Cookie Policy

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In order for the websites managed by Distribuidora la Florida S.A. to function properly, we install small data files called "cookies" on the user's device.

We use cookies to customize content and ads, to provide social networking features and to analyze website traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information you have provided to them or that they have collected from your use of their services.

You can accept or decline our cookies by clicking on the buttons below or by visiting our "cookie policy page". A default option of "no consent" is applied in case no choice is made and refusal does not limit your user experience.

What are cookies?

Cookies are small text files that websites install on the computer or mobile device of visiting users. Cookies make it possible for the site to remember the user's actions and preferences (login ID, language, font size and other display preferences) for a certain period of time. This way you do not have to reset them each time you visit the site or browse through its pages.

First-party cookies are cookies generated by the website you are visiting and can only be read by such website. In addition, a website can also use external services, which generate their own cookies: third-party cookies. The first-party cookie contains the following information:

- unique random identification of the visitor
- time of first visit of the visitor in question
- time of previous visit of the visitor in question
- number of visits of the visitor in question

- **persistent cookies** are stored on your computer and are not automatically deleted when you close your browser (unlike session cookies, which are deleted when you close your browser).

Each time you visit a Distribuidora La Florida S.A. website, you will be asked to accept or reject cookies.

Cookies may also be used to compile anonymized statistics about the browsing experience on our websites.

All cookies expire after twelve months.

Cookies used on this site

Most Distribuidora La Florida S.A. websites use first-party cookies. However, in order to view some of our pages, you may have to accept cookies from external entities.

You can delete or block them, but if you do so, it is possible that some of the components of this site may not function properly. Our cookies serve to remember the following about each user:

- display preferences (e.g., language, contrast, color, font size, device or search and notification preferences);
- last visit to the site (for statistical purposes) and the three most recently visited pages (useful information for our helpdesk when a user asks for assistance);
- display personalized advertising based on users' browsing interests;
- perform re-identification of users, which consists of collecting and unifying their information from the multiple interactions they have had through the brand's different channels such as websites, email, CRM, social media, point of sale, among others.

These are the cookies used on this site:

- Google Analytics is a simple, easy-to-use tool that helps website owners record how users interact with site content. When a user browses the pages of a website, Google Analytics provides the website owner with JavaScript tags (libraries) to record information about the page the user has viewed; for example, the page's URL. Google Analytics JavaScript libraries use HTTP cookies to remember what a user has done on previous pages or interactions with the website. Google Analytics supports three JavaScript libraries (tags) to record website usage: gtag.js, analytics.js and ga.js.

- The Facebook pixel is an analytics tool with which we can measure advertising effectiveness by understanding the actions people take on websites. We use the pixel to do the following:

o Ensure that ads are shown to the right people. Find new customers or people who visited a specific page or took an action on the website.
o Measure the results of the ads. To better understand the impact of your ads, measure what happens when people see them.

● Salesforce Audience Studio uses KruxID cookies. The Krux User ID is a third-party cookie and, as such, is specific to a browser (and also to the corresponding device). This cookie will assign an identifier to each user (KUID: Krux User ID) to which all attributes that user has will be associated.

How to control and delete cookies?
You can manage or delete cookies as you wish.

● **Delete cookies from your device**

You can delete cookies already on your device by clearing your browser history. This will delete cookies from all the websites you have visited.

But remember that you may also lose some of the information you have stored (for example, your login identifiers or your preferences on certain sites).

● **Managing site-specific cookies**

To have more precise control over site-specific cookies, adjust your browser's privacy and cookie settings.

● **Blocking cookies**

It is possible to set most modern browsers so that your device does not accept cookies, but in that case you may have to manually set a number of preferences each time you visit a site or page. In addition, some services and functions may not work properly (e.g., logging in directly with your user profile).

It is clarified that the handling of Cookies differs from browser to browser, so we have included these links only for your inquiry and reference:

Google Chrome:
https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3D Desktop&hl=es-419

Safari Mac:
https://support.apple.com/es-es/guide/safari/sfri11471/mac

Safari iPhone, iPads or iPod Touch:
https://support.apple.com/es-mx/HT201265

Microsoft Edge:
https://support.microsoft.com/es-es/help/4468242/microsoft-edge-browsing-data-and-privacy

Firefox:
https://support.mozilla.org/es/kb/limpiar-el-historial-de-navegacion-busquedas-y-des

Questions?
Specific questions about Distribuidora La Florida S.A.'s storage and use of data or requests for additional information about the cookie policy can be sent to the email: consultasfifco@fifco.com

We use cookies to ensure that we give you the best experience on our website. If you continue to use this site, we'll assume that you agree to it. Accept or manage preferences.