

COOKIE POLICY FOR CARI AI

In accordance with applicable Colombian and international regulations governing the use of cookies, we inform you about the cookies used on the Cari AI website, <https://site.cariai.com> and cariai.com (hereinafter, the “Website”), and the reasons for their use. Additionally, Cari AI informs you that by browsing the Website, you are providing your consent for their use.

What are cookies and what are they used for?

A cookie is a file that is downloaded to your computer, tablet, smartphone, or any other device when you access certain web pages. Cookies allow a website to store and retrieve information about a user's or device's browsing habits and, depending on the information they contain and how the device is used, they can be used to recognize the user. In no case could cookies damage your device. On the contrary, keeping them active helps us identify and resolve potential errors.

Identification of cookies

Below is a classification of cookies based on a series of categories. However, it is important to note that the same cookie may be included in more than one category.

Types of cookies by the entity that manages them:

Depending on the entity that manages the equipment or domain from which cookies are sent and processes the data obtained, we can distinguish:

- **Own cookies:** These are sent to the user's terminal from a device or domain managed by the editor itself and from which the service requested by the user is provided.
- **Third-party cookies:** These are sent to the user's terminal from a device or domain that is not managed by the editor but by another entity that processes the data obtained through cookies.

If the cookies are installed from a device or domain managed by the editor itself but the information collected is managed by a third party, they cannot be considered as own cookies.

Types of cookies based on the length of time they remain activated:

Depending on the length of time they remain activated in the terminal, we can distinguish:

- **Session cookies:** A type of cookie designed to collect and store data while the user

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accesses a web page. They are often used to store information that only needs to be kept for the service requested by the user on a single occasion (e.g., a list of products purchased).

- **Persistent cookies:** A type of cookie where the data remains stored on the terminal and can be accessed and processed for a defined period by the cookie manager, which can range from a few minutes to several years.

Types of cookies according to their purpose:

Depending on the purpose for which the data obtained through cookies is processed, we can distinguish between:

- **Technical cookies:** These allow the user to navigate through a website, platform, or application and use the various options or services that exist on it, such as controlling traffic and data communication, identifying the session, accessing restricted access parts, remembering the elements that make up an order, making the purchase process of an order, making the request for registration or participation in an event, using security elements during navigation, storing content for the dissemination of videos or sound, or sharing content through social networks.
- **Customization cookies:** These allow the user to access the service with some predefined general characteristics based on a series of criteria in the user's terminal, such as language, the type of browser used to access the service, the regional configuration from which they access the service, etc.
- **Analysis cookies:** These allow the responsible party to monitor and analyze the behavior of users on the websites to which they are linked. The information collected through this type of cookie is used to measure the activity of websites, applications, or platforms and to create browsing profiles of users on these sites, applications, and platforms, in order to introduce improvements based on the analysis of the data usage made by users of the service.
- **Advertising cookies:** These are those that allow the most effective management possible of the advertising spaces that, if applicable, the editor has included on a website, application, or platform from which the requested service is provided based on criteria such as the edited content or the frequency with which the ads are displayed.
- **Behavioral advertising cookies:** These are those that allow the most effective management possible of the advertising spaces that, if applicable, the editor has included on a website, application, or platform from which the requested service is

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provided. These cookies store information on user behavior obtained through continuous observation of their browsing habits, which allows the development of a specific profile to display advertising based on it.

The cookies used on our Website are own and third-party cookies and allow us to store and access information related to language, the type of browser used, and other general characteristics predefined by the user, as well as track and analyze the activity carried out, in order to introduce improvements and provide our services in a more efficient and personalized way. Cari AI does not use advertising or behavioral advertising cookies.

The use of cookies offers numerous advantages in providing Information Society services, since, among others: (i) it facilitates user navigation on the Website and access to the different services it offers; (ii) it avoids the need for the user to configure predefined general characteristics each time they access the Website; (iii) it favors the improvement of the functioning and services provided through the Website, following the corresponding analysis of the information obtained through the cookies installed.

At Cari AI, we do not collect or store your personal information (e.g., your name or address) so this information cannot be used to identify you. However, you can configure your browser to accept or reject all cookies, or select which cookies to accept and which not, by following one of the following procedures, depending on the browser used:

- Google Chrome
- Mozilla Firefox
- Internet Explorer
- Safari
- Opera
- Internet Explorer (Windows Phone)
- Safari for iOS (iPhone and iPad)
- Chrome for Android

Cari AI uses the following on its Website:

- **Analysis cookies:** Specifically, Cari AI stores on the user's terminal the "analytical" cookies from Google Analytics. The user can exclude their individual activity using the exclusion systems provided by Google Analytics. More information: [Google Analytics](#).

