

COOKIES POLICY

elhierro.travel

(AV 21-25)

1. CONTENT AND COMPLIANCE

Pursuant to Article 22.2. of Law 34/2002, of 11 July, on Services of the Information Society, **PROMOTUR TURISMO CANARIAS S.A., as the owner of the domain of this website**, will use data storage and retrieval devices on the terminal equipment of the user through the use of cookies, which will allow user preferences to be remembered for subsequent visits to the website and enhance the online experience; under no circumstances will cookies process personal data or data that will compromise your privacy.

User consent to accept data processing will be obtained through the use of a pop-up window that will remain in view until it has been read and accepted.

2.- WHAT ARE COOKIES?

Cookies are small blocks of data sent by websites that are stored in your browser so they can later be read or updated by websites; they have an important role in the functioning of a website, for example by making it possible to know users' browsing habits and provide them with better service.

Using **cookies**, a website can recognise a user's computer to track browsing on several pages of the website and identify users returning to the website.

3.- WHO DO WE SHARE COOKIES WITH?

We may share data from targeting and/or marketing cookies with third parties, specifically collaborating companies in the Canary Islands tourism sector.

4.- TYPES OF COOKIES WE USE

The website uses its own and/or third party cookies, **always anonymously**, to improve the website services by analysing browsing habits.

- **Own cookies** are the cookies sent to the user's terminal equipment from our own web page.
- **Third party cookies** are cookies sent to the user's computer or terminal from a domain or web page that is not managed by us, but by a collaborating entity.

Based on **how long** cookies remain active, the website uses session cookies and/or persistent cookies:

- **Session cookies** are a type of cookie designed to collect and store data while you access our web site, and they remain in the cookies file in your browser until you leave the page.
- **Persistent cookies** are a type of cookie where the data continue to be stored on the terminal and can be accessed and processed for a specific period of time.

Based on **their purpose**, the website uses the following types of cookies:

- **Analytics cookies:** With these cookies we analyse the use of the website resources and content to improve our offer. Processed by us or by third parties, they allow us to quantify the number of users and obtain statistical measurements and analyses of how users use the services and/or products on offer. For this purpose, your browsing on our web page is analysed to improve the range of products or services we have on offer.
- **Technical cookies:** These are essential for this website to work properly and let you use it correctly. They help to make our web page usable by activating basic functions. The web page cannot work properly without these cookies and therefore it is not necessary to ask consent to use them. These cookies cannot be deactivated.
- **Marketing cookies:** With these cookies we analyse your browsing habits to be able to show you ads that are relevant to you. Processed by us or by third parties, they allow us to analyse your browsing habits on the internet so we can show you advertising related to your browsing profile
- **Targeting cookies:** Without these cookies we cannot offer you content related to your reasons for travel. They allow information to be remembered, analysing your browsing on our web page, to change the way the page behaves and its appearance, offering you personalised content related to your preferences and browsing habits, among other uses.

DESCRIPTION	NAME OF COOKIE	PURPOSE	PROVIDER	DURATION
Manages the loading of dynamic blocks	dmp-get-blocks	Technical	Own (.elhierro.travel)	Session (-)
Session identifier of the user in the application	SSESSID	Technical	Own (.elhierro.travel)	Session (-)
Version of Cookie Agreement	cookie-agreed-version	Technical	Own (.elhierro.travel)	Persistent (100 days)
Shows whether the user has set cookies	cookie-agreed	Technical	Own (.elhierro.travel)	Persistent (100 days)
Stores Cookie Agreement by Categories	cookie-agreed-categories	Technical	Own (.elhierro.travel)	Persistent (100 days)
Stores the user's selection of favourite content	fav_stories	Technical	Own (.elhierro.travel)	Session (-)
Stores the search parameters selected when using the planner form	planner-selection	Technical	Own (.elhierro.travel)	Session (-)
Stores the step we're up to on the planner form	planner-step	Technical	Own (.elhierro.travel)	Session (-)
Microsoft cookie used to store information about user visits	MUID	Marketing/Analysis	Third party (.bing.com)	Persistent (365 days)
Used with these purposes to show Google ads on non-Google sites	IDE	Marketing	Third party (.doubleclick.net)	()
Campaign targeting the user to personalise dynamic block information	dmp-campaign-name	Targeting/Marketing	Own (.elhierro.travel)	Persistent (5 min)
User's browsing history on the website to obtain preferences	hic_term_custom_nav	Targeting/Marketing	Own (.elhierro.travel)	Session (-)
Personalises dynamic block information based on browsing preferences	dmp-campaign-personalize	Targeting/Marketing	Own (.elhierro.travel)	Session (-)
Expiration time of the cookie campaign; when it expires, a request will be made to the campaign management system if the current one has changed	dmp-campaign-expiration	Targeting/Marketing	Own (.elhierro.travel)	Persistent (5 min)
The purpose of this cookie is to store information about the user's browsing preferences.	NID	Targeting/Marketing	Third party (.google.com)	Persistent (180 days)

