

COOKIE-RICHTLINIE FÜR DESIGUAL

Wenn du unsere Website besuchst, erfasst Desigual Informationen über deinen Browser, um deine Einstellungen und Präferenzen (wie Privateinstellungen oder Sprache) für spätere Besuche zu speichern. So können wir unseren Service und deine Online-Erfahrung verbessern. Des Weiteren können wir mit diesen Informationen Daten über den Besucherverkehr und über die Interaktionen mit unserer Website aggregieren, um Trends zu erkennen und Statistiken zu deren Verbesserung zu erhalten.

Diese Informationen erfassen mithilfe verschiedener Methoden wie Cookies und Pixel-Tags.

Cookies und Pixel-Tags

Beschreibung und Verwendungszweck

Cookies sind Daten, die Websites vornehmlich als Textdateien auf dem Gerät der Benutzer ablegen, um eine Reihe an Informationen über die Benutzer und ihre Geräte zu erfassen, über die sie auf die Website zugreifen. Mithilfe dieser Informationen können die Websites den Benutzern das Browsen erleichtern sowie ihre Login-Daten, Präferenzen, Entscheidungen usw. speichern.

Ein Pixel-Tag ist eine unsichtbare Grafik mit einem Code, die in unserer Website eingebettet ist und dazu dient, das Benutzerverhalten auf unserer Website oder den Websites Dritter zu erfassen. Anhand dieser Elemente lassen sich Messungen durchführen, das Benutzerverhalten nachverfolgen oder aggregierte Daten über den Besucherverkehr und die Interaktion mit der Website erfassen, um personalisierte Werbung anzuzeigen, Trends zu erkennen und Statistiken zur Verbesserung der Website generieren.

Über Cookies und/oder Pixel-Tags erfasste Daten

Mittels dieser Dateien können wir folgende Informationen erfassen: (i) IP-Adresse; (ii) eindeutiger Cookie-Identifikator, Informationen zu Cookies und darüber, ob das Gerät über die Software verfügt, um auf spezifische Funktionen zuzugreifen; (iii) eindeutiger Identifikator des Geräts und Gerätetyp; (iv) Domain, Browsertyp und Sprache; (v) Konfigurierung des Betriebssystems und des Systems; (vi) Land und Zeitzone; (vii) zuvor besuchte Websites; (viii) Informationen zur Interaktion mit unserer Website wie Verhalten beim Klicken, Einkäufe und angegebene Präferenzen; (ix) Verweildauer und Webverweis-URL.

Kommunikationen und Datenübertragung

Auch Dritte können anhand von Cookies, Plugins, Pixel-Tags und Widgets über unsere Website Daten und Informationen über dein Gerät und/oder deinen Browser erfassen. Die Verarbeitung dieser Daten unterliegt der Datenschutz- und Cookie-Richtlinie besagter Dritter. In der vorliegenden Richtlinie steht dir jedoch eine Tabelle mit Informationen zu diesen Dritten zur Verfügung.

Wenn du eine komplette und aktualisierte Zusammenfassung über die Drittanbieter, die über die Website von Desigual oder anderweitig auf deinen Browser zugreifen, erhalten möchtest, empfehlen wir dir, das entsprechende Plugin in deinem Browser zu installieren. Du kannst dein Gerät auch so einstellen, dass du eine Mitteilung erhältst, sobald es einen Cookie empfängt.

<u>Deaktivierung</u>

Über deine Einstellungen kannst du Cookies löschen oder vermeiden, dass bestimmte Cookies ohne deine ausdrückliche Zustimmung auf deinem Computer oder Mobilgerät gespeichert werden. Gehe hierfür zum Abschnitt Cookie-Einstellungen am Fuß unserer Website. Du kannst die Cookies auch über die Einstellungen deiner Browser und Geräte deaktivieren. Da jeder Browser anders ist, musst du hierfür auf das entsprechende Hilfemenü zugreifen, um zu erfahren, wie du die Cookie-Einstellungen ändern kannst (Google Chrome, Mozilla Firefox, Internet Explorer, Microsoft Edge, Safari, Safari für IOS (iPhone und iPad), Chrome für Android, Chrome für iPhone und iPad). Die Cookies von Google Analytics lassen sich hier deaktivieren.

