

# **COOKIE POLICY**

## **1. USE OF COOKIES**

eCasting uses its own and third party cookies when a User browses the Website.

Cookies are files sent to a browser through a web server to record the User's activities on the Website.

Thanks to cookies, it is possible that the eCasting server or the third party recognizes the browser of the computer used by the User in order to make navigation easier, allowing, for example, access to Users who have previously registered, access the areas, services, promotions exclusively reserved for them without having to register for each visit. They are also used to measure the audience and traffic parameters, monitor the progress and number of entries.

Similarly, eCasting web servers automatically detect the IP address and domain name used by the user. All this information is recorded in a server activity file that allows the subsequent processing of data in order to obtain statistical measurements that allow knowing the number of page impressions, the number of visits made to web services, etc.

To use the Website, it is not necessary for the User to allow the installation of the cookies sent by eCasting, but it is possible that by rejecting them, the User can not enjoy all the products / services of the Website, usability problems arise or problems arise with the start and maintenance of the session.

## **2. TYPES OF COOKIES**

eCasting uses the following types of cookies:

- Analytical Cookies: They allow eCasting to quantify the number of users in order to make measurements and statistical analysis of the use of the Service, in order to improve it.
- Advertising Cookies: They allow eCasting to manage the advertising spaces included in the Website based on criteria such as the content and frequency of the advertisements.
- Behavioral advertising cookies: They allow eCasting to manage advertising spaces. These cookies store information on the behavior of Users obtained through the continuous observation of their browsing habits, which allows developing a specific profile to display advertising based on it.
- Technical cookies: They allow the functioning of different functionalities of the Website, such as keeping the session open or viewing a video.

## **3. REVOCATION AND DELETION OF COOKIES**

eCasting informs that the User has the possibility to configure his browser to be warned on screen of the reception of cookies and to prevent its installation on his hard drive.

Please refer to the instructions and manuals of your browser to learn more. For more information about the configuration of different Internet browsers with regard to cookie configuration, please refer to the browser settings. Safari, Chrome, Explorer, Firefox, Opera, Windows Phone, Android, Blackberry.

*This Cookie Policy is an integral part of the Website Privacy Policy.*