

COOKIE POLICY

MEOBLUETICKET.PT

1. Object

This document (hereinafter referred to as, “ the Cookie Policy ”), contains all kinds of information about the cookies and similar technologies that are installed in the user´ s device every time, when he / she visits our website, that´s why it is important for him / her to read it before starting his / her navigation. The user should also consult our Privacy Policy that can be accessed [HERE!](#)

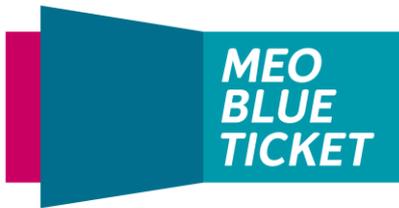
If you have any additional questions or require any further information, please feel free to contact us by the following e-mail address:

dados@blueticket.pt

2. Cookies stored by Blueticket

2.1. What are they?

The cookies - or similar technologies that allow to get access to the user´ s device (hereinafter simply referred to as “ the cookies ” in this Cookie Policy, in order to make all the terms sound more simple) - are text files with a small quantity of data that are generally sent to the browser of the user from the website that he / she is visiting, and are stored either in the internal memory of his / her device (e.g. a computer or a smartphone) or in his / her browser. The cookies help the website to recognize the device, and allow to get to know, for example, the user´ s preferences and all the browsing actions that are associated to his / her device, as well as to facilitate the browsing experience and to direct a personalized marketing to the users, among other purposes that are better described in this Cookie Policy.

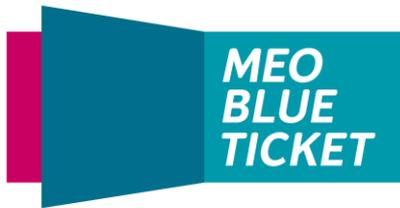


Moreover, in some cases - we are talking about the cookies that are essential for the proper operation of the website and for the provision of the requested service - cookies allow you to navigate the website and transmit you different kinds of information. Every time, when it comes to the cookies that are strictly necessary for the proper operation of the website or for the provision of the requested service, these are - under the terms of the Article 5 (2), of the Law No. 41 / 2004, of August 18 - automatically stored in the user´ s device as soon as he / she enters the website. In other cases, it only happens after obtaining the user´ s permission.

As a rule, Blueticket - Serviços de Bilhética S.A. only collects anonymous information that does not allow it to get to know the identity of a specific user. This information is associated with a given device, but an identity of the user is not revealed (with the exception of the cases that are listed below). The information about IPs can be used in order to prevent the misuse of services provided by Blueticket online, and is also used to safeguard Blueticket´ s legitimate interest in preventing such misuse (prevention and combat of fraud attempts). In order to get more detailed information about our privacy policy, please click [HERE!](#)

2.2. How long do they last?

There are session cookies - that normally expire as soon as the user closes his browser, the purpose of which lasts only during an open session (e.g. to save the objects in the shopping cart) - and there are persistent cookies, which remain active even after a session is closed, and allow the website to recognize the device in the future interactions. These cookies remain on the user´ s device until they expire (their validity is determined by a person in charge) or until they are removed by the user.



2.3. Whom do they belong to?

There are also original cookies (*first - party cookies*), which are installed in the user's device by Blueticket, and third - party cookies, which are installed by the domain that is different from the one that is being visited, so that Blueticket has a possibility to incorporate these cookies on your page. These cookies imply a transmission of the user's information to the third parties, that's why all the respective cookie and privacy policies also have to be consulted.

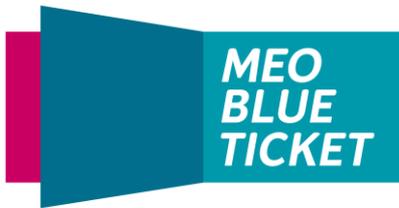
2.4. What type of cookies are there?

The strictly necessary cookies do not depend on the permission that is previously obtained from the user, and are essential for the proper operation of the website, as well as for the provision of the requested service (e.g. the use of the shopping cart, log in at the reserved areas, the safety measures for bank payments, etc.).

The performance and statistic cookies allow us to obtain information about the way how our website is used. Thanks to them, we can receive such information about the navigation as the number of people that visit our website, the quantity of time during which each user stays on our website, what are the pages that are being visited, etc. This allows us to improve our website, as well as to adapt it to every single type of usage.

The functional cookies allow us to recognize the user who comes back to our website, as well as to personalize some contents (e.g. to remember the language that was previously chosen by the user).

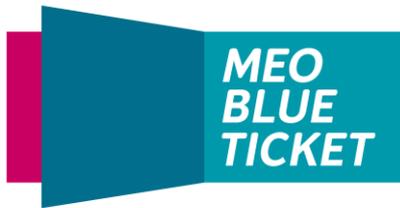
The marketing cookies allow us to direct a personalized marketing to the user according to his / her interests.



