SIST	yahoo	Targeting
A3	business activity is: Search / Advertising	_	ENT	*	Cookies
. 47	Dusiness activity is, search / Auvertising	ual.com,	LIVI	.com	COOKIES

	This domain is owned by Atlas Solutions				
	which is in turn owned by Facebook. Atlas				
	is an online advertising business,				
	targeting users through tracking their				
	web activity. From September 2014 the				
	company re-launched under the				
	ownership of Facebook, promising the		555		
	ability to reach known users and target		PER		
	adverts based on profiles generated using	www.desig	SIST	atdmt	Targeting
AA003	Facebook's user data.	ual.com,	ENT	.com	Cookies
				www	
			PER	1.mp	
		www.desig	SIST	nrs.co	Targeting
ар		ual.com,	ENT	m	Cookies
				www	
			PER	1.mp	
		www.desig	SIST	nrs.co	Targeting
ata		ual.com,	ENT	m	Cookies
	This domain is owned by Atlas Solutions	,			
	which is in turn owned by Facebook. Atlas				
	is an online advertising business,				
	targeting users through tracking their				
	web activity. From September 2014 the				
	·				
	company re-launched under the				
	ownership of Facebook, promising the		250		
	ability to reach known users and target		PER		
	adverts based on profiles generated using	www.desig	SIST	atdmt	Targeting
ATN	Facebook's user data.	ual.com,	ENT	.com	Cookies
	This domain is owned by spotxchange.		PER	spotx	
	The main business activity is: Video	www.desig	SIST	chang	Targeting
audience	Advertising	ual.com,	ENT	e.com	Cookies
	Twitter does not currently provide		PER	.twitt	
auth_toke	information on the use of specific	www.desig	SIST	er.co	Targeting
n	cookies.	ual.com,	ENT	m	Cookies
	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		PER	.desig	
	the advertiser and us know the website	www.desig	SIST	ual.co	Targeting
awxxxx	from which you came.	ual.com,	ENT	m	Cookies
3	Used to attribute commission to affiliates	3000111)			30011100
	when you arrive at the website from an				
	affiliate referral link. It is set when you			14/14/14/	
	· ·			WWW.	
	click on one of our links and used to let		CECC	desig	Tangati
	the advertiser and us know the website	www.desig	SESS	ual.co	Targeting
awxxxx	from which you came.	ual.com,	ION	m	Cookies
			PER		
	This domain is owned by Yahoo. The main	www.desig	SIST	yahoo	Targeting
В	business activity is: Search / Advertising	ual.com,	ENT	.com	Cookies

	T		555	1	
	This domain is owned by Blue Kai. The		PER	bluek	
	main business activity is:	www.desig	SIST	ai.co	Targeting
bkdc	Advertising/Audience Targeting	ual.com,	ENT	m	Cookies
	This domain is owned by Blue Kai. The		PER	bluek	
	main business activity is:	www.desig	SIST	ai.co	Targeting
bkpa	Advertising/Audience Targeting	ual.com,	ENT	m	Cookies
	This domain is owned by Blue Kai. The		PER	bluek	
	main business activity is:	www.desig	SIST	ai.co	Targeting
bku	Advertising/Audience Targeting	ual.com,	ENT	m	Cookies
	This domain is owned by IPONWEB and is		PER	bidsw	
	used to provide a real time bidding	www.desig	SIST	itch.n	Targeting
С	platform for online advertising.	ual.com,	ENT	et	Cookies
-		are in a constant	PER	casale	
	This domain is owned by Casale Media.	www.desig	SIST	media	Targeting
CMID	The main business activity is: Advertising	ual.com,	ENT	.com	Cookies
CIVIID	The main business activity is. Advertising	uai.com,	PER	casale	COOKIES
	This domain is award by Casala Madia	wayay dosig			Targating
CNADDO	This domain is owned by Casale Media.	www.desig	SIST	media	Targeting
CMPRO	The main business activity is: Advertising	ual.com,	ENT	.com	Cookies
			PER	casale	
	This domain is owned by Casale Media.	www.desig	SIST	media	Targeting
CMPS	The main business activity is: Advertising	ual.com,	ENT	.com	Cookies
			PER	casale	
	This domain is owned by Casale Media.	www.desig	SIST	media	Targeting
CMRUM3	The main business activity is: Advertising	ual.com,	ENT	.com	Cookies
			PER	casale	
	This domain is owned by Casale Media.	www.desig	SIST	media	Targeting
CMST	The main business activity is: Advertising	ual.com,	ENT	.com	Cookies
			PER		
	Media.net is a global online advertising	www.desig	SIST	media	Targeting
data-rk	technology network.	ual.com,	ENT	.net	Cookies
	This cookie helps Adobe Audience				
	Manger perform basic functions such as		PER		
	visitor identification, ID synchronization,	www.desig		demd	Targeting
demdex	segmentation, modeling, reporting, etc.	ual.com,	ENT	ex.net	Cookies
acmacx	This domain is owned by Adobe Audience	uancom,	PER	dpm.	COOMICS
	Manager. The main business activity is	www.desig	SIST	demd	Targeting
dpm	online profiling for targeted marketing.	ual.com,	ENT	ex.net	Cookies
иріп	online proming for targeted marketing.	uai.com,	LINI		COOKIES
				WWW.	
		www.desig	CECC	desig	Performan
du	du	_	SESS	ual.co	
dw	dw	ual.com,	ION	m	ce Cookies
				www.	
	Controls client-side JavaScript for			desig	
	Commerce Cloud tracking features	www.desig	SESS	ual.co	Performan
dw_dnt	(Analytics, Einstein, ActiveData).	ual.com,	ION	m	ce Cookies
dwac_09f				www.	
3c2ced31				desig	Strictly
38b6c779	Stores temporary data to assist in	www.desig	SESS	ual.co	Necessary
d744796	ecommerce experience	ual.com,	ION	m	Cookies

