



## **COOKIES POLICY**

**As of July 15, 2023**

At MYWORLDCONEKTER S.A.P.I. DE C.V., we believe, we are transparent, we act, and we are clear, precise, and assertive in the way we collect and use your data.

This Cookies Policy applies to any product or service of MYWORLDCONEKTER S.A.P.I. DE C.V. and associates.

We use cookies and similar technologies, such as pixels, local storage, and mobile advertising identifiers (collectively referred to in this policy as “cookies”), to collect, analyze, and use data as part of our Services, including our website [www.myconekter.com](http://www.myconekter.com), communications, mobile applications, and the Services in order to improve the experience of using our tools, systems, platforms, etc. without MYWORLDCONEKTER S.A.P.I. DE C.V. and associates being responsible for use, management, or recovery.

To offer a greater level of transparency, this Cookies Policy provides detailed information about how and when we use these technologies.

If you continue to visit, use, or browse our Services, you will be giving your consent to the use of cookies and other similar technologies for the purposes described in this Cookies Policy.

## WHAT ARE COOKIES, AND HOW MANY ARE THERE?

### BROWSER COOKIES:

Cookies are pieces of information that a website stores on your device when you visit it. Cookies may involve the transmission of information from us to you or from you directly to us, another party on our behalf, or another party in accordance with its Privacy Policy. We may use cookies to collect the information we collect about you.

You can choose to have your device notify you each time a cookie is being sent or to disable all cookies. You can do this in your browser settings. If you disable cookies, you will not have access to many features that make your visitor experience more effective, and some of our services will not function properly. Please see the last section of this Cookies Policy for more information on how to manage or disable browser cookies.

We use several categories of cookies, and each one performs different functions. You can learn more about cookies and their functions in general by visiting an information website such as [www.allaboutcookies.org](http://www.allaboutcookies.org), where you can learn about the state of the art in this field without MYWORLD CONEKTER S.A.P.I. DE C.V. and associates being responsible for use, management, or recovery.

### FLASH COOKIES:

We may use local shared objects, sometimes known as Flash cookies, to store your preferences or display content based on what you view on our site to personalize your visit. Our advertisers and/or sponsors and/or service providers or third parties may also use Flash cookies to collect and store information. Flash cookies are different from browser cookies due to the amount, type of data, and the way they are stored. The cookie management tools that your browser provides will not delete Flash cookies. Please see the last section of this Cookies Policy for information on how to disable Flash cookies.

If you disable Flash cookies, you will not have access to many features that make your visitor experience more efficient, and some of our services will not function properly without MYWORLD CONEKTER S.A.P.I. DE C.V. and associates, who are responsible for use, management, or recovery.

## WHAT CATEGORIES OF COOKIES CAN BE USED?

The cookies that may be used on this website are divided into the four categories described below. These descriptions can help you determine whether you want to interact with our website, other online services, or your application.

## STRICTLY NECESSARY COOKIES

These cookies are essential to enable you to navigate this website, [www.myconekter.com](http://www.myconekter.com), and use certain features. Without these strictly necessary cookies, online services you have requested (such as shopping baskets or your invoice on the checkout screen) cannot be provided.

## PERFORMANCE COOKIES

We (or service providers acting on our behalf) may store our performance cookies on your device. We use the information collected with our performance cookies (or it is used in our interest) to improve your website experience or for statistical purposes.

Our performance cookies are used to generate aggregated, anonymous information about how you and other users use this website and its features. For example, our performance cookies collect information about which pages on this website you visit most often, whether you open or read communications we send, what ads you view or interact with on this or other websites on which our services appear, and if you receive error messages. The information collected may be used to improve users' overall online experience, compile statistics, or personalize your online experience by showing you content that we think you will like. Our performance cookies do not collect information that personally identifies you. However, if you have a registration account with us, the information we collect with our performance cookies may be associated with that account.

Additionally, we may allow third-party advertisers to store their performance cookies on your device through their advertisements on this website. The information these third-party performance cookies collect is used to determine which third-party advertisements may be displayed on this website, how often, and in which locations on this website they perform best. These third-party performance cookies do not collect information that personally identifies you.

You can delete or manage performance cookies as indicated in the last section of this Cookies Policy.

## *FUNCTIONAL COOKIES*

We (or service providers acting on our behalf) may store our functional cookies on your device. We do not share the information collected using our functional cookies with our advertisers or other third parties.

Our functional cookies are used to remember choices you make (such as language preference, country location, or other online settings) and deliver the personalized or enhanced features you select. They may be used to provide you with online services or prevent online services from being offered to you if you have previously indicated that you do not want to receive those services. Our functional cookies collect anonymous information. However, if you have a registration account with us, the information we collect with our functional cookies may be associated with that account. For example, if you are a registered user, our functional cookies may allow us to track your navigation across the different websites operated by MYWORLDCONKTER S.A.P.I. DE C.V. or detect your experiences when you access our website from different devices. We do not collect information about your browsing behavior on websites that we do not manage.