Bitte beachte: Wenn du Cookies deaktivierst, verlierst du eventuell den Zugang zu zahlreiche Funktionen, die zur Effizienz der Website beitragen. In diesem Fall funktionieren einige unserer Serviceleistungen eventuell nicht korrekt.

Arten von Cookies auf der Desigual-Website

Unsere Website verwendet folgende Cookie-Arten:

- i. **UNBEDINGT ERFORDERLICHE COOKIES**: Cookies, die für die korrekte und grundlegende Funktionsweise der Website erforderlich sind. Die Benutzer müssen sie akzeptieren, da sie andernfalls die verschiedenen Optionen und Dienste der Website nicht verwenden können: Zugriff auf verschiedene Abschnitte, Erinnerungen, Anmeldung, Einkäufe usw.
- ii. **PERFORMANCE-COOKIES**: Cookies, die ausschließlich dafür eingesetzt werden, Daten über das Verhalten der Websitebenutzer zu erfassen. Sie überwachen die Leistung der Website anhand der Interaktionen der Benutzer und dienen dazu, die Leistung der Website zu verbessern. Sie erfassen keine persönlichen Daten. Alle erfassten Daten werden kodifiziert und anonymisiert und fließen z.B. in Statistiken über Besuche, Inaktivitätszeiten usw. ein.
- iii. **TARGETING-COOKIES (Werbecookies)**: Diese Cookies dienen dazu, den Nutzern Werbung anzuzeigen, die ihrem Verhalten entsprechend auf ihre individuellen Interessen abgestimmt ist. Diese Art von Cookies stammen eventuell von Dritten und können an andere Werbetreibende übermittelt werden.
- iv. **ANALYTISCHE COOKIES**: Cookies, deren Zweck darin besteht, die Benutzernavigation zu analysieren, damit wir die Nutzung der Website durch Benutzer statistisch quantifizieren und messen können, um das Angebot der

angebotenen Produkte oder Dienstleistungen zu verbessern. Diese Art von Cookies kann fortgesetzt und an Dritte weitergegeben werden.

Cookies-Tabelle

Im Folgenden ist eine Tabelle mit den auf dieser Website verwendeten Cookies und deren Beschreibung aufgeführt.

Name	Description	Domains	Lifesp an	Host nam e	Category
	This domain is owned by Facebook, which 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			ww	
	serving up behaviourally targeted			w.fa	
	advertising on other websites, similar to			ceb	
	most dedicated online marketing	www.desigu	SESSI	ook.	Targeting
	companies.	al.com,	ON	com	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			desi	
	based on the IP address the visitor is			gual	Strictly
61.1	coming from. It does not contain any	www.desigu	PERSI	.co	Necessary
cfduid	user identification information. Cookie assoiated with sites using	al.com,	STENT	m	Cookies
	CloudFlare, used to speed up page load				
	times. According to CloudFlare it is used				
	to override any security restrictions			.desi	
	based on the IP address the visitor is			gual	Strictly
cfduid	coming from. It does not contain any user identification information.	www.desigu al.com,	PERSI STENT	.co	Necessary Cookies
cruulu	user identification information.	ai.com,	SIENI	m ww	COOKIES
				w.d	
				esig	Strictly
	Indicates that the browser has opted	www.desigu	SESSI	ual.c	Necessary
cq_dnt	out of CC Einstein tracking for this site.	al.com,	ON	om	Cookies
	This cookie is usually associated with the ShareThis social sharing widget			.desi	
	placed in a site to enable sharing of			gual	
	content across various social networks.	www.desigu	PERSI	.co	Performan
unam	It counts clicks and shares of a page.	al.com,	STENT	m	ce Cookies
	This is a second of the time of time of the time of time of the time of time o			.desi	
	This is a session cookie. This is a pattern	www.docian	PERSI	gual	Targeting
_cs_c	type cookie where a random 13-digit number is appended to the prefix _cs	www.desigu al.com,	STENT	.co m	Targeting Cookies
_63_6	mamber is appended to the prenx_cs	u,	SILINI	1111	COOKIES