Cookie Usage on Websites



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COOKIES	OWNER	DURATION	PURPOSE	LEVEL
_ga	Google	2 years or update	Cookie set by analytics.js, JavaScript library owned by Google.	Level 2

The analytics.js library is part of Google Universal Analytics and uses this first-party cookie that contains an anonymous identifier used to distinguish users.

| _gat | Google | 10 minutes from creation or modification | Cookie set by analytics.js, JavaScript library owned by Google. | Level 2 |

The analytics.js library is part of Google Universal Analytics and uses this first-party cookie that contains an identifier to differentiate between the different tracking objects created in the session.

| _utma | Google | 2 years or update | This cookie keeps a record of the number of times a user has been on a site, when was their first visit, and when their last visit occurred. | Level 2 |

| _utmb | Google | 30 minutes or update | This cookie helps calculate how long a user's visit lasts by storing the moment they entered. | Level 2 |

| _utmc | Google | Expires with the session | This cookie helps calculate how long a user's visit lasts by storing the moment they leave the page. | Level 2 |

| _utmz | Google | 6 months or update | This cookie helps record the traffic source or campaign; it tracks which search engine the visitor used, which links they clicked, which keywords they used, and from which part of the world they accessed the page. | Level 2 |

| _utmli | Google | 2 years or update | These cookies generate an anonymous user ID, which is used to count how many times a user visits the Website. It also records when was the first and the last time they visited the Website. It also calculates when a session has ended, the origin of the user, and the keywords used. | Level 2 |

| PREF | Google | 2 years | When creating or logging into a Google account, PREF, NID, HSID, APISID, SID, SSID, SAPISID, GAPS, LSID, BEAT, and ULS cookies are stored on your computer to stay connected to your Google account when visiting its services again. While you remain logged in and use plugins on other websites like ours, Google will use these cookies to improve your user experience. | Level 2 |

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| NID | Google | 6 months | The Google +1 button used on our Website is hosted on Google. Your browser sends information about the cookies that Google requires if you remain logged in with your account. This data is used by Google to associate it with your account. | Level 2 |

| SNID | Google | 6 months | On our Website, we use Google Maps to display geographic locations. Its use implies the sending of cookies; PREF, NID, SNID, khcookie, in addition to the cookies that Google requires if you remain logged in with your account, managed entirely by Google. | Level 2 |

| GAPS | Google | Expires with the session | On some pages of our Website, we have embedded videos from YouTube, a Google service. Its use implies the sending of cookies; PREF, NID, LOGIN_INFO, ACTIVITY, dkv, USE_HITBOX, demographics, VISITOR_INFO1_LIVE, YSC, in addition to the cookies that Google requires if you remain logged in with your account, for the purpose of displaying the embedded videos, estimating bandwidth, and showing how many times it has been played. | Level 2 |

| LSID | Google | 2 years | Level 2 |

| BEAT | Google | 24 hours | Level 2 |

| YSC | Google | Expires with the session | Level 2 |

| khcookie | Google | Expires with the session | Level 2 |

| USE_HITBOX | Google | Expires with the session | Level 2 |

| demographics | Google | 18 months | Level 2 |

| VISITOR_INFO1_LIVE | Google | 8 months | Level 2 |

What types of cookies does Cari AI currently use?

At Cari AI, we use cookies and other technologies to ensure that all users who use our services have the best possible experience. Cookies allow us to provide, protect, and improve services, for example, by personalizing content and offering a safer experience. Although the cookies we use may change from time to time as we improve and update our services, we use cookies for the following purposes:

- **Authentication:** We use cookies to verify your account and determine when you are logged in so that we can facilitate access to Cari AI's services and offer the appropriate

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experience and features. For example: We use cookies to keep you logged in as you browse between Cari AI pages. Cookies also help us remember your browser so you don't have to keep logging into Cari AI and you can log in more easily from third-party applications and websites.

- **Security, site, and product integrity:** We use cookies to help us keep your account, data, and Cari AI services safe and secure. We also use cookies to combat activities that violate our policies or undermine our ability to provide Cari AI services. For example: Cookies help us fight spam and phishing attacks by allowing us to identify computers used to create large numbers of fake Cari AI accounts. We also use cookies to detect computers infected with malware and take steps to prevent them from causing further damage. Cookies also help us prevent unauthorized access to your Cari AI account.
- **Personalization:** We use cookies to provide you with personalized content and to help you use Cari AI services that interest you most. For example: Cookies allow us to make suggestions for you and others and to customize content on third-party sites that integrate our social plugins.
- **Analytics and research:** We use cookies to better understand how people use Cari AI services so that we can improve them. For example: Cookies help us understand how people use Cari AI services, analyze which parts of Cari AI services are most useful, and identify features that could be improved.

Cookies may be stored on your browser or device and may be read or retrieved by Cari AI when you return to our site or our partner sites that use our cookies. To delete cookies, go to your browser settings and look for the option to clear browsing data or clear cookies.

Browser Settings

To learn more about how to set up or disable cookies in each browser, please refer to the following links:

- **Internet Explorer:** <http://windows.microsoft.com/es-ES/windows-vista/Block-or-allow-cookies>
- **Microsoft Edge:** <https://privacy.microsoft.com/es-es/windows-10-microsoft-edge-and-privacy>
- **Firefox:** <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- **Chrome:** <https://support.google.com/chrome/answer/95647?hl=es>

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- **Safari:** <http://support.apple.com/kb/ph5042>
- **Opera:** <http://help.opera.com/Windows/11.50/en-EN/cookies.html>

Consent

When accessing the Website, the user will see a cookie notice in which they are informed of the way in which they can give or refuse their consent to install cookies. By continuing to browse the Website, you are consenting to the use of cookies under the conditions contained in this Cookies Policy. The user may configure the cookies on the Website at any time.