In certain cases, we may allow an advertiser, sponsor, or other third party to offer you content and other online experiences on this website or online service. When this occurs, that third party may store their functional cookies on your device and use them in the same way that we use ours to provide you with personalized or enhanced features related to that third party's content or experience.

If you delete these functional cookies, any preferences or settings you have selected will not be maintained for subsequent visits.

#### *ADVERTISING OR PREFERENCE COOKIES*

When you see a “cookie” in our or third-party advertising, you can click to learn more about the advertising, including how to use your control options through your browser settings. You can find more information at [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

#### *PERSONALIZED THIRD-PARTY ADVERTISING*

Third-party advertisers, ad networks, data exchanges, marketing analytics, and other service providers may store third-party personalized advertising cookies on your device.

Third-party personalized advertising cookies collect information about your browsing activity across various websites and online services to provide you with relevant advertisements on our website, online services, and those of third parties. Advertising networks may share this information with advertisers that use their network. These cookies can also be used to measure the effectiveness of advertising campaigns, for example, by collecting data on how many people click on a particular ad. The information collected with these third-party advertising cookies does not identify you personally.

Often, third-party personalized advertising cookies are linked to site functionality provided by the third party, meaning that when you click on the link, you are redirected to that third party's website.

Although we cannot always know which third-party advertising cookies are set before they appear on our website, we maintain processes to monitor cookies placed on our website by third-party service providers and control how data is collected through our website. Additionally, we may request that the third-party vendor disable certain third-party advertising cookies.

#### *OUR PERSONALIZED ADVERTISING*

We (or service providers operating on our behalf) set our personalized advertising cookies.

We may use these cookies on our websites, and in relation to our content and advertisements appearing on third-party websites and online services, to identify that you have viewed (or interacted with) our content or advertisements. That way, we can show you ads for products we think will interest you. Additionally, we may use these cookies to limit the number of times you see the same advertisement. Our personalized advertising cookies collect anonymous information. However, if you have a registration account with us, the information we collect using these cookies may be associated with that account. For example, we may show you more personalized ads based on your browsing behavior.

The organization setting the cookie (us or a third party) is responsible for obtaining consent.

#### *REGISTERED VISITORS*

We may analyze the online activities of registered visitors to our website and online services using cookies and other tracking technologies. Wherever you have chosen to receive communications from us, we may use cookies and other tracking technologies to tailor future communications to reflect your interests.

Additionally, we may use cookies or other tracking technologies in our communications with you (for example, to know if they have been read or opened, or what content you interact with and what links you follow), so that we can better tailor future communications to your needs, or interests.

At any time, you can choose to receive or not receive personalized communications from us by logging in with your registration account and opting out of receiving marketing communications. To stop receiving personalized advertising based on your online behavior on this and other websites, follow the instructions above (for personalized advertising).

We will not share your contact information with our advertisers or third parties unless you give us your written permission or consent.

### *DISABLE/ACTIVATE COOKIES THROUGH YOUR BROWSER*

You have several ways to manage cookies and other tracking technologies. Through your browser settings, you can accept or reject cookies, or set your browser to warn you before accepting a cookie from websites you visit. You should be aware that if you set your browser to disable cookies completely, you may not be able to use all of our interactive features.

If you use different computers in different locations, you will need to ensure that each browser is set to your preferences.

You can delete cookies that have been installed in the cookies folder of your browser. Different browsers have different procedures for managing their settings. Click any of the following browser links for instructions.

In Microsoft Windows Explorer, go to:

<https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-e5947fc64d>

- In Google Chrome, go to:

[https://support.google.com/chrome/answer/95647?hl=en&p=cpn\\_cookies](https://support.google.com/chrome/answer/95647?hl=en&p=cpn_cookies)

- In Mozilla Firefox, go to:

<https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectlocale=en-US&redirectslug=enable-and-disable-cookies-website-preferences>

- In Apple Safari, go to:

<https://support.apple.com/en-gb/HT201265>

If you do not use any of the above browsers, you must select “cookies” in the “Help” function for information on where to find your cookies folder.

You may not be able to selectively opt out of receiving third-party advertising cookies on our website, but you can opt out of receiving ours by clicking on the “cookie.” Additionally, you

should know that disabling cookies does not disable other types of analytics products, which we may use to collect generic information about how you and other visitors use our website.

### *DELETE FLASH COOKIES*

Follow the link below to modify the settings related to Flash cookies.

