



# COOKIE POLICY



Last Updated: December 17, 2024

Tribu World SL ("Tribu," "we," "our," or "us") uses cookies and similar tracking technologies to collect and store information when you visit our website or use our Services. This Cookie Policy explains what cookies are, how we use them, and your rights to control their use.

## 1. What Are Cookies?

Cookies are small text files placed on your device (computer, smartphone, or other internet-enabled device) when you visit a website. Cookies help us to improve the functionality of our website, provide you with a better user experience, and analyze how our Services are used.

Cookies may be classified into the following categories:

- **Session Cookies:** Temporary cookies that are deleted when you close your browser.
- **Persistent Cookies:** Cookies that remain on your device for a specified period or until you manually delete them.
- **First-Party Cookies:** Cookies set by the website you are visiting.
- **Third-Party Cookies:** Cookies set by a third party, such as an advertising network or an analytics provider.

## 2. Why We Use Cookies

We use cookies and similar technologies for various purposes, as outlined below:

### A. Necessary Cookies

- **Purpose:** These cookies are essential for the functioning of our website. They enable core features, such as security, network management, and accessibility.
- **Legal Basis:** Article 6(1)(f) of the GDPR (Legitimate Interests) for ensuring the functionality and security of our Services.

### B. Performance and Analytics Cookies

- **Purpose:** These cookies collect information about how visitors use our website, such as which pages are most frequently visited and whether visitors encounter errors. This helps us to improve our Services and understand user behavior.
- **Examples:** Google Analytics, which may collect anonymized data about your usage patterns.

- Legal Basis: Your consent, as required under Article 6(1)(a) of the GDPR.

#### C. Functional Cookies

- Purpose: These cookies allow us to remember your preferences and settings to enhance your experience on our website, such as language selection or saved login details.
- Legal Basis: Your consent, as specified in the GDPR.

#### D. Marketing and Targeting Cookies

- Purpose: We use these cookies to track your browsing habits and deliver personalized advertising. They help us and third-party advertisers to serve ads relevant to your interests.
- Examples: Cookies used by advertising networks like Facebook Ads and Google Ads.
- Legal Basis: Your explicit consent, in compliance with Article 6(1)(a) of the GDPR and the ePrivacy Directive 2002/58/EC.

### **3. Third-Party Cookies**

Our website may also use third-party cookies from service providers. These third parties may use cookies to:

- Analyze Website Traffic: Providers like Google Analytics help us to analyze website usage and improve our content.
- Deliver Targeted Ads: Advertising partners may use cookies to track your activities across websites to deliver relevant advertisements.

We do not control these third-party cookies. We recommend that you check the third-party websites for more information about their cookie practices and how to manage them.

### **4. Managing Your Cookie Preferences**

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences in the following ways:

#### *A. Browser Settings*

Most web browsers allow you to manage your cookie settings. You can configure your browser to refuse cookies or to notify you when a cookie is being placed on your device. Please note that if you disable or refuse cookies, some parts of our website may become inaccessible or not function properly.

Instructions: Refer to your browser's help menu for specific guidance on managing cookies.

these Terms. This includes providing necessary documentation and information to evaluate the impact of the data processing operations.

## *B. Cookie Consent Banner*

When you first visit our website, you will see a cookie consent banner. You can choose to accept all cookies, reject non-essential cookies, or customize your preferences.

## *C. Changing Your Consent*

You can change your cookie preferences or withdraw your consent at any time by accessing the cookie settings on our website.

## **5. Cookies We Use**

We use the following categories of cookies on our website:

### A. Strictly Necessary Cookies

- Examples: Authentication tokens, session management cookies.
- Retention Period: Session cookies are deleted when you close your browser.

### B. Analytics and Performance Cookies

- Examples: Google Analytics (to measure traffic and usage trends).
- Retention Period: Persistent cookies, typically retained for up to 2 years.

### C. Functionality Cookies

- Examples: User preferences, saved login details.
- Retention Period: Persistent cookies, typically retained for up to 1 year.

### D. Advertising and Marketing Cookies

- Examples: Facebook Pixel, Google Ads cookies.
- Retention Period: Persistent cookies, typically retained for up to 90 days.

## **6. Legal Basis for Using Cookies**

Our use of cookies is governed by the ePrivacy Directive (Directive 2002/58/EC) and the GDPR. For non-essential cookies (such as analytics, functionality, and marketing cookies), we will only process your personal data with your explicit consent (Article 6(1)(a) of the GDPR).

You can withdraw your consent at any time by adjusting your cookie settings on our website.

## 7. International Data Transfers

Some of the third-party cookies we use may involve the transfer of data outside the European Economic Area (EEA). We ensure that these transfers are compliant with Chapter V of the GDPR by implementing appropriate safeguards, such as:

- Adequacy Decisions: Transfers to countries that have been deemed to provide an adequate level of data protection by the European Commission.
- Standard Contractual Clauses: Data protection agreements approved by the European Commission to ensure your rights are protected.

## 8. Your Rights Regarding Cookie Data

Under the GDPR, you have the right to:

- Access: Request information about the personal data collected through cookies.
- Rectification: Request correction of any inaccurate data.
- Erasure: Request the deletion of your data, including cookie data, under certain circumstances.
- Restriction: Request a restriction on the processing of your cookie data.
- Objection: Object to the use of your data for certain purposes, such as direct marketing.

To exercise these rights, please contact us at [info@tribuworld.net](mailto:info@tribuworld.net).

## 9. Updates to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, data protection laws, or our data processing practices. We will notify you of any significant changes through our website or by sending an email. The date of the last update is displayed at the top of this policy.

## 10. Contact Us

If you have any questions or concerns about our use of cookies or this Cookie Policy, please contact:

Tribu World SL  
Carretera Nacional II, Km 651.5  
Club Náutico El Balís Amarre 15  
Sant Andreu de Llavaneres  
08392, Barcelona, Spain  
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