

PERFORMANCE AIR COOKIE POLICY

I accept the use of cookies

I reject the use of cookies

PERFORMANCE AIR SAPI DE C.V. ("PERFORMANCE AIR") with the address Antonio Dovali Jaime #75 PB Lomas de Santa Fe ZIP Code 01219, Mexico City, responsible of treatment, uses cookies in order to monitor the browsing habits of users on this website, as indicated in this policy.

1. What is a cookie?

A cookie is a file that is downloaded to the user's computer/smartphone/tablet when accessing certain web pages to store and retrieve information about the navigation that is carried out from said device.

2. Types of cookies used in this webpage and treatment o data by cookies

This website only allows the use of cookies from the "Google Analytics" tool detailed below:

Responsible third party	Google, Inc. ("Google"), a Delaware company whose main office is at 1600 Amphitheater Parkway, Mountain View (California), CA 94043, USA.
Information captured by Google and information provided to PERFORMANCE AIR	Google Analytics captures user interactions on the website (time of visit, whether the user has been to the site before, which site has recommended the user to visit the website in question, IP address, etc.). Google Analytics does not provide PERFORMANCE AIR information about the user's real IP address: it only provides statistical information consisting of visits (unique visitors, number of page views, page / view, average visit duration,% bounce,% visits new, new and returning visitors, frequency and recent visits, interactions, pages visited), demographic data (language, country / territory, city), system (browser, operating system, internet access provider, device category), source / medium.
Purpose	Google Analytics is a web analytics tool that allows site owners to know the browsing habits of users on their website. Google Analytics customers can view various reports that describe how users who visit their websites interact with the purpose of improving them. Through this information, PERFORMANCE AIR can analyze the navigation of users visiting the website. Google Analytics reports site trends without identifying its users. Google Analytics is governed by the general conditions of Google accessible at http://www.google.com/analytics/tos.html and the privacy policies of Google accessible at http://www.google.com/intl/es/policies/privacy/ . The purpose of the treatment carried out by Google is the analysis and measurement of data to provide services to customers (eg, analysis of data from visits to a web page). You can obtain more information at the following link https://support.google.com/analytics/answer/6004245?hl=es
Deactivation	The user may -at any time- revoke the consent given through the button enabled in the heading of this policy. Alternatively, you can also disable Google Analytics cookies, using the following systems:

	<p>The Google Analytics opt-out system accessible at https://tools.google.com/dlpage/gaoptout?hl=es</p> <p>The browser settings; for example:</p> <p>Chrome, from http://support.google.com/chrome/bin/answer.py?hl=es&answer=95647</p> <p>Explorer, from http://windows.microsoft.com/es-es/windows7/how-to-manage-cookies-in-internet-explorer-9</p> <p>Firefox, from http://support.mozilla.org/es/kb/habilita-y-deshabilita-cookies-que-los-sitios-we</p> <p>Safari, from http://support.apple.com/kb/ph5042</p> <p>Disabling Google Analytics cookies will not prevent the use of this website.</p>
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PERFORMANCE AIRE cannot control nor is responsible of the content and veracity of Google's terms and conditions and privacy policy referenced in this cookie policy.

3. Legal basis and retention period

The processing of your personal data is necessary for the purpose indicated above and its legal basis is the user's consent, in which they grant when they click on the "Accept" button that is found on the informational banner.

The retention period of your personal data is established by Google in their policy (<http://www.google.com/intl/es/policies/privacy/>).

4. Communication and international data transfer

Third-party cookies used in this webpage belong to Google, located in the United States of America, outside the European Economic Area. Google is adhering to the Privacy Shield Framework U.E. - USA.

The data will not be communicated to third parties, except as provided in the Google privacy policy indicated above.

5. User's rights

The user can exercise the rights of access, rectification, deletion, opposition, limitation of treatment and portability, when applicable, as well as revoke their consent, regarding the treatment for which PERFORMANCE AIR is responsible, by writing to the Data Protection Officer at the email address proteccion@performance.com.mx, proving your identity. For the exercise of rights against Google, you must refer to the provisions of its privacy policy (<https://policies.google.com/privacy?hl=es>).

Likewise, the user has the right to file a claim with a competent control authority. In Mexico, the authority is the NATIONAL INSTITUTE of Transparency, Access to Information and Data Protection (INAI).