To disable Flash cookies, go to:

[http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager02.html#118539](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager02.html#118539)

## ¿What type of Technology is involved?

Type of technology	Description
<b>Cookies</b>	<p>A cookie is a small file placed on your electronic device that enables the functionalities of MYWORLD CONEKTER S.A.P.I. DE C.V. Any browser you visit on our site may receive cookies from us or from third parties, such as our customers, partners, or company service providers. MYWORLD CONEKTER S.A.P.I. DE C.V. or third parties may place cookies on your browser when you visit non-MYWORLD CONEKTER S.A.P.I. DE C.V websites that display ads or host our plugins and tags.</p> <p>We use two types of cookies: persistent and session. Persistent cookies remain after the current session and are used for many purposes, such as recognizing you as an existing user. In this way, it is easier to return to MYWORLD CONEKTER S.A.P.I. DE C.V. and interact with our Services without having to log in again. As persistent cookies will remain in your browser, MYWORLD CONEKTER S.A.P.I. DE C.V. You will read them when you return to one of our websites or a third-party site that uses our Services. Session cookies are only stored for the duration of the session (typically the duration of your current visit to a website or browser session).</p>
<b>Pixels</b>	<p>A pixel is a tiny image that can be found in emails and web pages and that requires a call (providing information about the device and the visit) to our servers for that pixel to be represented in those emails and web pages. We use pixels to learn more about your interactions with web content and your email(s), such as if you have interacted with ads or posts. Pixels also allow us and third parties to place cookies on your browser.</p>
<b>Local Storage</b>	<p>Local storage allows a website or app to store information locally on your devices. Local storage can be used to improve the MYWORLD CONEKTER S.A.P.I. experience. DE C.V., for example, by enabling features, remembering your preferences, and speeding up site functionality.</p>
<b>Other technologies</b>	<p>We also use other tracking technologies, such as mobile advertising identifiers and tags, for purposes similar to those described in this Cookie Policy. References to similar technologies in this Policy include pixels, local storage, and other tracking technologies.</p>



Our Cookie tables list the cookies and similar technologies used as part of our Services. Please note that the names of cookies and similar technologies may change over time in order to improve the user experience in the following ways:

1. Authentication
2. Security
3. Preferences/Functionalities/Services
4. Cookies that MYCONEKTER S.A.P.I. DE C.V. leaves on third party sites
5. Personalized advertising
6. Analysis and research
7. Functional
8. Etc.

### **What are these technologies used for?**

The purposes for which we use these technologies are described below.

Purpose	Description
<b>Authentication</b>	<p>We use cookies and similar technologies to recognize you when you visit our Services.</p> <p>If you are logged in to MYWORLDONEKTER S.A.P.I. DE C.V., these technologies help us show you the appropriate information and personalize your experience according to your settings. For example, cookies allow MYWORLDONEKTER S.A.P.I. DE C.V. to identify you and verify your account.</p>
<b>Security</b>	<p>We use cookies and similar technologies to make your interactions with our Services faster and more secure.</p> <p>For example, we use cookies to enable and support our security features, maintain the security of your account, and detect fraudulent activity and violations of our Terms and Conditions of Service.</p>

Purpose	Description
<p><b>Preferences, functionalities and services</b></p>	<p>We use cookies and similar technologies to enable the functionality of our Services, such as helping you fill out forms on our Services more easily and providing you with personalized features, information, and content in conjunction with our plugins. We also use these technologies to remember information about your browser and your preferences.</p> <p>For example, cookies can tell us which languages you prefer and what your communication preferences are. We may also use local storage to speed up site functionality.</p>
<p><b>Personalized Content</b></p>	<p>We use cookies and similar technologies to personalize your experience with our Services.</p> <p>For example, we may use cookies to remember previous searches so that when you use our Services again, we can provide you with additional information related to your previous search.</p>
<p><b>Accessories inside and outside MYWORLDCONEKTER S.A.P.I. DE C.V.</b></p>	<p>We use cookies and similar technologies to enable MYWORLDCONEKTER S.A.P.I.DE C.V. plugins both inside and outside the MYWORLDCONEKTER S.A.P.I. site.</p> <p>For example, our plugins may be found on the site <a href="http://www.myconekter.com">www.myconekter.com</a> or on third-party sites, such as the sites of our clients and partners. Our plugins use cookies and other technologies to provide analytics and recognize you, and they will use cookies to identify you and initiate your request.</p> <p>You can learn more about plugins in our Privacy Policy..</p>
<p><b>Advertising</b></p>	<p>Cookies and similar technologies help us show you relevant advertising more effectively, both on and off our Services and measure the performance of these ads. We use these technologies to learn more about whether you have been shown content or whether someone who viewed an ad later returned and took an action (for example, downloading documentation or making a purchase) on</p>

