



COOKIES POLICY
www.observatoriotoristicodecanarias.com
(AV 58/25)

1. CONTENT AND COMPLIANCE

Pursuant to Article 22.2. of Law 34/2002, of 11 July, on Services of the Information Society and Electronic Commerce, **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.



GOBIERNO
DE ESPAÑA

MINISTERIO
DE INDUSTRIA, COMERCIO
Y TURISMO

SECRETARÍA DE ESTADO
DE TURISMO



TURISMO DE
ISLAS CANARIAS
MARKETING FOR CANARY ISLANDS



Canarias
avanza
con Europa
Fondo Europeo
de Desarrollo Regional



Gobierno
de Canarias



Unión Europea

DESCRIPTION	NAME OF COOKIE	PURPOSE	PROVIDER	DURATION
Google Analytics cookie used to track and count the pages visited by the user.	_ga	Analytics	Third parties	Persistent (2 years)
This cookie stores the user's consent and information about the accepted purposes, configured vendors and data related to Didomi, such as the user ID.	didomi_token	Technical	Third parties	Persistent (6 months)
User identifier in Eulerian used for analytical purposes.	etuix	Analytics	Own	Persistent (28 days)
Google cookie used to track users' interactions with its services to which the website is connected.	FPID	Analytics	Own	Persistent (2 years)
Google cookie used to track users' interactions with its services to which the website is connected.	FPLC	Analytics	Own	Persistent (2 years)



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.



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