**GRUPO ESFUERZO, WEB SITE PRIVACY POLICY**

This Privacy Policy establishes the terms under which Grupo Esfuerzo uses and protects the information provided by its users of this website.

Our company is committed to the security of its users' data. Therefore, when we ask you to fill in the fields of personal information with which you can be identified, we do so with the assurance that it will only be used in accordance with the terms of this document.

However, please note that this Privacy Policy may change over time or be updated and we encourage you to continually review this page to ensure that you agree to any such changes.

**Collected information**

Our website may collect personal information, for example: Name, contact information such as email address or phone number, demographic information or information about your job title and company. This is especially true in our "contact us" section.

Additional specific information may also be required when necessary in order to process an order or make a delivery or billing.

**Use of collected information**

Our web site uses the information collected to provide the best possible service and to enable us with the opportunity to conduct new business.

In addition, the information will be used to keep a record of website users, which will allow us to design and develop better content and provide the most appropriate and relevant information to our target audiences.

We may periodically send you emails through our site or via an email marketing platform with special offers, new products and other marketing information that we think may be relevant to you or may be of benefit to you. These emails will be sent to the address you provide and may be cancelled at any time.

**Cookies**

A cookie refers to a file that is sent with the purpose of requesting permission to be stored on your computer; by accepting, the file is generated and the cookie is then used to gather information regarding web traffic, and facilitate future visits to a recurring website.

Another feature of cookies is that they enable the website to recognize you individually and therefore provide you with a personalized service.

Our website uses cookies to identify the pages or sections that are visited and their frequency. This information is used only for statistical analysis and is then permanently deleted.

It is important to clarify that you can delete cookies from your computer at any time.

Finally, cookies do not give access to information about you or your computer unless you choose to provide it directly.

You can accept or deny the use of cookies, however, most browsers automatically accept cookies as it allows for a better web service.

You can also change the settings on your computer to decline cookies. If you decline cookies, you may not be able to use some of our services or access certain elements of this website.

**Links to Third Parties**

This website may contain links to other websites that may be of interest to you. Once you click on these links and leave our site, we no longer have control over the site to which you are redirected and therefore we are not responsible for the terms, privacy or data protection of those other third party sites.

In other words, these other websites are subject to their own privacy policies, so it is recommended that you review them to confirm that you agree with them.

**Management of your personal information**

Grupo Esfuerzo will not sell, transfer or distribute the personal information that is collected without your consent, unless required by a judge with a court order.

Our purpose is to provide you with the most personalized and adequate service to your needs, guaranteeing the security and confidentiality of your information.

We reserve the right to change the terms of this Privacy Policy at any time.