

Information about Cookies

What is a Cookie?

A Cookie is a small text file that a website stores on your PC, telephone or other device, with information about your navigation on that website. Cookies are necessary to facilitate browsing and make it more user-friendly, and they do not damage your computer.

While this Policy uses the general term “Cookies”, as they are the main method for storing information used by this website, the browser's “Local Storage” space is also used for the same purposes as the Cookies. All the information included in this section is also applicable to this “Local Storage”.

What are Cookies used for on this website?

Cookies are an essential part of how our website works. The main purpose of our Cookies is to improve your browsing experience. For example, they are used to remember your preferences (language, country, etc.) while browsing and on future visits.

The information collected by the Cookies also enables us to improve the site by estimating numbers and patterns of use, the suitability of the website to the individual interests of the users, quicker searches, etc. On occasions, if we have obtained your informed consent in advance, we may use Cookies, tags or other similar devices to obtain information that enables us to show you, either from our own website or from third-party websites or any other means, advertising based on the analysis of your browsing habits.

What are Cookies NOT used for on this website?

We do not store sensitive personal information, such as your address, your password, your credit or debit card data, etc., in the Cookies we use.

Who uses the information stored in the Cookies?

The information stored in the Cookies from our website is used exclusively by us, except for those identified below as “third-party cookies”, which are used and managed by external entities to provide services requested by us to improve our services and the experience of the user when browsing our website. The main services for which these “third-party cookies” are used are to obtain access statistics and to guarantee the payment transactions that are carried out.

How can I avoid using Cookies on this website?

If you prefer to avoid the use of Cookies on this page, taking into account the above-described limitations, first you must disable the use of Cookies in your browser and then delete the Cookies saved in your browser associated with this website.

You may use this option for preventing the use of Cookies at any time.

How do I disable and prevent the use of Cookies?

You may restrict, block or delete the Cookies from this website at any time by changing the configuration of your browser following the steps indicated below. While settings are different in each browser, Cookies are normally configured in the "Preferences" or "Tools" menu. For further details on configuring Cookies in your browser, see the "Help" menu in the browser itself.

Which particular Cookies does this website use and for what purpose?

The chart below shows the Cookies, tags and other similar devices used by this website, together with information on the purpose, duration and management (proprietary and by third parties) of each one of them.

Technical and personalisation cookies: identification and authentication, browsing, interface personalisation, favourites, etc.			
These cookies are used to identify users during the session, prevent users from having to repeat website authentication processes, and offer reminders of selections made during the session or later visits, as well of previously visited pages, etc.			
COOKIES	PURPOSE	DURATION	ADMINISTRATION
User identification	They are used to identify and authenticate the user. They also contain technical data of the user's session, such as, for example, connection timeout, session identifier, etc.	Session	Own
Session identification	It identifies the http session of the user. It is common in all the web applications to identify a user's petitions in a session.	Session	Own
Browsing status	This allows the user's browsing status to be tracked (start of session, home page, first visit, scroll status, voting status, etc.).	Session	Own
User selections	These store the session values selected by the user such as the store, language, currency, products, sizes, etc.	Session	Own
Favourites and recent activity	This remembers the user's favourite selections (such as stores) or their recent activity (stores or products) during later website visits.	Persistent	Own
Shopping cart	They store details of the mini shopping basket, as well as the user logon details associated with this basket.	Session	Own
Protocols	This allows for changes to be processed between a secure domain (protocol) (https) and an unsecure one (http).	Session	Own
Cookies for navigation analysis			
These cookies obtain generic information on the user's accesses to the website (not to its content) in order to provide us subsequently with aggregated information of these accesses for statistical purposes.			
COOKIES	PURPOSE	DURATION	ADMINISTRATION
Origin (WC_GASource)	It is used to know the origin of a user upon reaching a page of this website, for example, if it comes from a page of product detail from a product grid, from the search engine or from an external website.	Persistent	Own

<p>Google Analytics (__utma, __utmb, __utmc, __utmz)</p>	<p>They allow monitoring the website by means of the Google Analytics tool, which is a service provided by Google for obtaining information of the accesses of the users to the websites. Some of the data saved for subsequent analyses are: number of times a user visits the website, dates of the first and last visit of the user, duration of the visits, from what page the user accessed the website, what search engine the user used to reach the website or what link he clicked on, from what place of the world the user accesses, etc.</p> <p>The configuration of these cookies is predetermined by the service offered by Google Inc (a United States-based company), for which reason we suggest that you consult the privacy page of Google Analytics, https://support.google.com/analytics/answer/6004245?hl=en, to obtain further information on the cookies that it uses and how to disable them (in the understanding that we are not responsible for the content or the veracity of the third-party websites).</p>	<p>Persistent</p>	<p>Third parties</p>
<p>Optimizely</p>	<p>The cookies identified with the domain optimizely.com or www.optimizely.com, allow us to optimise appearance, sensations, messages and, in general, the purpose is to ensure that the user has a consistent navigating experience on our website, basing ourselves on how our users use it. Some of the data saved for later analysis are: the number of updates the user has seen, information for visitor segments such as the browser, campaign, type of mobile sources, and all the defined personalised segments, etc. The configuration of these cookies is predetermined by the service offered by our provider Optimizely, Inc. (a United States-based company), therefore we suggest consulting their website https://help.optimizely.com/hc/en-us/articles/200040335, to obtain more information regarding the cookies they use, as well as how to disable them through the following link https://www.optimizely.com/opt_out. Please, remember that we are not responsible for the content or the accuracy of these third-party websites.</p>	<p>Persistent</p>	<p>Third parties</p>
<p>CrazyEgg</p>	<p>CrazyEgg sets one cookie in order to track whether a visitor is new or returning. You can obtain further information about these cookies following the link http://support.crazyegg.com/cookies/, the website of the provider Crazy Egg Inc, (a</p>	<p>Persistent</p>	<p>Third parties</p>

	United States-based company). Please, remember that we are not responsible for the content or the accuracy of these third-party websites.		
Conversion pixels and SDKs	<p>These tools allow us to follow a user's browsing with the goal of implementing measuring services through the technology offered by third parties (Facebook, for example) and to offer personalised ads on these social media sites and other web pages such as Google. For more information on this technology and how to deactivate it (keeping in mind that we are not responsible for the content or accuracy of third-party websites), continue reading:</p> <ul style="list-style-type: none"> - Facebook: https://www.facebook.com/ads/about/?entry_product=ad_preferences - Google: https://policies.google.com/technologies/ads?hl=es <p>If you have our App installed and do not want us to show you ads, you can change your preferences on your mobile device by resetting your advertising ID or disabling personalised ads on your device as follows: If you have the Bershka App installed on an iOS device you can adjust your preferences in Settings/Privacy/Ads. If your device is Android, access Settings/Google/Ads</p>	Persistent	Third party
Cookies for purchase analysis			
These cookies allow compiling information on the device from which the purchase is made in this website for the purpose of verifying that these operations offer sufficient guarantees for the clients. At no time do these cookies include sensitive information such as credit card data.			
COOKIES	PURPOSE	DURATION	ADMINISTRATION
Purchase device (thx_guid)	It allows identifying solely the device (PC, telephone, etc.) from which the purchases are made in this website for its subsequent analysis with the purpose of being able to offer our clients sufficient guarantees in the purchase operations. The information contained in this cookie is collected by an external company in order to conduct these analyses.	Persistent	Third parties

This information chart will be updated as quickly as possible as the services offered on this website change. However, the information chart may temporarily fail to include a cookie, tag or other similar device as a result of the update, though they will always be devices with identical purposes to those included in this chart.