Technical

First-party

Name	Cookie Owner	Description	Duration
__utmz	Google Analytics	Used to track the source of the user, i.e. from where and how the user has arrived at our website.	Session
__utmzzses	Google Analytics	Used to track the source of the user, i.e. from where and how the user has arrived at our website.	Session
CLIENTESID	Línea Directa	Cookie used for technical or statistical purposes.	Session
COOKIE_SUPPORT	Línea Directa	Cookie used for technical or statistical purposes.	Session
COOKIE_USUARIO	Línea Directa	Cookie used for technical or statistical purposes.	Session
didomi_token	Didomi	Stores the acceptance of consents for purposes and vendors, as well as Didomi's unique user identifier.	Session
entradaExterna	Línea Directa	Cookie used for technical or statistical purposes.	Session
euconsent-v2	Didomi	Contains information adapted to the IAB model for consents for both purposes and vendors.	Session
GUEST_LANGUAGE_ID	Línea Directa	Cookie used for technical or statistical purposes.	Session
incap_ses_*	Imperva	This cookie is set to allow a visitor to receive site content from one of several servers while browsing the site. In this way, the visitor's session can be stored.	Session
JSESSIONID	J2EE	Cookie generated by servlet containers used in session management in J2EE web applications for the HTTP protocol.	Session
LFR_SESSION_STATE_20099	Línea Directa	Cookie used for technical or statistical purposes.	Session
LIVEID	Línea Directa	Cookie used for technical or statistical purposes.	Session
local_time	Línea Directa	Cookie used for technical or statistical purposes.	Session
marca	Línea Directa	Cookie used for technical or statistical purposes.	Session
modelo	Línea Directa	Cookie used for technical or statistical purposes.	Session
nlbi_*	Imperva	Incapsula DDoS Protection and Web Application Firewall: load balancing cookie that ensures that requests from a client are sent to the same origin server.	Session
PRESUPUESTOID	Línea Directa	Cookie used for technical or statistical purposes.	Session
reese84	Imperva	Stores the token used to grant access to protected endpoints. First-party cookie set by a third party to filter malicious requests. The information generated cannot identify users.	Session
ubvt	Unbounce	The service allows website owners to test the effectiveness of different web page versions and ensure that visitors consistently see the expected version of a page.	Session

Name	Cookie Owner	Description	Duration
utag_main	Tealium	This cookie is used to record a timestamp of when the user's visit to our site began, the number of pages viewed, the number of visits to our site and a unique identifier.	Session
visid_incap_*	Imperva	This cookie comes from Incapsula's CDN and helps us with the reliability, security and performance of our site.	Session

From third parties

Name	Cookie Owner	Description	Duration
DSID	DoubleClick/Google Marketing	This cookie is used to collect website statistics and track conversion rates and personalisation of Google ads.	Session
receive-cookie-deprecation	Google	Ensures that browsers in an experimental group include the Sec-Cookie-Deprecation request header as soon as it becomes available.	6 Months
receive-cookie-deprecation	Google	Ensures that browsers in an experimental group include the Sec-Cookie-Deprecation request header as soon as it becomes available.	Session

Analytical

First-party

Name	Cookie Owner	Description	Duration
_clck	Microsoft	It retains the user ID and Clarity preferences, unique to that site, in the browser. Ensures that behaviour on subsequent visits to the same site will be attributed to the same user ID.	Session
_clsk	Microsoft	Connects multiple page views by a user into a single Clarity session recording.	Session
marca_modelo	Línea Directa	Cookie used for technical or statistical purposes.	Session
_uetmsclkid	Bing / Microsoft	This is Microsoft's click ID, which is used to improve the accuracy of conversion tracking.	Session

From third parties

Name	Cookie Owner	Description	Duration
_RwBf	Bing / Microsoft	This cookie helps us monitor the effectiveness of advertising campaigns on the Bing ad network.	Session
_UR	Bing / Microsoft	Used to collect information for analytical purposes.	Session
BCP	Bing / Microsoft	Used to collect information for analytical purposes.	Session
CLID	Microsoft	Identifies the first time Clarity detected a user on the website.	Session
USRLOC	Microsoft	Used to collect information for analytical purposes.	Session
MR	Microsoft	Used to collect information for analytical purposes.	Session

Personalisation

First-party

Name	Cookie Owner	Description	Duration
at_check	Adobe Audience Manager	Used to check if the ability to read/write cookies is enabled in the user's browser.	Session
mbox	Adobe Audience Manager	Used to perform tests aimed at improving the user experience and to know the most relevant elements and contents for visitors.	Session

From third parties

Name	Cookie Owner	Description	Duration
lineadirectaes!mboxPC	Adobe Audience Manager	This cookie is present if cross-domain is enabled.	2 Years
lineadirectaes!mboxPC	Adobe Audience Manager	This cookie is present if cross-domain is enabled.	Session
lineadirectaes!mboxSession	Adobe Audience Manager	This cookie is present if cross-domain is enabled.	Session
s_vi_*	Adobe Audience Manager	Contains a unique ID to identify a user.	Session

