

## **SCALA HIGHER EDUCATION S.C. Terms of Use of Cookies**

All interested parties are informed that SCALA HIGHER EDUCATION S.C., a company identified with NIF/RFC. SHE1110145H4 and with domicile at Calzada de la Naranja N°159, 4th Floor, Fraccionamiento Industrial Alce Blanco, C.P. 53370 Naucalpan, State of Mexico, duly incorporated (from now "SCALA").

Scala compiles cookies, which are small files that are created in the browser of our visitors when accessing the SCALA website or any other website on the Internet. These files collected and stored information regarding the user's browsing habits, technical data of the connection established, personal preferences, content personalization, usage statistics, links to social networks, among others.

Cookies allow our website to remember information about the visit of our users, with the one we can adapt the content of the website to your profile and needs, providing a better browsing experience in it. Cookies are associated with both users who connect anonymously and those who do so anonymously. anonymously as well as those who do it by identifying themselves.

Cookies are not malicious programs, so they cannot damage your device, read, modify or delete information from your computer or device.

### **Type of Cookies Used by SCALA's Website**

Our website uses its own and third-party cookies.

Our own Cookies are created directly by the SCALA website when you access it.

Third-party Cookies are created by third-party sites from which some content, displayed from SCALA's website, has been published, such as advertisements or images.

### **Cookies Purpose**

#### [Own Cookies](#)

The purpose of our site's own cookies is to identify each computer that establishes a connection, control traffic and the appropriate communication of data, keep the configuration, identify browsing sessions ( allow the servers to recognize, despite switching from one page to another, that it is the same browsing session of a user),

access restricted access areas, use security elements during browsing, record information on user options allowing to adapt the website (language preferences, browser through which the service is accessed, regional settings, etc.), produce anonymous statistics on the habits of use of the website, by our visitors, to create anonymous statistics on the use of the website, by our visitors, and to improve our services. ), elaborate anonymous statistics of the habits of use of the web, on the part of our visitors.

Cookie	Dominio	Caducidad	Finalidad
<b>CONSENT</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	2 years	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
<b>CookieConsent</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	1 year	Stores the user's cookie consent state for the current domain
<b>cookielawinfo-checkbox-advertisement</b>	<a href="https://scalallearning.com/en/">https://scalallearning.com/en/</a>	1 year	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
<b>cookielawinfo-checkbox-analytics</b>	<a href="https://scalallearning.com/en/">https://scalallearning.com/en/</a>	1 year	Used to detect if the visitor has accepted the statistics category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
<b>cookielawinfo-checkbox-functional</b>	<a href="https://scalallearning.com/en/">https://scalallearning.com/en/</a>	1 year	Determines whether the user has accepted the cookie consent box.
<b>cookielawinfo-checkbox-necessary</b>	<a href="https://scalallearning.com/en/">https://scalallearning.com/en/</a>	1 year	Determines whether the user has accepted the cookie consent box.
<b>cookielawinfo-checkbox-performance</b>	<a href="https://scalallearning.com/en/">https://scalallearning.com/en/</a>	1 year	Stores the user's cookie consent state for the current domain
<b>elementor</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Persistent	Used in context with the website's WordPress theme. The cookie allows the website owner to implement or change the website's content in real-time.
<b>PHPSESSID</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Session	Preserves user session state across page requests.
<b>_ga</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

<b>_ga_#</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	2 years	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.
<b>_gat</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	1 day	Used by Google Analytics to throttle request rate
<b>_gid</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
<b>collect</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Session	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
<b>VISITOR_INFO1_LIVE</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	179 days	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
<b>YSC</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Session	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
<b>ytidb::LAST_RESULT_ENTRY_KEY</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Persistent	Stores the user's video player preferences using embedded YouTube video
<b>yt-remote-cast-available</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Session	Stores the user's video player preferences using embedded YouTube video
<b>yt-remote-cast-installed</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Session	Stores the user's video player preferences using embedded YouTube video
<b>yt-remote-connected-devices</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Persistent	Stores the user's video player preferences using embedded YouTube video
<b>yt-remote-device-id</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Persistent	Stores the user's video player preferences using embedded YouTube video
<b>yt-remote-fast-check-period</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Session	Stores the user's video player preferences using embedded YouTube video
<b>yt-remote-session-app</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Session	Stores the user's video player preferences using embedded YouTube video
<b>yt-remote-session-name</b>	<a href="https://scalallearning.com/noticias/">https://scalallearning.com/noticias/</a>	Session	Stores the user's video player preferences using embedded YouTube video

<b>cookieawinfo-checkbox-others</b>	<a href="https://scalalarning.com/en/">https://scalalarning.com/en/</a>	1 year	Stores the user's cookie consent state for the current domain
<b>_ga_#</b>	<a href="https://scalalarning.com/noticias/">https://scalalarning.com/noticias/</a>	2 years	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.
<b>collect</b>	<a href="https://scalalarning.com/noticias/">https://scalalarning.com/noticias/</a>	Session	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
<b>yt.innertube::nextId</b>	<a href="https://scalalarning.com/en/bootcamps/">https://scalalarning.com/en/bootcamps/</a>	Persistent	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
<b>yt.innertube::requests</b>	<a href="https://scalalarning.com/en/bootcamps/">https://scalalarning.com/en/bootcamps/</a>	Persistent	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.

### Third-party Cookies

For statistics purposes, related to the browsing behavior of our users, SCALA relies on the services of Google Analytics, which involves the capture and storage of data through cookies, the user's browser and sending it to the Google Analytics server. The process for collecting this information is managed and controlled exclusively by Google Analytics, and the information is treated under the privacy statement and privacy and cookie policies of Google Analytics, which can be consulted at the following address:

<https://scalalarning.com/en/cookies-policy/>

To achieve a better integration with social networks, each of them uses its own cookies so that you can access services offered by them.

In the case of Facebook, SCALA makes use of tools provided by the same for analytical and advertising purposes, the information processed by these tools is captured through the use of cookies.

In order to limit ads on the social network, based on data related to your browsing and preferences, you can consult the Facebook Ads settings and update your

preferences at any time, the required settings can be consulted at the following address:

[https://www.facebook.com/help/794535777607370?ref=learn\\_more\\_ip](https://www.facebook.com/help/794535777607370?ref=learn_more_ip)

The information provided won't be collected or used for purposes different from the ones than the ones established in the present conditions.

### **Withdraw the Consent for the Use of Cookies**

At the moment you decide to withdraw your consent for the use of Cookies, by deactivating or eliminating them, entering the privacy options of your browser, below you can consult the instructions to do so, according to the browser used:

Internet Explorer  
(<http://windows.microsoft.com/es-es/windows-vista/block-or-allowcookies>)

Mozilla Firefox  
(<http://support.mozilla.org/es/kb/habilita-y-deshabilita-cookies-que-los-sitios-we>)

Google Chrome  
(<https://support.google.com/chrome/answer/95647?hl=es>)

Safari  
([http://support.apple.com/kb/HT1677?viewlocale=es\\_ES](http://support.apple.com/kb/HT1677?viewlocale=es_ES))

Some features of our website may not be available or may not function as usual due to the deletion or inactivation of cookies.