



POLÍTICA DE COOKIES

1. INTRODUCTION

This Cookie Policy establishes the guidelines for the use of cookies and similar technologies on the Arena Hotéis website. This document supplements the Privacy Policy and aims to inform users about the collection, storage, and use of data through cookies while browsing the site.

The use of cookies is intended to provide an optimized browsing experience, enable the proper functionality of the website, and collect statistical information to improve the services offered.

2. DEFINITION OF COOKIES

Cookies are small text files stored on the user's device (computer, tablet, or smartphone) while browsing the internet. These files contain information that allows the device to be recognized on subsequent visits, regardless of changes in IP address or geographic location.

Cookies are installed both by the visited website and by third parties with whom the site has a technical or commercial relationship. These files enable the monitoring of user activities, including access location, connection time, device used, operating system, browser, pages visited, number of clicks, and behavioral browsing patterns.

It is important to note that the website can be accessed without cookies enabled; however, disabling them may compromise the proper functioning of certain features.

3. CONSENT FOR THE USE OF COOKIES

Consent for the use of cookies is obtained by accepting the notice displayed upon the first access to the website. By agreeing to the notice, the user expressly authorizes the installation and use of cookies as described in this policy.

Users maintain full control over their cookie settings and can configure their browsers to delete, refuse, or be notified about the installation of cookies. Additionally, cookie preferences can be managed directly on the website at any time.

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4. CLASSIFICATION OF COOKIES

4.1 Classification by Duration

Session Cookies: Designed to collect and store data exclusively during the user's active session, being automatically deleted when the browser is closed.

Persistent Cookies: Remain stored on the device for a specified period and can be removed by the user. These cookies allow for the individual identification of the visitor through non-personal information generated by the website itself.

4.2 Classification by Origin

First-party Cookies: Sent to the user's device directly from the visited website.

Third-party Cookies: Sent to the user's device by the visited website but managed by third-party entities.

5. COOKIES USED ON THE WEBSITE

Analysis Cookies

5.1. Cookie `_sp_id.35c1`

- **Nome do Cookie:** `_sp_id.35c1`;
- **Data Collected:** Number of visits, timestamp of the first visit, timestamp of the current visit, timestamp of the last visit, and the current session ID;
- **Function:** An analytical cookie used for tracking and analyzing user behavior on the site, allowing for the identification of browsing patterns and visit frequency.
- **Validity Period:** 24 hours (Persistent);
- **Classification:** Analytics
- **Origin:** Third-party

5.2. Cookie `_sp_ses.35c1`

- **Cookie Name:** `_sp_ses.35c1`
- **Data Collected:** Timestamp that differentiates different visits.
- **Function:** An analytical cookie responsible for distinguishing and separating different user visit sessions, enabling session-based behavior analysis.
- **Validity Period:** 24 hours (Persistent)
- **Classification:** Analytics

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- **Origin:** Third-party

Personalization Cookies

5.3. Cookie dm_last_page_view

- **Cookie Name:** dm_last_page_view
- **Data Collected:** Timestamp of the last page view.
- **Function:** A personalization cookie used to apply personalization rules based on the last page viewed by the user.
- **Validity Period:** 1 year (Persistent)
- **Classification:** Profiling for personalization rules
- **Origin:** First-party

5.4. Cookie dm_last_visit

- **Cookie Name:** dm_last_visit
- **Data Collected:** Timestamp of the last visit.
- **Function:** A personalization cookie that records when the user's last visit occurred, used to apply personalization rules based on the time elapsed since the last visit.
- **Validity Period:** 1 year (Persistent)
- **Classification:** Profiling for personalization rules
- **Origin:** First-party

5.5. Cookie dm_this_page_view

- **Cookie Name:** dm_this_page_view
- **Data Collected:** Timestamp of the current page view.
- **Function:** A personalization cookie that records the time of the current page view, used to apply personalization rules based on real-time browsing behavior.
- **Validity Period:** 1 year (Persistent)
- **Classification:** Profiling for personalization rules
- **Origin:** First-party.

5.6. Cookie dm_timezone_offset

- **Cookie Name:** dm_timezone_offset;
- Data Collected:** Browser's time zone;

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Function: A personalization cookie that stores information about the user's time zone, allowing for the personalization of content and features based on temporal location;

Validity Period: 1 year (Persistent);

Classification: Profiling for personalization rules;

Origin: First-party.

5.7. Cookie dm_total_visits

- **Cookie Name:** dm_total_visits
- **Data Collected:** User's visit counter.
- **Function:** A personalization cookie that maintains a counter of the user's total number of visits, used to apply personalization rules based on access frequency.
- **Validity Period:** 1 year (Persistent)
- **Classification:** Profiling for personalization rules
- **Origin:** First-party

5.8. Cookie DM_SHOW_ONCE_COOKIE

- **Cookie Name:** DM_SHOW_ONCE_COOKIE
- **Data Collected:** Popup name.
- **Function:** A personalization cookie used to control the display of elements that should appear only once to the user, avoiding unnecessary repetitions.
- **Validity Period:** Session
- **Classification:** Profiling for personalization rules
- **Origin:** First-party

