



Eventos
By Transalpino

Cookie Policy

As part of our activity, Eventos by Transalpino collects information about users through cookies on the website or mobile applications to provide personalized service and improve navigation.

What are Cookies?

Cookies are text files a site sends to a user's browser, containing data about their profile and browsing behavior on the pages. The purpose of cookies is to remind users to visit information, facilitate next access, and improve the user's navigation on the site.

What are the functions of cookies?

Cookies perform various functions, including helping the website content management and update area to understand how they are used more deeply, facilitating navigation, saving preferences, and generally improving the user experience. They also ensure that websites present relevant content. Thus, they are tools for continuous improvement of the user experience.

What cookies are used?

At Eventos by T, we use the following types of cookies on our site:

- **Necessary Cookies:** are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.
- **Functional Cookies:** help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.
- **Analytics Cookies:** used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.
- **Performance Cookies:** used to understand and analyze the key performance indexes of the website which helps in delivering a better user experience for the visitors.
- **Analytics Cookies:** used to provide visitors with customized advertisements based on the pages you visited previously and to analyze the effectiveness of the ad campaigns.

Cookies we use on our site

Cookies with the prefix name "cookieyes-consent", to remember users' consent preferences, so that their preferences are respected on subsequent visits to this website. It does not collect or store any personal information about website visitors.

Cookies with the prefix name "pll_language", are implemented by to remember the language the user selects when returning to the website and obtain language information when it is otherwise unavailable.

Cookies with the prefix name "_ga_*", for Google Analytics to store and count page views and "_ga", to calculate visit, session and campaign data, and monitor usage for

the website's analytical report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.

How to configure cookie options?

When visiting our site, it is possible to configure the cookies you want to be activated by accessing the banner shown in the lower-left corner of the site. You can also control or delete cookies by adjusting your browser settings, but please note that disabling cookies may affect your experience on our site.

This Cookie Policy was updated on July 5, 2024.