				desi	
	This is a session cookie. This is a pattern			gual	
	type cookie where a random 13-digit	www.desigu	PERSI	.co	Targeting
_cs_c	number is appended to the prefix _cs	al.com,	STENT	m	Cookies
				t.co	
				nten	
	This is a session cookie. This is a pattern			tsqu	
	type cookie where a random 13-digit	www.desigu	PERSI	are.	Targeting
_cs_c	number is appended to the prefix _cs	al.com,	STENT	net	Cookies
		·		ww	
				w.d	
	This is a session cookie. This is a pattern			esig	
	type cookie where a random 13-digit	www.desigu	PERSI	ual.c	Targeting
cs c	number is appended to the prefix _cs	al.com,	STENT	om	Cookies
csc	number is appended to the prefix _es	ancom,	STEIVI	ww	COOKICS
				w.d	
	This is a session cookie. This is a nattern			w.u esig	
	This is a session cookie. This is a pattern	wany docie:	PERSI	ual.c	Targeting
ac id	type cookie where a random 13-digit	www.desigu			Targeting Cookies
_cs_id	number is appended to the prefix _cs	al.com,	STENT	om	COOKIES
	This is a second or seed to Title .			desi	
	This is a session cookie. This is a pattern			gual	
	type cookie where a random 13-digit	www.desigu	PERSI	.co	Targeting
_cs_id	number is appended to the prefix _cs	al.com,	STENT	m	Cookies
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	This is a session cookie. This is a pattern			tsqu	
	type cookie where a random 13-digit	www.desigu	PERSI	are.	Targeting
_cs_id	number is appended to the prefix _cs	al.com,	STENT	net	Cookies
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	This is a session cookie. This is a pattern			gual	
	type cookie where a random 13-digit	www.desigu	PERSI	.co	Targeting
_cs_id	number is appended to the prefix _cs	al.com,	STENT	m	Cookies
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_cs_nnnn	This is a session cookie. This is a pattern			gual	
nnnnnnn	type cookie where a random 13-digit	www.desigu	SESSI	.co	Targeting
n	number is appended to the prefix _cs	al.com,	ON	m	Cookies
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	This is a session cookie. This is a pattern			gual	
	type cookie where a random 13-digit	www.desigu	PERSI	.co	Targeting
_cs_s	number is appended to the prefix cs .	al.com,	STENT	m	Cookies
00_5		u	312111	desi	20011103
	This is a session cookie. This is a pattern			gual	
	type cookie where a random 13-digit	www.desigu	PERSI	.co	Targeting
CC C		_	STENT		Cookies
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	This is a session cookie. This is a pattern		DE5.5:	tsqu	
	type cookie where a random 13-digit	www.desigu	PERSI	are.	Targeting
_cs_s	number is appended to the prefix _cs	al.com,	STENT	net	Cookies

	Т	ı	ı	ı	
	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			desi	
_dc_gtm_	the name is a unique number which is			gual	Strictly
UA-	also an identifier for an associated	www.desigu	PERSI	.co	Necessary
xxxxxxx	Google Analytics account.	al.com,	STENT	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 without it, other scripts				
	may not function correctly. The end of			.desi	
_dc_gtm_	the name is a unique number which is			gual	Strictly
UA-	also an identifier for an associated	www.desigu	PERSI	.co	Necessary
XXXXXXX	Google Analytics account.	al.com,	STENT	m	Cookies
				.desi	
				gual	
derived		www.desigu	PERSI	.co	Targeting
epik		al.com,	STENT	m	Cookies
	Used by Facebook to deliver a series of			.desi	
	advertisement products such as real			gual	
	time bidding from third party	www.desigu	PERSI	.co	Targeting
_fbp	advertisers	al.com,	STENT	m	Cookies
	Used by Facebook to deliver a series of				
	advertisement products such as real				
	time bidding from third party	www.desigu	PERSI		Targeting
_fbp	advertisers	al.com,	STENT	com	Cookies
	Used by Facebook to deliver a series of			desi	
	advertisement products such as real			gual	
	time bidding from third party	www.desigu		.co	Targeting
_fbp	advertisers	al.com,	STENT	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			desi	
	Languatics reports. By detault it is set to			gual	
	analytics reports. By default it is set to				
	expire after 2 years, although this is	www.desigu	PERSI	.co	Analytics
_ga	expire after 2 years, although this is customisable by website owners.	www.desigu al.com,	PERSI STENT	.co m	Analytics Cookies
_ga	expire after 2 years, although this is customisable by website owners. This cookie name is associated with	al.com,	STENT	m	Cookies
_ga _ga	expire after 2 years, although this is customisable by website owners.	_			