The purpose of this cookie is to store information about the user's browsing preferences.	NID	Targeting/Marketing	Third party (.google.es)	Persistent (181 days)
These contain a unique randomly generated value that allows the platform to distinguish browsers and devices. This information is used to measure ad performance and provide product recommendations based on statistical data.	CONSENT	Targeting/Marketing	Third party (.google.com)	Persistent (365 days)
These allow optimisation and personalisation of ads shown when browsing. They are used to analyse traffic patterns on the website and browser session duration. Associated with Google's personalised advertising Adwords.	CONSENT	Targeting/Marketing	Third party (.google.es)	Persistent (30 days)
These allow optimisation and personalisation of ads displayed while browsing. They are used to analyse traffic patterns on the website and browser session duration. Associated with Google's personalised advertising Adwords.	OTZ	Targeting/Marketing	Third party (.youtube.com)	Persistent (30 days)
Transfer of cookies: allows a third party provider to personalise its digital communication based on the browsing behaviour or purchase on our website. You can view a list of the recipients on this link. More information	1P_JAR	Targeting/Marketing	Third party (.google.com)	Persistent (180 days)
These contain a unique randomly generated value that allows the platform to distinguish browsers and devices. This information is used to measure ad performance and provide product recommendations based on statistical data.	ANID	Targeting/Marketing	Third party (.youtube.com)	Persistent (180 days)
Used to measure videos played by the user and register "Like" or "Share video" events.	YSC	Targeting/Marketing	Third party (.youtube.com)	Session (-)
Cookie used by Google to provide services and extract anonymous information about browsing	OGPC	Targeting	Third party (.youtube.com)	Persistent (30 days)
User ID in Eulerian	etuix	Analysis/Targeting/Marketing	Own (.elhierro.travel)	Persistent (28 days)
Records a unique identification in mobile devices to allow tracking using geographical location by GPS.	GPS	Analysis/Targeting/Marketing	Third party (.youtube.com)	Persistent (1 day)

Cookie used to track views of videos embedded in the website.	VISITOR_INFO1_LIVE	Analysis/Targeting	Third party (.youtube.com)	Persistent (30 days)
Google Analytics cookie used to count the number of pages visited	_gid	Analysis	Third party (.elhierro.travel)	Persistent (1 day)
Google Analytics cookie used to count the number of pages visited	_ga	Analysis	Third party (.elhierro.travel)	Persistent (2 years)
Used to limit the percentage of requests. When Google Analytics is implemented using Google Tag Manager	_gat_UA-58593279-15	Analysis	Third party (.elhierro.travel)	Persistent (1 min)
Used to limit the percentage of requests. When Google Analytics is implemented using Google Tag Manager	_gat_UA-58593279-1	Analysis	Third party (.elhierro.travel)	Persistent (1 min)
Google Tag Manager cookie used to record visitors to the website	_dc_gtm_UA-58593279-1	Analysis	Third party (.elhierro.travel)	Persistent (1 min)
Google Tag Manager cookie used to record visitors to the website	_dc_gtm_UA-58593279-15	Analysis	Third party (.elhierro.travel)	Persistent (1 min)
DESCRIPCIÓN	NOMBRE DE COOKIE	FINALIDAD	GESTIÓN	DURACIÓN
Gestiona la carga de bloques dinámicos	dmp-get-blocks	Técnica	Propia (.elhierro.travel)	Sesión (-)
Identificador de la sesión del usuario en la aplicación.	SSESSID	Técnica	Propia (.elhierro.travel)	Sesión (-)
versión del Consentimiento de Cookies	cookie-agreed-version	Técnica	Propia (.elhierro.travel)	Persistentes (100 días)
Indica si el usuario ha configurado las cookies	cookie-agreed	Técnica	Propia (.elhierro.travel)	Persistentes (100 días)
Guarda el Consentimiento de Cookies por Categorías	cookie-agreed-categories	Técnica	Propia (.elhierro.travel)	Persistentes (100 días)
Guarda la selección del usuarios de contenidos favoritos	fav_stories	Técnica	Propia (.elhierro.travel)	Sesión (-)
Guarda los parámetros de búsqueda que se seleccionan al usar el formulario de planificación	planner-selection	Técnica	Propia (.elhierro.travel)	Sesión (-)
Guarda el paso en el que nos encontramos del formulario de Planificación	planner-step	Técnica	Propia (.elhierro.travel)	Sesión (-)
Cookie de Microsoft para guardar información de las visitas de los usuarios	MUID	Marketing/Análisis	Terceros (.bing.com)	Persistentes (365 días)