Purpose	Description
	<p>another site. Additionally, our partners or service providers may use these technologies to determine whether we have shown an ad or post and what results they received, or to obtain information about how you interact with them.</p> <p>We may also work with our clients and partners to show you an advertisement on or off MYWORLDCONKTER S.A.P.I. DE C.V. websites, such as after visiting a customer or partner website or application. These technologies help us provide additional information to our customers and partners.</p> <p>For more information about the use of cookies for advertising purposes, please see the Privacy Policy.</p> <p>As indicated in the Privacy Policy, we (or third parties we use) also collect information about your device (for example, ad ID, IP address, operating system, and browser information) when you are not using our Services, to offer our team(s) relevant ads and better understand their effectiveness.</p>
<p><b>Analysis and research</b></p>	<p>Cookies and similar technologies help us learn more about the performance of our Services and plugins in different locations.</p> <p>We and our service providers use these technologies to understand, improve, and research products, features, and services, including while you browse our sites or when you access the website <a href="http://www.myconekter.com">www.myconekter.com</a> from other sites, applications, or devices. We and our service providers use these technologies to determine and measure the performance of advertisements or publications on and off the MYWORLDCONKTER S.A.P.I. DE C.V. website, as well as to know if you have interacted with our website, content, or email and provide analysis based on those interactions.</p> <p>We also use these technologies to provide additional information to our customers and partners as part of our Services. Si ha cerrado la sesión de su cuenta en un navegador, MYWORLDCONKTER S.A.P.I. DE C.V. puede continuar registrando sus interacciones con nuestros</p>

Purpose	Description
	Servicios, en ese navegador hasta el vencimiento de la cookie para generar análisis de uso asociados a nuestros Servicios. Podemos compartir estos análisis de forma conjunta con nuestros clientes, sí y sólo sí, existe una petición por escrito.

### **What third parties use these technologies in connection with our Services?**

Third parties, such as our customers, partners, and service providers, may use cookies in connection with our Services.

For example, third parties may use cookies on their websites to display the website [www.myconekter.com](http://www.myconekter.com), their job advertisements, services, products, etc. in advertising inside and outside MYWORLDCONEKTER S.A.P.I. DE C.V. for their own marketing purposes.

Third parties may also use cookies in connection with Services offered outside the website, such as MYWORLDCONEKTER S.A.P.I. advertising services. DE C.V. Third parties may use cookies to help us offer our Services. We may also collaborate with third parties to fulfill our own advertising purposes and to allow us to analyze and research our Services.

#### **Options**

You can choose the way in which MYWORLDCONEKTER S.A.P.I. DE C.V. uses cookies and similar technologies. Please note that if you limit the ability of MYWORLDCONEKTER S.A.P.I. DE C.V. to set cookies and other similar technologies, your overall user experience may suffer as it will not be personalized. You may also not be able to save custom settings, such as login information.

#### **Self-exclusion from targeted advertising**

As described in the Privacy Policy, you have several choices about which personalized ads are displayed, and you alone decide whether to use or deny them.

Some mobile device operating systems, such as Android, offer the ability to control the use of mobile advertising identifiers to personalize ads. You can learn how to use these controls by visiting the manufacturer's website. We do not use iOS mobile advertising identifiers for targeted advertising.

## Browser controls

Most browsers allow you to control cookies through their settings, which can be adjusted to reflect your consent to the use of cookies.

In addition, most browsers also allow you to review and delete cookies, which includes MYWORLDCONKTER S.A.P.I. DE C.V. cookies.

For more information about browser controls, see the documentation provided by your browser manufacturer.

## What is DNT technology?

“Do Not Track” (DNT) or “Do Not Track” is a concept promoted by US regulatory authorities, such as the Federal Trade Commission of the United States of America, for the Internet sector with the objective of developing and implementing a mechanism that allows Internet users to control the tracking that is carried out of their online activities on different websites through the configuration of their browsers. As such, MYWORLDCONKTER S.A.P.I. DE C.V. does not respond to “do not track” signals and is at your discretion and free choice.

## Other useful resources

For more information about the use of cookies by advertisers, visit the following links:

- **Internet Advertising Bureau (EE.UU.) ir a:**

<https://www.iab.com/>

- **Alianza Europea de Publicidad Digital Interactiva (UE), go to:**

<https://edaa.eu/>

- **Internet Advertising Bureau (UE), go to:**

<https://iabeurope.eu/>

- **All About Cookies, go to:**

<https://allaboutcookies.org/>

- **www.youronlinechoices.eu. Go to:**

**<https://youronlinechoices.eu/>**

- **Etc.**

What is not expressed tacitly or not tacitly, explicitly or not explicitly, does not constitute a statement and therefore MYWORLDCONKETER S.A.P.I. DE C.V. invites you to be informed, trained and advised by experts on these topics. MYWORLDCONKETER S.A.P.I. DE C.V. does not adhere to, promote or promote the use of “cookies” on our website, applications, platforms, systems, etc. since its use is to improve service, experience and performance.

**Version 1**

**Valid since July 15, 2023**