

COOKIE POLICY

FALKEN TYRE EUROPE GmbH with registered office at Berliner Straße 74-76, 63065 Offenbach am Main, VAT-ID DE263192802 (hereinafter referred to as "FALKEN TYRE" / "we"), by means of this Cookie Policy, demonstrates its commitment to the current legislation on the use of cookies by providing information so that users can understand what type of cookies are used on our website <https://it.falken.chequemotiva.info/> (hereinafter referred to as the "website") and for what purpose.

The Website uses Cookies. Cookies are files sent to a browser by a web server to record the User's activities on a particular website. The primary purpose of Cookies is to provide the user with faster access to selected services. In addition, Cookies personalise the services offered by the Website, providing and offering each user information that is of interest to them or that may be of interest to them, according to their use of the Services.

The website uses cookies to personalise and facilitate the user's browsing experience as much as possible. Cookies are only associated with an anonymous user and their computer and do not provide references that allow the user's personal data to be deduced. The user may configure their browser to notify and reject the installation of Cookies sent by the Web, without this affecting the user's ability to access the contents of the Web site, although we must inform you that, in this case, the quality of operation of the Web site may be reduced.

Registered users, who register or who have logged in, will be able to benefit from a more personalised and profile-oriented navigation of the Website, thanks to the combination of the data stored in the cookies with the personal data used at the time of their registration. To this end, these users expressly authorise the use of this information for the aforementioned purpose, without prejudice to their right to refuse or disable the use of cookies.

Thus, the website will be able to know all the services requested by users, so that they can provide or offer information appropriate to the tastes and preferences of each user.

a) Types, purpose and operation of Cookies

- Cookies, **depending on their permanence**, can be divided into "**session**" or "**permanent**" cookies. The former expire when the user closes the browser. The latter expire depending on when the purpose for which they are used is fulfilled (for example, for the user to remain identified in the Services) or when they are manually deleted.

- Additionally, **depending on their objective or purpose**, Cookies can be classified as follows:
 - **Functional Cookies (or strictly necessary)**: These Cookies are necessary to correctly display a website and guarantee its correct functioning. They are cookies that help the user to have a better browsing experience on a website.
 - **Performance Cookies**: This type of Cookie remembers your preferences for the tools found on a website, so you do not have to reconfigure these preferences each time you visit the website. By way of example, this type includes:
 - Volume settings for video or audio players.
 - Video streaming speeds that are compatible with your browser.

- **Geolocation Cookies:** These Cookies are used to find out which country you are in when you access a website. This Cookie is completely anonymous and is only used to help target content to your location.
- **Registration Cookies:** Registration Cookies are generated once a user has registered on a website and then logs in again. They are used to identify the user in the selected options or services for the following purposes:
 - To keep the user identified so that, if in a given session he/she chooses a specific option or service and, subsequently, at another time or on another day chooses this option or service again, the user will continue to be identified, thus facilitating browsing without having to identify him/herself again. This functionality can be deleted if the user clicks on the "close session" function, so that this Cookie is deleted and the next time the user accesses the website he/she will have to log in to identify him/herself.
 - Check whether the user is authorised to access certain options, access or services, for example, to participate in a Promotion.
- **Analytical Cookies:** Every time a user chooses an option or accesses a service, a tool from an external provider (Google Analytics, Comscore and similar that may be added to this list in the event that they vary in relation to the current ones) generates an analytical Cookie on your computer. This Cookie, which is only generated during the visit, will be used in future visits or accesses to the options and services of the website to anonymously identify the visitor. The main objectives pursued are:
 - To allow the anonymous identification of browsing users through the "Cookie" (identifies browsers and devices, not people) and therefore the approximate counting of the number of visitors and their trend over time.
 - Identify anonymously the most visited content and therefore more attractive to users.
 - To know whether the user accessing the site is new or a repeat visitor.

Important: Unless the user voluntarily decides to register on the Web, the "Cookie" will never be associated with any personal data that can identify him/her. These Cookies will only be used for statistical purposes to help optimise the user's experience on the website.

- **Advertising Cookies:** This type of "Cookies" allows to extend the information of the advertisements shown to each anonymous user on a website. Among others, it stores the duration or frequency of viewing of advertising positions, interaction with them, or the user's browsing and/or sharing patterns, as they help to build up a profile of advertising interest. In this way, they make it possible to offer advertising related to the user's interests.

- **Third-party advertising cookies:** In addition to the advertising managed by a website through the options or services included therein, a website may offer its advertisers the option of serving ads through third parties ("AdServers"). In this way, these third parties can store Cookies sent by the Web Services from the Users' browsers, as well as access the data stored in them.

➤ Depending on which entity manages the cookies, we can classify the Cookies of this website as follows:

- **Own Cookies:** These are those that are sent to the user's terminal equipment from a computer or domain managed by the web editor itself and from which the service or access requested by the user is provided. Their purpose is to detect whether the user is identified in the cookie control and to be able to control whether the acceptance of the cookie policy has been made in order to stop showing the upper box in order to facilitate browsing.
- **Third-party cookies:** are those that are sent to your computer from a computer or domain that is not managed by the editor of a website, but by another entity, which processes the information obtained through these third-party cookies.
- **Google Analytics - Analytical cookies. It is the Google analysis tool used to:** limit the percentage of requests, Duration: 90 days (_gat_gtag_UA_160236275_72); to distinguish users, Duration 2 years (_ga); to distinguish users, duration 24 hours (_gid).

b) What cookies do we use on the website?