Pop-up Cookies

5.9. Cookie _dm_showed_<POPUP_NAME>

- **Cookie Name:** dm_showed<POPUP_NAME>
- **Data Collected:** Popup name.
- **Function:** A cookie used to control the display of specific pop-ups, recording which pop-ups have already been shown to the user to avoid repetition.
- **Validity Period:** Session
- **Classification:** Profiling for personalization rules
- **Origin:** First-party

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Affiliation/Authentication Cookies

5.10. Cookie SESSION

- **Cookie Name:** SESSION
- **Data Collected:** User ID (anonymous).
- **Function:** A technical session cookie used for authentication and maintaining the user's session while browsing the site.
- **Validity Period:** Session
- **Classification:** Technical
- **Origin:** First-party

5.11. Cookie da_dest

- **Cookie Name:** da_dest
- **Data Collected:** User ID (anonymous).
- **Function:** A technical cookie used for authentication and temporary user identification, maintaining identification information for a limited period.
- **Validity Period:** 10 minutes (Persistent)
- **Classification:** Technical
- **Origin:** First-party

Marketing Cookies

5.12. Cookie IDE

- **Cookie Name:** IDE
- **Data Collected:** Anonymous identifier to track user interaction with ads.
- **Function:** Used to generate segmented audiences and profiles for programmatic media advertising campaigns.
- **Validity Period:** 13 months
- **Classification:** Advertising
- **Origin:** Third-party

5.13. Cookie NID

- **Cookie Name:** NID
- **Data Collected:** User preferences, such as preferred language and SafeSearch settings.
- **Function:** Records a unique ID that identifies a user's returning device. The ID is used for targeted ads.
- **Validity Period:** 183 days

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- **Classification:** Advertising
- **Origin:** Third-party

5.14. Cookie _tt_enable_cookie

- **Cookie Name:** _tt_enable_cookie
- **Data Collected:** Information about the user's interaction with TikTok content and ads.
- **Function:** Stores information on whether the service can enable the cookie.
- **Validity Period:** 13 months
- **Classification:** Advertising
- **Origin:** Third-party

5.15. Cookie _ttp

- **Cookie Name:** _ttp
- **Data Collected:** User behavior data on the site after interacting with a TikTok ad.
- **Function:** Measures and improves ad performance and personalizes the user experience (including ads) on TikTok.
- **Validity Period:** 13 months
- **Classification:** Advertising
- **Origin:** Third-party

5.16. Cookie ttcsid

- **Cookie Name:** ttcsid
- **Data Collected:** Session identifier to track user interactions during a visit.
- **Function:** A session cookie used by TikTok to track browsing and attribute advertising conversions.
- **Validity Period:** 13 months
- **Classification:** Advertising
- **Origin:** Third-party

5.17. Cookie ttcsid_D0528KJC77U9O1QRNM7G

- **Cookie Name:** ttcsid_D0528KJC77U9O1QRNM7G
- **Data Collected:** A variation of ttcsid with a unique session identifier.
- **Function:** A variant of the ttcsid cookie with a unique identifier per user/device, used for tracking and attribution in the TikTok Pixel.
- **Validity Period:** 13 months
- **Classification:** Advertising
- **Origin:** Third-party

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5.18. Cookie _fbp

- **Cookie Name:** _fbp
- **Data Collected:** Unique browser identifier to track visits to sites that use the Facebook Pixel.
- **Function:** Used by Facebook to deliver a series of advertising products, such as real-time bidding from third-party advertisers.
- **Validity Period:** 3 months
- **Classification:** Advertising
- **Origin:** Third-party

5.19. Cookie lastExternalReferrerTime

- **Cookie Name:** lastExternalReferrerTime
- **Data Collected:** Records the time of the last instance the visitor accessed the site from an external source.
- **Function:** Helps attribute conversions and understand traffic sources for marketing campaign optimization.
- **Validity Period:** Persistent
- **Classification:** Advertising
- **Origin:** Third-party

5.20. Cookie lastExternalReferrer

- **Cookie Name:** lastExternalReferrer
- **Data Collected:** Stores the URL of the last website visited before arriving at ours.
- **Function:** Detects how the user arrived at the site by recording the last URL address they accessed.
- **Validity Period:** Persistent
- **Classification:** Advertising
- **Origin:** Third-party

6. BROWSER SETTINGS

The use of cookies is subject to the user's approval during browser installation or updates. This approval can be revoked through the content and privacy settings available in the browser used. The user can delete or refuse all or some cookies through browser settings or directly on the website.

The procedures vary depending on the browser used:

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- **Mozilla Firefox:** <https://support.mozilla.org/en-US/>
- **Microsoft Edge:** <https://support.microsoft.com/en-us/windows/manage-cookies-in-microsoft-edge-view-allow-block-delete-and-use-168dab11-0753-043d-7c16-ed5947fc64d>
- **Safari:** <https://support.apple.com/en-us/105082>
- **Opera:** <https://help.opera.com/en/latest/web-preferences/>
- **Google Chrome:** <https://support.google.com/chrome/?hl=en#topic=7439538>

It is also important to note that modern browsers implement limitations on cookie duration: Google Chrome limits cookies to 400 days, while Safari limits them to 7 days if the user does not return to the website.

7. UPDATES AND CONTACT

For clarifications regarding this Cookie Policy, please contact us via email: dpo@arenahotel.rio

This policy may be updated periodically to reflect changes in cookie practices or to comply with legal requirements.

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