dwac_fd7				www.	
77f11645				desig	Strictly
6d4528ca	Stores temporary data to assist in	www.desig	SESS	ual.co	Necessary
4aa603f	ecommerce experience	ual.com,	ION	m	Cookies
4440031	econfinerce experience	uai.com,	ION	www.	Cookies
				desig	Strictly
duras VVV	Stores tomporary data to assist in	wayay dosig	CECC	ual.co	•
dwac_XXX	· · · · · · · · · · · · · · · · · · ·	www.desig	SESS		Necessary
XX	ecommerce experience	ual.com,	ION	m	Cookies
	This is a pattern type cookie associated				
	with the Demandware eCommerce				
	platform. Its stated purpose is			www.	
dwanony	anonymised user tracking, therefore it is		PER	desig	_
mous_xxx	presumed involved in targeting or	www.desig	SIST	ual.co	Targeting
XXXXX	personalisation in some way	ual.com,	ENT	m	Cookies
dwperson	Tracks participation in A/B test groups for				
alization_	analytics purposes. If the shopper				
d7da7095	participated in a test, then the value is			www.	
cd4556e7	cleared when the shopper logs out. The *		PER	desig	
2ad70d31	in the cookie name is a value unique to	www.desig	SIST	ual.co	Performan
e8172051	the site.	ual.com,	ENT	m	ce Cookies
				www.	
				desig	Strictly
		www.desig	SESS	ual.co	Necessary
dwsid	dw	ual.com,	ION	m	Cookies
			PER		
	This domain is owned by Rocketfuel. The	www.desig	SIST	rfihub	Targeting
eud	main business activity is: Advertising	ual.com,	ENT	.com	Cookies
	This domain is owned by Rocketfuel. The	www.desig	SESS	rfihub	Targeting
euds	main business activity is: Advertising	ual.com,	ION	.com	Cookies
	Them submess decivity is the tentismig	uaneom,	PER	evere	COOMICS
everest_g	This domain is owned by Adobe. The	www.desig	SIST	sttech	Targeting
v2	main business activity is: Advertising	ual.com,	ENT	.net	Cookies
	This domain is owned by Sizmek	dancom,	LIVI	servin	COOKICS
	(formerly DG MediaMind). They provide		PER		
eyeblaste	multi-platform targeted advertising	www.desig	SIST	g- sys.co	Targeting
1 -	services.	ual.com,	ENT	m	Cookies
r	Contains browser and user unique ID	uai.com,	PER	.faceb	COURIES
	•	wayay dosio			Targeting
fr	combinaton, used for targeted	www.desig	SIST	ook.c	Targeting
fr	advertising.	ual.com,	ENT	om	Cookies
	Contains browser and user unique ID		PER	faceb	T
£	combinaton, used for targeted	www.desig	SIST	ook.c	Targeting
fr	advertising.	ual.com,	ENT	om	Cookies
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site owners to prevent cookies in each
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browser, when consent is not given. The
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