We use different types of cookies: (1) functional cookies; and (2) analytical cookies. Some of them are session cookies which are temporary and allow us to link Users' actions during a browser session. Session cookies are deleted when the browser is closed. Other cookies are persistent cookies, which remain on your device for the period of time specified in the cookie.

The Website uses cookies for the following purposes:

(1) Functional (or strictly necessary) cookies.

Functional (or strictly necessary) cookies are essential and help Users navigate the Website to improve the experience and use of the Website. These cookies serve, for example, to monitor whether the Privacy Policy has been accepted. These cookies also help to ensure the security of the Website and basic functionalities. These cookies will always be active without the option to deactivate them in order to use the website.

(2) Analytical cookies

Analytical cookies help us to understand our users' behaviour and their use of the Website in aggregate form. For example, we may use these cookies to obtain information about how the website is used. This means we can find out what works and what doesn't work. It allows us to continually improve the website and measure the effectiveness of our advertising and communication. Analytical cookies also allow the website to remember choices you have made (such as language or the region you are in) and to provide enhanced and more personal features. An example might be that the website recognises whether the User has accepted the Cookie Policy when viewing a particular page for the first time.

The following identifies the specific cookies we use on the Website:

Cookie type	Description	Cookie name	Holder	Retention period
FUNCTIONAL (strictly necessary)	Necessary cookies help make a website usable by enabling basic website functions. The Website cannot function properly without these cookies.	PHPSESSID (Allows to control session variables)	Own	Session
		management_cookie_settings (Stores cookie management information)	Own	1 year
		promotion_cookie_warning (Stores information about cookie management)	Own	1 year
		ip_cookie_promotion (stores information about the IP that is participating in the promotion)	Own	1 year
		accept_privacy (Check acceptance of privacy policy)	Own	Session
		_GRECAPTCHA (For the correct use of the participation and contact form)	Google	6 months
ANALYTICS	Cookies that collect statistical information about the use of the Website without personally identifying visitors.	gat_gtag_UA_* (Stores unique user ID)	Google	400 days
		_ga (Used to distinguish between users)	Google	2 years
		ga* (Stores and counts page views)	Google	400 days
		_gid (Used to distinguish users)	Owns	1 day

With regard to identified third party cookies, FALKEN TYRE is not responsible for the content and accuracy of the privacy and/or cookie policies of such third parties.

c) How to set cookies on the website

(i) How to disable Cookies in the cookie settings centre

You can accept or reject the use of cookies through the cookie settings centre that we make available to you, which you can access either through the basic information message about cookies that appears when you visit the Website for the first time, or through the following link, which will direct you to the cookie settings centre: "Manage Cookies" (it.falken.chequemotiva.info/cookies-settings).

In the cookie settings centre you can consent to the use of cookies, as well as withdraw any consent for their use already granted, at any time and as many times as you wish.

Please note that if you accept third-party cookies, you should delete them, if you wish, directly through your browser's cookie management options, as explained in the following point.

(ii) How to disable Cookies in the main browsers

It is usually possible to stop accepting browser Cookies, or to stop accepting Cookies from a particular Service.

All modern browsers allow you to change your Cookie settings. These settings can usually be found in the "options" or "preferences" menu of your browser. You can also configure your browser or your email manager, as well as install free plug-ins to prevent Web Bugs from being downloaded when you open an email.

The Web offers guidance to the User on the steps to access the configuration menu for cookies and, where appropriate, private browsing in each of the main browsers:

- Internet Explorer: Tools - > Internet Options - > Privacy - > Settings. For more information, you can consult Microsoft support or the browser's Help.
- Firefox: Tools - > Options - > Privacy - > History - > Personalised settings.
- Chrome: Settings - > Show advanced options - > Privacy - > Content settings.
- Safari: Preferences - > Security. For more information, you can consult Apple support or the browser's Help.

d) What legal basis do we use to process your personal data?

The processing of your personal data is necessary for the purposes indicated in sections a) and b) above and its legal basis is the consent of the user, which is given when he/she accepts its use through the button provided for this purpose. In any case, in accordance with the provisions of section c) above, users may revoke said consent at any time.

e) How long the cookies will be kept for

The cookie retention periods will depend on the type of cookie and its owner. You can find more information about these periods in section a) of this policy.

f) International assignments and transfers to third parties

Users can obtain information about transfers to third countries that, where appropriate, are made by the third parties identified in this cookie policy in their corresponding policies.

Likewise, your data may be communicated to competent authorities in the exercise of their functions.

Updates and changes to the cookies policy.

This Cookies Policy of the Website may be modified according to legislative or regulatory requirements, or with the aim of adapting said policy to the instructions issued by the Spanish Data Protection Agency, for which reason users are advised to visit it periodically.

When significant changes are made to this Cookies Policy, they will be communicated to users either through the website or by e-mail to registered users.

Last update of the Cookie Policy: January 2024