Se utiliza con estos fines para mostrar anuncios de Google en sitios que no son de Google	IDE	Marketing	Terceros (.doubleclick.net)	()
Campaña a la que está asociado el usuario para personalizar información de bloques dinámicos	dmp-campaign-name	Personalización/Marketing	Propia (.elhierro.travel)	Persistentes (5 min)
Historial de navegación del usuario en la web para obtener sus preferencias	hic_term_custom_nav	Personalización/Marketing	Propia (.elhierro.travel)	Sesión (-)
Personaliza la información de los bloques dinámicos en base sus Preferencias de navegación	dmp-campaign-personalize	Personalización/Marketing	Propia (.elhierro.travel)	Sesión (-)
Tiempo expiración de la cookie de campaña, Cuando expire, se solicitará al sistema de gestión de campañas si a cambiado la actual	dmp-campaign-expiration	Personalización/Marketing	Propia (.elhierro.travel)	Persistentes (5 min)
La finalidad de esta cookie es almacenar información sobre preferencias de navegación del usuario.	NID	Personalización/Marketing	Terceros (.google.com)	Persistentes (180 días)
La finalidad de esta cookie es almacenar información sobre preferencias de navegación del usuario.	NID	Personalización/Marketing	Terceros (.google.es)	Persistentes (181 días)
Contienen un valor generado aleatoriamente único que permite a la Plataforma para distinguir navegadores y dispositivos. Esta información es utilizada para medir el rendimiento de los anuncios y proporcionar recomendaciones relativas a productos basadas en datos estadísticos.	CONSENT	Personalización/Marketing	Terceros (.google.com)	Persistentes (365 días)
Permiten optimizar y personalizar los anuncios mostrados al navegar. Sirve para analizar pautas de tráfico a la web, duración de la sesión del navegador. Está relacionada con el sistema de publicidad personalizada de Google Adwords.	CONSENT	Personalización/Marketing	Terceros (.google.es)	Persistentes (30 días)
Permiten optimizar y personalizar los anuncios mostrados al navegar. Sirve para analizar pautas de tráfico a la web, duración de la sesión del navegador. Está relacionada con el sistema de publicidad personalizada de Google Adwords.	OTZ	Personalización/Marketing	Terceros (.youtube.com)	Persistentes (30 días)
Cesión de Cookies: permite a un proveedor tercer personalizar su comunicación digital partiendo de comportamiento de navegación o compra en nuestro site. Puede consultar un listado de los destinatarios en este enlace. Más información	1P_JAR	Personalización/Marketing	Terceros (.google.com)	Persistentes (180 días)

Contienen un valor generado aleatoriamente único que permite a la Plataforma para distinguir navegadores y dispositivos. Esta información es utilizada para medir el rendimiento de los anuncios y proporcionar recomendaciones relativas a productos basadas en datos estadísticos.	ANID	Personalización/Marketing	Terceros (.youtube.com)	Persistentes (180 días)
Se utiliza para medir las reproducciones de videos realizadas por el usuario y registra los eventos de "Me gusta" o "Compartir video".	YSC	Personalización/Marketing	Terceros (.youtube.com)	Sesión (-)
Cookie utilizada por Google para proveer servicios y extraer información anónima sobre la navegación	OGPC	Personalización	Terceros (.youtube.com)	Persistentes (30 días)
Identificador del usuario en Eulerian	etuiX	Análisis/Personalización/Marketing	Propia (.elhierro.travel)	Persistentes (28 días)
Registra una identificación única en dispositivos móviles para permitir el seguimiento según la ubicación geográfica por GPS.	GPS	Análisis/Personalización/Marketing	Terceros (.youtube.com)	Persistentes (1 día)
Cookie que realiza el seguimiento de los videos visitados que se encuentran incrustados en la web.	VISITOR_INFO1_LIVE	Análisis/Personalización	Terceros (.youtube.com)	Persistentes (30 días)
Cookie de Google Analytics para llevar un recuento de las páginas visitadas	_gid	Análisis	Terceros (.elhierro.travel)	Persistentes (1 día)
Cookie de Google Analytics para llevar un recuento de las páginas visitadas	_ga	Análisis	Terceros (.elhierro.travel)	Persistentes (2 años)
Se usa para limitar el porcentaje de solicitudes. Si se ha implementado Google Analytics mediante Google Tag Manager	_gat_UA-58593279-15	Análisis	Terceros (.elhierro.travel)	Persistentes (1 min)
Se usa para limitar el porcentaje de solicitudes. Si se ha implementado Google Analytics mediante Google Tag Manager	_gat_UA-58593279-1	Análisis	Terceros (.elhierro.travel)	Persistentes (1 min)
Cookie de Google Tag Manager para llevar registro de los visitantes de la web	_dc_gtm_UA-58593279-1	Análisis	Terceros (.elhierro.travel)	Persistentes (1 min)
Cookie de Google Tag Manager para llevar registro de los visitantes de la web	_dc_gtm_UA-58593279-15	Análisis	Terceros (.elhierro.travel)	Persistentes (1 min)

The foregoing does not prevent possible storage or access of a technical nature for the sole purpose of sending a communication via an electronic communications network or, insofar as is strictly necessary, to provide a service expressly requested by the user.

5.- MANAGING COOKIES

Cookies installed on the user's equipment can be blocked or removed by changing the browser option settings. Further information on how to do this can be found at the following addresses, depending on the browser installed:

[Google Chrome](#)

[Mozilla Firefox](#)

[Internet Explorer](#)

[Safari para IOS \(iPhone, iPad\)](#)

[Microsoft Edge](#)

When using other browsers, you can find more information on how to configure the installation of cookies in the help or assistance section of the browsers.