	1 1 1				
	commonly used analytics service. This			.co	
	cookie is used to distinguish unique			m	
	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 2 years, although this is				
	customisable by website owners.				
	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 variation of the _gat cookie which is			desi	
_gat_UA-	used to limit the amount of data			gual	
2535113-	recorded by Google on high traffic	www.desigu	PERSI	.co	Analytics
9	volume websites.	al.com,	STENT	m	Cookies
	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 variation of the _gat cookie which is			.desi	
_gat_UA-	used to limit the amount of data			gual	
2535113-	recorded by Google on high traffic	www.desigu	PERSI	.co	Analytics
9	volume websites.	al.com,	STENT	m	Cookies
	Used by Google AdSense for			.desi	
	experimenting with advertisement			gual	
	efficiency across websites using their	www.desigu	PERSI	.co	Targeting
	,				
_gcl_au	services	al.com,	STENT	m	Cookies
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				gual	
		www.desigu	PERSI	.co	Analytics
_gclxxxx	Google conversion tracking cookie	al.com,	STENT	m	Cookies
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	This sould a source is seened in the little				
	This cookie name is asssociated with				
	Google Universal Analytics. This appears				
	Google Universal Analytics. This appears to be a new cookie and as of Spring			.desi	
	Google Universal Analytics. This appears			.desi	
	Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from	www.desigu	PERSI		Analytics
gid	Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update			gual	-
_gid	Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.	www.desigu al.com,	PERSI STENT	gual .co m	Analytics Cookies
_gid	Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited. This cookie name is asssociated with			gual .co m desi	
_gid	Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited. This cookie name is asssociated with Google Universal Analytics. This appears	al.com,	STENT	gual .co m desi gual	Cookies
_gid _gid	Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited. This cookie name is asssociated with			gual .co m desi	-

	Constanting to the second seco				
	Google. It appears to store and update				
	a unique value for each page visited.				
	This domain is owned by Krux Digital, a				
	US company providing a data				
	management platform which enables	www.desigu	PERSI	krxd	Targeting
	real time profiling of visitor interests.	al.com,	STENT	.net	Cookies
	These cookies allow users to share				
	pictures via Pinterest / the "Pin It"			.ct.p	
	button, and Pinterest can collect			inter	
_pinterest	statistical information about usage of	www.desigu	PERSI	est.c	Targeting
_ct_rt	their service.	al.com,	STENT	om	Cookies
	These cookies allow users to share				
	pictures via Pinterest / the "Pin It"			ct.pi	
	button, and Pinterest can collect			nter	
	statistical information about usage of	www.desigu	PERSI	est.c	Targeting
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	TI. I			.pint	
	This domain is owned by Pinterest. The			eres	
<u> </u>	main business activity is: Social Content	www.desigu	PERSI	t.co	Targeting
_	Sharing platform	al.com,	STENT	m	Cookies
	This domain is owned by Yahoo. The			yah	
	main business activity is: Search /	www.desigu	PERSI	00.C	Targeting
A3	Advertising	al.com,	STENT	om	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				
				2+4	
	ability to reach known users and target	4	DEDGI	atd	.
	adverts based on profiles generated	www.desigu	PERSI	mt.c	Targeting
AA003	using Facebook's user data.	al.com,	STENT		Cookies
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ata		al.com,	STENT	om	Cookies
	This domain is owned by Atlas Solutions	an.com,	SILIVI	0111	COURICS
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	which is in turn owned by Facebook.				
	Atlas is an online advertising business,				
	targeting users through tracking their				
	web activity. From September 2014 the			atd	
	company re-launched under the	www.desigu	PERSI	mt.c	Targeting
	ownership of Facebook, promising the	www.ucsigu	STENT	IIIC.C	Cookies

