**COOKIE POLICY**

1. **Introduction**

This Cookies Policy is an integral part of Prime Emotions Unipessoal Ld.ª (hereinafter Prime Emotions) Privacy Policy and seeks to explain how you can manage your cookie settings, and give detailed information about the cookies that Prime Emotions uses, as well as the purposes of their use on its websites. The cookies stored on our websites do not identify the user, but only the computer used, and allow us to improve your browsing and use experience and to share with our technological partners, aggregated data that allow us to improve, in a continuous and integrated way, our websites and your browsing experience.

For any questions about the Cookies Policy of this website, the visitor may contact us through the following contact points:

* Prime Emotions Unipessoal Ld.ª
  + Address: Rua Afonso III, nº 59, 8135-112 Almancil
  + E-mail: [info@prime-emotions.com](mailto:info@prime-emotions.com)

1. **What are Cookies?**

Cookies are digital files containing small pieces of information (and usually with a unique identifier), which are downloaded and stored on a website visitor's device. They may be temporary (automatically deleted when the browser is closed) or persistent (until a defined expiry date), as well as original (set by the entity that operates the website) or the responsibility of third parties.

Cookies can be categorised according to the purpose they serve. Some Cookies are strictly necessary for the website to function, while others collect statistical information in order to analyse the use of the website and its performance. Some cookies are used to ensure the provision of additional website functionalities or to store the visitor's preferences regarding navigation on the website, each time they use the same device. Other cookies may also be used to measure the success of applications and the effectiveness of third-party advertising.

For more information about Cookies, you can consult two platforms that provide more detailed information and that do not have any kind of commercial or legal relationship with Prime Emotions: [http://www.allaboutCookies.org](http://www.allaboutcookies.org/) ou [https://www.aboutCookies.org/](https://www.aboutcookies.org/)

1. **Why use Cookies?**

The use of Cookies is something practically universal to all websites, not harming in any way the devices (computers, tablets, mobile phones, etc.) on which they are stored and allowing a better user experience of the platforms themselves, both in terms of performance and in terms of navigation, since the content provided will be more targeted to the real needs and expectations of users.

Cookies thus enable the website to memorise information about the user's visit, as well as their preferred language, location, the recurrence of their sessions and other variables that we consider relevant to make their experience of searching for tourist services much more comfortable and efficient.

1. **Cookies used and their purposes**

Prime Emotions details below the information concerning the Cookies used on the website, as well as the purposes of data treatment that justify them.

This website or the e-mails sent by Prime Emotions may contain links to other websites or applications, including those of various partners. If the user accesses one of these links or applications, the user should bear in mind that the respective Cookies Policies are the exclusive responsibility of the entities that manage them. For this reason, you should read the Cookie Policies of other platforms or applications before using them.

**Strictly Necessary Cookies**

These cookies are essential for the website to function properly. Without them, services such as adding items to the shopping basket, logging in or filling out forms cannot be provided. These cookies do not store any personally identifiable information.

**Functionality Cookies**

These cookies enable the website to provide enhanced functionality and personalisation by remembering the choices you have made (such as username, preferred language or geographical location). The information these cookies collect is anonymised and they cannot track your browsing activity on other websites.

**Performance Cookies**

These cookies enable us to clearly identify the user's device, so we can count visits, analyse their performance and how users navigate. We use this information with the objective of improving the user experience and the supply of products or services. All information collected by these cookies is aggregated and therefore anonymous. We use Google Analytics cookies. The data stored by these cookies never displays personal details from which your individual identity can be determined.

**Additional Information on Google Analytics**

Google Analytics is a web analytics service provided by a third party provider called Google, Inc. ("Google"). Google Analytics is used for the purpose of evaluating your use of the website, by compiling reports on website activity and by providing other services relating to website activity and internet usage to the website manager. The information generated by the cookie about your use of the website is usually transmitted to and stored by Google on servers located in the United States. This transfer is protected by Google's Privacy Shield certification and an independent data processing agreement which we have agreed with Google. On this website, we have also activated the IP anonymization tool "gat.\_anonymizeIp();" provided by Google to help us protect your privacy. This means that your IP address will be shortened automatically after it is collected, so that it is no longer associated with you (see information at <https://support.google.com/analytics/answer/2763052>). For more information, please go to <https://support.google.com/analytics/answer/6004245?hl=de&ref_topic=2919631> (information regarding Google Analytics and data privacy).

With regard to Google Analytics, you can also prevent the collection of data generated by this cookie about your use of the website (including your IP address) and its processing by Google by downloading and installing the browser plug-in provided at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

1. **Do all cookies stay stored forever?**

No, there are permanent cookies and session cookies as follows:

**Session Cookies**

These are temporary, they remain in the cookies in your browser until you leave the websites. The information obtained allows us to identify problems and find solutions to offer you a better browsing experience.

**Permanent Cookies**

These are stored at browser level in the user's access devices (computer, tablet and mobile), and are used every time the user makes a new visit. Generally, they are used to direct navigation to respond to the user's interests, allowing Prime Emotions to provide a more personalised service;

1. **Should I accept the use of Cookies?**

In compliance with the current legislation in force, with the exception of strictly necessary cookies and performance cookies, this website may only resort to the use of Cookies with the prior and express consent of the visitor.

It is important to note that the use of Cookies is essential for the correct functioning of the website in its entirety, so its acceptance is recommended.

1. **User configuration to prevent cookies**

By using a Prime Emotions website, you consent to the use of Cookies in accordance with this Policy.

Alternatively, most browsers allow control over Cookies stored on a visitor's devices, as well as their immediate deletion if the user wishes to stop allowing Cookies to be stored locally.

Users can always configure the devices and browsers they use to accept all or some Cookies, to notify them whenever a Cookie is issued, or never to receive Cookies. To enable visitors to simply and intuitively manage their Cookies from their browser, they can use one of the links below:

* + - For more information on "Private Browsing" and managing Cookies in the Firefox browser, click here: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
    - For more information on "Incognito Browsing" and managing Cookies in the Chrome browser, click here: <https://support.google.com/chrome/answer/95647?hl=en>

All other internet browsers Please look in the "help" menu of your browser or contact your browser supplier.

1. **Changes to the Cookie Policy:**

Prime Emotions reserves the right to make modifications or updates to this Cookies Policy at any time and such changes will be duly updated on our platforms.

We suggest that you consult them regularly to be aware of any changes.