



## **Cookies Policy**

### **Soluciones Marítimas del Carmen, S.A. de C.V.**

#### **Cookies Use**

##### **A. What are cookies?**

Cookies are small text files that are stored on your computer or mobile device when you visit a website and / or our App. In this section, we use "cookies" for convenience as a general term for techniques such as cookies, Flash cookies, and web beacons. They do not take up too much space and will be automatically deleted when they expire. Some of the cookies expire at the end of your Internet session, while others will be saved for a limited period of time.

##### **B. What are the different types of cookies we use?**

There are different types of cookies with different uses. Some are only for you to navigate and view certain features. Others will give us an idea about your browsing experience, such as if you are having trouble finding what you are looking for, so that we can improve and make your next visit as pleasant as possible.

Solmacar cookies are called "first party cookies". The cookies from other parties than us are called "third-party cookies". Third-party cookies enable third-party features or functionalities that are provided on or through the website (for example, advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer or mobile device, both when you visit the website in question and when you visit certain other websites. We use our cookies and third party cookies for various reasons.

The most important cookies are mandatory cookies. They are essential and help you navigate the web and use basic functions, such as multimedia plug-ins. Then, there are the functionality cookies that allow you to save your shopping bag, create a wish list and save your purchase details to streamline the checkout process. The performance and analytics cookies we use to improve our website. We also like to show you relevant offers. In order to do so, we collect browsing data, which may be linked to a unique identifier to allow us to understand how you interact with the different Solmacar platforms. Interaction cookies are used to interact with social networks or to send comments. Targeting cookies, advertising cookies, and social media cookies record your preferences in order to display relevant advertisements outside of Solmacar sites. In addition, social media cookies can be used to track your activity on social media platforms.

##### **C. Why do we use cookies?**

Solmacar uses cookies mainly to ensure that your visit to our website and / or App is as pleasant as possible, as well as for advertising purposes during your next visits to other websites. Below, you



can see more detailed information about the types of cookies we use and why:

**Mandatory cookies:** They are essential and will help you navigate, move around the website and / or App and see certain features (for example, these cookies ensure that your shopping basket is saved during all steps of your payment process, if apply). These cookies are mandatory to allow the basic operation of our platforms. These cookies are saved for the duration of your browsing session.

**Functionality and analytics cookies:** These are present so that we can provide you with an even better customer experience (for example, these cookies help you save and remind you of your shopping cart, and will also allow you to create a wish list). These cookies allow us to analyze the use of our platforms so that we can measure and improve performance. These cookies can be placed by us or a third party on our behalf and are stored for the duration of your browsing session.

**Advertising and social media cookies:** They will remember your product and shopping preferences and help us in other ways with marketing initiatives. These cookies allow us to share data, such as what you like, with our advertisers, so that the advertising you see may be more relevant to your preferences (sometimes known as "targeting cookies"). They help us understand your browsing habits. visitors purchase. This allows us to continue to improve our platforms, to make shopping easier and more enjoyable, and to improve the marketing messages we send to our customers (sometimes known as "performance cookies"). They are used so that you can express Your opinion. These cookies will allow you to "like" us or recommend us on social media and to chat with our service agents. But you can also advise our other (potential) customers by rating and reviewing our products (sometimes known as "interaction cookies").

#### **D. What options do I have if I no longer want to accept cookies?**

You can change your browser settings to eliminate or prevent the storage of certain cookies on your computer or mobile device without your express consent. The "help" section of your browser should provide information on how to manage cookie settings. Find out how it's done in your browser here:

Internet Explorer: <https://support.microsoft.com/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox: <http://support.mozilla.com/en-US/kb/Cookies>

Google Chrome: <http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647>

Safari: <http://support.apple.com/kb/PH5042>

Opera: <http://www.opera.com/browser/tutorials/security/privacy/>

Adobe (cookies flash): <http://www.adobe.com/privacy/policies/flash-player.html>



**E. Where can I get more information?**

If you want to know our Cookies Policy, please go to the website: [www.solmacar.com.mx](http://www.solmacar.com.mx), section "Cookies Policy". If you have any questions regarding our use of cookies, please send us an email to the address: [info@solmacar.com.mx](mailto:info@solmacar.com.mx) with the Subject: Cookies Policy.

**Sincerely,**

**GENERAL MANAGEMENT.**

**Soluciones Marítimas del Carmen, S.A. de C.V.**

**Ccp. Archive.**