

POLICY OF THE USE OF COOKIES

The web page www.ritch.com.mx (henceforth “site or web page”) use its own and third-party cookies with the main objective to improve the user experience and the user navigation on the web page.

Here we provide you the following information:

- a. Concept of cookies
- b. Typology and purpose of Cookies
- c. Disabling Cookies according the Browser

1. Concept of Cookies

The Cookies are little records that some platforms, such as web pages, can install on your computer, smartphone or tablet. Their functions can be, among others, store their surfing preferences, recollect statistic information or allow some functionality techniques.

2. Typology and purpose of Cookies

The Cookies can be classified as:

- The entity that manages it (Own cookies or third parties).
- The lapse of time that remains active (Cookies per Session or permanent).
- The purpose or objective of them.

Below, we inform you that the web page uses own cookies and third parties that, in attention to their purpose can be classified as shown:

Analytic Cookies

Pursue the following purposes:

- Allow the anonymous user identity (identify browsers, devices, no people) and therefore the approximate accounting of visitors and their tendency of the time.
- Identify the most visited contents by the users. Such identity is made anonymous.
- Recognize if the users that are browsing on the web page are new or are repeating their visit.

Important: Unless the user decides to register itself on one Service of the web page, the cookie never goes associated with any important character that can identify it. Mentioned cookies only will be used with statistic purposes that may improve the user experience on the web.

This web page uses “**Google Analytics**”, an analytic web service borrowed by Google, Inc. Google Analytics uses cookies, that are text records located on their computer, for improving the web to analyze the use that the users made on Internet.

The information that generates the cookie about the use of the web (including your IP address) will be directly transferred and archived by Google on the USA servers. Google will use that information on our behalf in order to keep track of your use of the web, collecting informs of the activity on the web and the use of Internet.

Google can transmit that information to third parties when the legislation requires, or when the said third parties process the information on behalf of Google. Google will not associate your IP address with any other data available to Google. You can reject the treatment of the data or the information by rejecting the use of cookies through the section of settings according to your browser, however, you should know if you do it, it may be possible that you cannot use the full functionality of this website. **By using this web, the users allowed the treatment of the information by Google in the way and for the purposes aforementioned.**

For more information: Google Analytics:

<http://www.google.com/analytics/learn/privacy.html>

Advertising cookies

The purpose of these cookies is to increase the information of the showing advertisements for each user on the web page services. Storing the duration or visualization frequency of advertisement positions, the interaction with them, or the navigation standards and behaviors of each user, creating one profile of advertisement interests for the users.

3. Disabling the cookies according the browser

The main browsers allow changing the settings of the cookies. These changes usually are found on the “Preferences or options” in the browser menu.

Bellow, we detail step by step the instructions to access the settings menu in the function of their browser:

Internet Explorer

Tools -> Internet Options -> Privacy -> Settings

For more information: <http://windows.microsoft.com/es-ES/windows/support#top-solutions=windows-8>

Safari:

Preferences -> Security

For more information: <http://www.apple.com/es/support/mac-apps/safari/>

Firefox

Tools -> Options -> Privacy -> History -> Custom settings

For more information: <http://support.mozilla.org/es/home>

Chrome:

Settings -> Show advanced options -> Privacy -> Content settings.

For more information: <https://support.google.com/chrome>

The web page reserves the right to modify the current policy of use of cookies in the function of their own activity and web development, as well as when it is necessary the modification mentioned as a consequence of the legislative changes with the purpose of adapting the policy to the instructions dictated by the pertinent instances.

We really recommend the users, to visit with frequency the present policy of the use of cookies. When important changes are made, those will be communicated to the users by one advertise on the web or by e-mail.