INFORMATION ON COOKIES

WHAT IS A COOKIE?

A cookie is a small text file that a website places in your PC, telephone or any other device, with information on your navigation in that website. The cookies are necessary to facilitate navigation and to make it friendlier and they do not damage your computer. Although in this policy the general term cookies is used since it is the principal method of storing information that this website uses, the browser's "local storage" space is used for the same purposes as the cookies. In this regard, all the information included in this section is also applicable to this "local storage".

FOR WHAT ARE COOKIES USED IN THIS WEBSITE?

The cookies are an essential part of how our website functions. The principal objectives of our cookies are to improve your navigational experience. For example, the cookies help us to identify you (if you are registered in our website), to remember your preferences (language, market, etc.) during the navigation and in future visits, to manage the shopping cart, to allow you to carry out on-line purchases, etc. The information collected in the cookies also allows us to improve the website, by means of estimates on the numbers and patterns of use, the adaptation of the website to the users' individual interests, the improved speed of the searches, etc

FOR WHAT ARE THE COOKIES NOT USED IN THIS WEBSITE?

We do not store sensitive information of personal identification such as your address, password, credit card data, etc., in the cookies that we use. Neither do we use the cookies to guide advertising to our users according to your navigation nor for other advertising aims, not ours or of third parties.

WHO USES THE INFORMATION STORED IN THE COOKIES?

The information stored in the cookies of our website is used exclusively by us, with the exception of that of Google Analytics, which are used and managed by Google and by us for statistical aims, and the Payment Operation Analysis cookie, which is generated exclusively when a purchase is made, and it is analyzed by an external company with the objective of offering sufficient guarantees on the payment operations performed.

CAN THE USE OF COOKIES BE DEACTIVATED?

Yes, the cookies can be deactivated. However, if you select this configuration, you might not be able to access certain parts of our website, it may cause less efficient navigation and you cannot take advantage of some of our services. If you prefer to restrict, block or erase the cookies from this website, you can do so by modifying your browser's configuration. Although the parameterization of each browser is different, the configuration of the cookies is usually done in the "Preferences" or "Tools" menu. For more details on the configuration of the cookies in your browser, consult its "Help" menu.

WHAT SPECIFIC COOKIES USE THIS WEBSITE AND FOR WHAT PURPOSES?

Below is a table with the cookies used by this website along with the purpose of each of them.

IDENTIFICATION AND AUTHENTICATION COOKIES

These cookies are used to identify the user during the session, avoiding the user having to repeat authentication processes in the website and accelerating some processes of the website.

TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
User identification	WC_AUTHENTICATION_userid, WC_USERACTIVITY_userid	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.
HTTP Session	JSESSIONID	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.

COOKIES FOR NAVIGATION

These cookies serve for the user's navigation during the session, remembering the selections made, the pages of our website already visited, etc.

TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
User selections	WC_GENERIC_ACTIVITYDATA, WC_PERSISTENT	They store the session values selected by the user such as the store, language, currency, etc. With WC_PERSISTENT various sets of identifiers can exist if the user visits more than one store (market).
Selected store	WC_ACTIVEPOINTER	It permits remembering the selected store (market) by the user during navigation and purchase.
Last catalog	WC_ItxCatalogId	It allows remembering the last catalog seen by the user.
Shopping cart	WC_ITX_PENDINGDATA, "Local Storage"	They store information on the shopping cart during the purchase process: the date and time in which the cookie was processed for the last time, the identifier of the store, and a list of identifiers of articles and amounts that the user wants to add to the shopping cart for purchase or the wish list.
Session start	WC_SESSION_ESTABLISHED	It allows identifying the start of the session for the loading of the web page.
Cache	ItxActivity	It is used to notify changes in the web page and to keep it updated.

Visualisation of the promotional banner	WC_Bershka_ViewPromo	Indicates if it is the first time the user has viewed the promotion advertisement banner or if they have seen it before.
Closing the promotional banner	WC_Bershka_ClosePromo	Indicates whether the user has closed the promotion advertisement banner during the current session.
Closing the promotional banner image	WC_Bershka_CloseImagePromo	Indicates that the user has closed the the second promotion banner during the current session (the banner has a closing button, if the user closes it that button won't show during this session)

COOKIES FOR FAVORITES

The cookies allows remembering certain user selections in the following accesses to the web page.

TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
Favorite stores	WC_Bershka_Shops	It allows the favorite stores of the user in subsequent accesses to the web page.
Last store	WC_BershkaStore	It allows the last store (market) visited by the user in subsequent accesses to the web page.
Last products	WC_Bershka_RecentlyViewed	This cookie permits remembering the last products seen by the user for subsequent accesses to the web page.

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.

TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
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.
Google Analytics (third-	__utma, __utmb, __utmc, __utmz	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

party cookie)		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. The configuration of these cookies is predetermined by the service offered by Google, for which reason we suggest that you consult the privacy page of Google Analytics, http://www.google.com/intl/es/analytics/privacyoverview.html, 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).
Optimizely	optimizelyEndUserId	Contains the end user's unique identifier. It is a combination of a timestamp and random number. No information about you or your customer is stored in it. Expiration: 10 years.
Optimizely	optimizelyBuckets	Stores the experiments and variations that a user has been bucketed into. This ensures the user consistently sees the same variation, even over multiple sessions. Expiration: 10 years.
Optimizely	optimizelySegments	Stores the user's audience and dimension information. Expiration: 10 years.
Optimizely	optimizelyRedirect	In the case of a redirect experiment, stores the user's original referring URL. This helps both detect a redirect loop. Expiration: 5 seconds.
Optimizely	optimizelyPendingLogEvents	Used as a cache of a user's actions between tracking calls. When the tracking call is made the cookie will be wiped. This is to ensure that all events are tracked even if the user is committing actions in rapid succession. Expiration: 15 seconds.
CrazyEgg (third-party cookies)	is_returning	CrazyEgg sets one cookie in order to track whether a visitor is new or returning. Expiration: 5 years.

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.

TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
Purchase device (third-party cookie)	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.

NOTE: In the above table the information that is not stored exactly in a cookie but rather in the browser space called "local storage", but whose processing and purpose is similar to that of a cookie is identified as "local storage".

This list will be updated with the greatest speed possible as the website services change that are offered on this website. However, occasionally during this updating it could occur that the list no longer includes a cookie, although it always deals with cookies with identical aims as those that are recorded in this list.