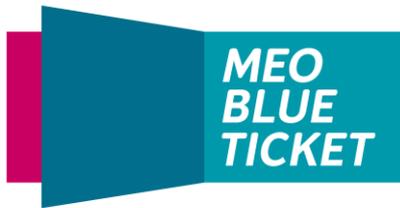
2.5. What are they like?

2.5.1. The following cookies (or similar technologies) are the obligatory ones and cannot be disabled, because they are strictly necessary for the provision of all the services that are available at the website, as well as for the proper operation of the website.

<i>Original Cookies</i> (<i>First - Party Cookies</i>)			
<i>Cookie</i>	Description	Type	Validity
blueticket_cookies_agreed	It verifies whether the user has already accepted the cookie policy of the website, and saves the user' s preferences in terms of cookies.	Performance	Permanent
SES_Lang	It saves the information about the language of the user' s navigation.	Performance	Session
SES_Culture	It saves the language arising from the geographic location that corresponds to the IP that accessed the website.	Performance	Session
SES_TransversalData, SES_MetaDataDescription	Meta-data Tags html	Performance	Session
SES_MetaDataKeywords	Meta-data Keys	Performance	Session
SES_Reference_Traffic	It refers to the events that come from the external pages (e.g. points of sales), and are necessary for conclusion of the requested transaction. <u>The identification of the user can be allowed.</u>	Performance	Session

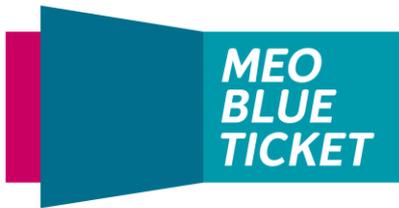


Original Cookies (First - Party Cookies)			
Cookie	Description	Type	Validity
SES_Periodica	It refers to the type of Sessions that are used internally by the website.	Performance	Session
GetEventosVisualizados	It refers to the last events that have been viewed.	Performance	Session
SES_IP_Address	It refers to the IP address of the website's visitor (IP that allows access to the website, and provides IT security, as well as helps to combat fraud). <u>The identification of the user can be allowed.</u>	Performance	Session
SES_SearchArray	It refers to the active events on the website that are used for a quick search.	Performance	Session
SES_LocalEvento	It stores the Location of the Event that is active when the session is open.	Performance	Session
SES_OrderHistoryAttendances	It stores the information about the shopping cart that is active when the session is open.	Performance	Session
SES_QueueitEvent	It shows the events that are waiting in the attendance queue.	Performance	Session



2.5.2. The following cookies or similar technologies of Blueticket will be installed after receiving your consent:

Original Cookies (First - Party Cookies)			
Cookie	Description	Type	Validity
GoogleAnalytics	Its purpose is to store the navigation data of the user for the statistical purposes and analyze the results of different campaigns.	Marketing and Statistics	Permanent
DoubleClick	It allows Blueticket to send advertisements to the user in accordance with his / her preferences and taking into consideration his / her searches.	Marketing and Statistics	Permanent
btcarrinhocompra	It allows to store information about the non - finalized shopping cart of the user who is logged in at the website, and allows Blueticket to send him / her e-mail messages that are related to the items the purchase of which was not finalized.	Marketing	1 year
Fbevents	It sends to the campaign of the Events on Facebook information about Visits, Shopping Carts and Purchases. <u>The identification of the user can be allowed.</u>	Statistics and Performance	Permanent
btvisitaseventos	It allows to store the user´ s visits of the events pages, when he / she is logged in. <u>The identification of the user can be allowed.</u>	Marketing	1 year
SES_Google_Ids	It refers to the last ID of the company of Events that is used by Google Analytics.	Marketing	Session



2.5.3. The following cookies or similar technologies - installed by a domain that is different from the one that is being visited, so that Blueticket has a possibility to incorporate these cookies on your page (third - party cookies) - will be installed after receiving your consent:

<i>Third - Party Cookies</i>			
<i>Cookie</i>	<i>Description</i>	<i>Type</i>	<i>Validity</i>
<i>Facebook Pixel</i>	Facebook Pixel is a tool for analysis that allows to measure the effectiveness of the advertisements of Blueticket, by means of the analysis of the actions that are taken on the website. It allows to make sure that the advertisements are shown to the right people, and to measure the results of the advertisements, as well as to understand their impact and the actions that are undertaken.	Statistics and Marketing	1 year
<i>Google Analytics</i>	It registers the page-view and purchases in all the events for a certain Google campaign.	Statistics and Marketing	1 year

3. How is it possible to disable cookies in your browser?

The user can configurate his / her browser in a way that he / she receives notifications every time, when the new cookies are being installed in his / her device. He / she can also remove all the cookies that were previously installed in his / her device, or block some types of cookies in advance.

In order to receive more information about the way how to disable cookies in each one of the browsers, please click on the following link: <https://www.aboutcookies.org/how-to-delete-cookies/>.

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