Advertising

First-party

Name	Cookie Owner	Description	Duration
_fbp	Facebook	Used to collect statistics on site visits and advertising campaign performance.	Session
_ga	Google Analytics	Used to distinguish users and for the proper functioning of consent mode and user consents for Google's advertising platforms.	Session
_ga_*	Google Analytics	Used to distinguish users and for user session measurement.	Session
_gat	Google Analytics	Used to monitor the number of Google Analytics server requests when using Google Tag Manager.	Session
_gcl_au	Google	Takes information from ad clicks and stores it in a first-party cookie so that conversions can be attributed outside of the landing page.	Session
_gcl_aw	Google Ads	Google uses cookies for advertising purposes, such as serving and rendering ads, personalising ads (based on the user's ad settings in g.co/adsettings), limiting the number of times an ad is shown to a user, hiding ads that the user has indicated they do not want to see again and measuring the effectiveness of ads.	Session

Name	Cookie Owner	Description	Duration
_gcl_dc	Google	Used by Google AdSense to perform experiments on the efficiency of advertising on different websites using their services.	Session
_gid	Google Analytics	ID used to identify users for 24 hours from their last activity.	Session
_tt_enable_cookie	TikTok	This cookie supports the implementation of TikTok on our website.	Session
_ttp	TikTok	To measure and improve the performance of your advertising campaigns and to personalise the user experience (including ads) on TikTok.	Session
_uetsid	Bing / Microsoft	This cookie is used by Bing to collect anonymous information about how visitors use our website.	Session
_uetvid	Bing / Microsoft	Used by Microsoft Bing Ads, it is a tracking cookie. It allows us to engage with any user who has previously visited our website.	Session
lgt	Línea Directa	Cookie used for technical or statistical purposes.	Session
tfpsi	Teads	It associates all of a user's events to form a session (regardless of whether the user came from a Teads ad or not).	Session

From third parties

Name	Cookie Owner	Description	Duration
__adroll	Adroll	Used for retargeting, audience segmentation and advertising performance measurement. This helps advertisers increase the effectiveness of their advertising campaigns and reach specific users with personalised messages.	Session
__adroll_shared	Adroll	Used for retargeting, audience segmentation and advertising performance measurement. This helps advertisers increase the effectiveness of their advertising campaigns and reach specific users with personalised messages.	Session
__Secure-*	Google Ads	Used to deliver ads that are more relevant to users and their interests.	1 Year
__Secure-*	Google Ads	Used to deliver ads that are more relevant to users and their interests.	Session
_HPVN	Bing / Microsoft	Used to collect information for analytical purposes.	Session
_ttp	TikTok	To measure and improve the performance of your advertising campaigns and to personalise the user experience (including ads) on TikTok.	Session
ad-id	Amazon	Used to display relevant ads on Amazon's display network.	1 Year
ad-privacy	Amazon	Used to store users' privacy preferences for Amazon advertising.	5 Years
ar_debug	DoubleClick/Google Marketing	Stores and tracks conversions.	1 Month

Name	Cookie Owner	Description	Duration
ar_debug	DoubleClick/Google Marketing	Stores and tracks conversions.	3 Months
ar_debug	DoubleClick/Google Marketing	Stores and tracks conversions.	Session
bId	Awin	It allows the tracking of user activity, personalisation of ads, measuring of ad performance and makes it possible to control the frequency of ads displayed. This helps improve the relevance and effectiveness of online advertising.	1 Year
GCL_AW_P	Google Ads	The GCL_AW_P cookie is involved in the process of tracking clicks on Google ads and associating them with conversions on the advertiser's website.	3 Months
guest_id	X	The X cookie appears on pages that use the "Tweet" button and serves to identify the user with a unique number associated with X.	Session
IDE	DoubleClick/Google Marketing	Used to display Google ads on non-Google sites.	Session
MSPTC	Bing / Microsoft	Records visitor browsing data. This information is used to optimise the relevance of advertising.	Session
MUID	Bing / Microsoft	User ID tracking cookie (user recognition) used by Microsoft Bing Ads to help us count valid clicks for targeted advertising.	Session
NID	Google	This cookie is used to collect website statistics and track conversion rates and personalisation of Google ads.	Session
sonataSessionId	Sonata	It registers an ID that allows anonymous traceability of the impacted user.	1 Month
sonataSessionId	Sonata	It registers an ID that allows anonymous traceability of the impacted user.	Session
SRCHHPGUSR	Adform	Unique value that records information about consecutive announcements. This information includes total impressions, daily impressions, total clicks, daily clicks and the date of the last impression.	Session
SRCHUSR	Adform	Unique value that records information about consecutive announcements. This information includes total impressions, daily impressions, total clicks, daily clicks and the date of the last impression.	Session
t_gid	Taboola	Assigns a unique, partitioned user ID that Taboola uses for attribution and reporting purposes, and to tailor recommendations to this specific user based on interactions with a given advertiser or publisher.	Session
TDCPM	The Tradedesk	Used for content personalisation, audience targeting and optimisation of advertising campaigns on Taboola's platform, which helps improve user experience and performance of advertising campaigns and recommended content.	Session

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Name	Cookie Owner	Description	Duration
TDID	The Tradedesk	Used for the operation of the Taboola platform by enabling content personalisation, ad performance measurement and attribution of user interactions across its network of publisher and advertiser partners.	Session
tt_viewer	Teads	Records visitor browsing data. This information is used to optimise the relevance of advertising.	Session

Sharing

First-party

Name	Cookie Owner	Description	Duration
_teh	Línea Directa	Unique user identifier hashed in order to share securely with third parties and attribute conversions and profile user interests.	1 Year

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