	ability to reach known users and target				
	adverts based on profiles generated				
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	using Facebook's user data.				
	This devices to the condition of the condition			spot	
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	The main business activity is: Video	www.desigu	PERSI	nge.	Targeting
audience	Advertising	al.com,	STENT	com	Cookies
	Twitter does not currently provide			.twit	
auth_toke	information on the use of specific	www.desigu	PERSI	ter.c	Targeting
n	cookies.	al.com,	STENT	om	Cookies
	Used to attribute commission to				
	affiliates when you arrive at the website				
	from an affiliate referral link. It is set			.desi	
	when you click on one of our links and			gual	
	used to let the advertiser and us know	www.desigu	PERSI	.co	Targeting
awxxxx	the website from which you came.	al.com,	STENT	m	Cookies
	Used to attribute commission to				
	affiliates when you arrive at the website			ww	
	from an affiliate referral link. It is set			w.d	
	when you click on one of our links and			esig	
	used to let the advertiser and us know	www.desigu	SESSI	ual.c	Targeting
awxxxx	the website from which you came.	al.com,	ON	om	Cookies
	This domain is owned by Yahoo. The	•		yah	
	main business activity is: Search /	www.desigu	PERSI	, 00.c	Targeting
В	Advertising	al.com,	STENT	om	Cookies
_	This domain is owned by Blue Kai. The	,		blue	
	main business activity is:	www.desigu	PERSI	kai.c	Targeting
bkdc	Advertising/Audience Targeting	al.com,	STENT	om	Cookies
DRGG	This domain is owned by Blue Kai. The	ancom,	012.11	blue	Coomes
	main business activity is:	www.desigu	PERSI	kai.c	Targeting
bkpa	Advertising/Audience Targeting	al.com,	STENT	om	Cookies
БКРа	This domain is owned by Blue Kai. The	ai.com,	STEIVI	blue	COOKICS
	main business activity is:	www.desigu	DEDCI		Targeting
bku	Advertising/Audience Targeting	_	STENT		Cookies
JKU	Auvertising/Addictice rangeding	al.com,	STEINT	om	COOKIES
	This domain is owned by IDONIMED and			bids	
	This domain is owned by IPONWEB and		DEDCI	witc	Targetine
	is used to provide a real time bidding	www.desigu	PERSI	h.ne	Targeting
С	platform for online advertising.	al.com,	STENT	t	Cookies
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	This domain is owned by Casale Media.		DEDG	edia	T
CAAID	The main business activity is:	www.desigu	PERSI	.co	Targeting
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	This domain is owned by Casale Media.			edia	
	The main business activity is:	www.desigu	PERSI	.co	Targeting
CMPRO	Advertising	al.com,	STENT	m	Cookies

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	This domain is owned by Casale Media.			edia	
	The main business activity is:	www.desigu	PERSI	.co	Targeting
CMPS	Advertising	al.com,	STENT	m	Cookies
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	This domain is owned by Casale Media.			edia	
	The main business activity is:	www.desigu	PERSI	.co	Targeting
CMST	Advertising	al.com,	STENT	m	Cookies
				med	
	Media.net is a global online advertising	www.desigu	PERSI	ia.n	Targeting
data-rk	technology network.	al.com,	STENT	et	Cookies
uata-ik		ar.com,	SILIVI	et	COOKIES
	This cookie helps Adobe Audience				
	Manger perform basic functions such as			dem	
	visitor identification, ID synchronization,	www.desigu	PERSI	dex.	Targeting
demdex	segmentation, modeling, reporting, etc.	al.com,	STENT	net	Cookies
				dpm	
	This domain is owned by Adobe			.de	
	Audience Manager. The main business			mde	
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١.	activity is online profiling for targeted	www.desigu	PERSI	x.ne	Targeting
dpm	marketing.	al.com,	STENT	t	Cookies
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dw	dw			ual.c om ww	
dw				ual.c om ww w.d	
dw	Controls client-side JavaScript for	al.com,	ON	ual.c om ww w.d esig	ce Cookies
dw				ual.c om ww w.d	
dw dw_dnt	Controls client-side JavaScript for	al.com,	ON	ual.c om ww w.d esig	ce Cookies
	Controls client-side JavaScript for Commerce Cloud tracking features	al.com,	ON SESSI	ual.c om ww w.d esig ual.c	ce Cookies Performan
dw_dnt	Controls client-side JavaScript for Commerce Cloud tracking features	al.com,	ON SESSI	ual.c om ww w.d esig ual.c om	ce Cookies Performan
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	This cookie is set by websites using				
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	This enables site owners to prevent				
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