KUENTAB COOKIE POLICY

Last updated: September 2026

This Cookie Policy describes the use of cookies and similar technologies within the digital platform operated by Kuentab, S.A.P.I. de C.V. (“Kuentab”).

By using the Platform, the User accepts the use of cookies in accordance with this Policy, unless the User disables them through the applicable browser or device settings.

1. WHAT ARE COOKIES?

Cookies are small text files stored in the User’s browser or device when the User visits a website or uses an application.

Cookies may, among other things: remember preferences; maintain active sessions; improve functionality; analyze browsing behavior; personalize the user experience; generate usage statistics.

2. TYPES OF COOKIES USED BY KUENTAB

Kuentab may use the following categories of cookies and similar technologies:

a) Strictly Necessary Cookies

They are essential for the operation of the Platform and allow:

user authentication; session maintenance; security; navigation within the Platform; access to basic functionalities.

Without these cookies, certain services may not operate properly.

b) Functional Cookies

They allow Kuentab to remember:

user preferences; language; regional settings; time zone; display options; experience personalization.

c) Analytics and Performance Cookies

They help understand how users interact with the Platform through aggregated statistical information.

These cookies may collect information relating to:

pages visited; browsing time; functionalities used; technical errors; interaction with content.

Kuentab may use third-party analytics tools for these purposes.

d) Marketing and Advertising Cookies

Kuentab may use cookies to:

send promotional communications; measure campaign effectiveness; personalize content; display information relevant to the User.

These technologies may be used in digital campaigns and platform growth strategies.

3. Google Analytics and Google AdSense Cookies

Kuentab may use Google Analytics to measure and analyze use of the Platform, generate statistics, identify browsing trends, and evaluate the performance of its functionalities.

Google Analytics may use cookies, identifiers, and similar technologies to record User interactions with the Platform. Likewise, Kuentab may use Google AdSense to display advertising within the Platform.

Where applicable, Google and other advertising technology providers may use cookies and similar technologies to display advertisements based on the User's previous visits to Kuentab or other websites or services, measure campaign performance, and limit the frequency of certain advertisements.

Advertising may be personalized or non-personalized, depending on Kuentab's settings, the User's settings, the User's location, and applicable legal requirements.

Google states that users may manage certain preferences relating to ad personalization through Google's advertising settings tools.

Third-party services used by Kuentab may involve the processing of information outside Mexico. Processing carried out by such third parties will be subject to their respective privacy notices, policies, and terms of service.

4. THIRD-PARTY TECHNOLOGIES

Kuentab may use services provided by third parties that implement cookies or similar technologies, including, without limitation:

authentication providers; analytics services; cloud platforms; communication tools; push notification services; technology infrastructure providers.

Such third parties may collect information in accordance with their own privacy and cookie policies.

5. DATA THAT MAY BE COLLECTED THROUGH COOKIES

Cookies and similar technologies may collect:

IP address; browser type; operating system; device identifiers; time zone; activity within the Platform; pages visited; browsing time; interactions and preferences.

Collected information may be associated with the User's account when necessary for the operation and security of the Platform.

6. MANAGEMENT AND DISABLING OF COOKIES

The User may configure the browser to:

accept cookies; block cookies; delete cookies; receive alerts regarding the use of cookies.

Disabling certain cookies may affect the operation, availability, or experience of certain Kuentab functionalities.

Browsers provide specific configuration tools for cookie management.

7. PUSH NOTIFICATIONS AND SIMILAR TECHNOLOGIES

Kuentab may use technologies related to push notifications, local storage, and similar mechanisms to:

send reminders; notify users of activity in groups; inform users of ranking changes; communicate relevant updates.

The User may enable or disable such notifications through the settings of the User's device or browser.

8. CHANGES TO THE COOKIE POLICY

Kuentab may modify this Cookie Policy at any time as a result of:

technological changes; integration of new tools; regulatory updates; operational modifications.

Updates will be published within the Platform or through Kuentab’s official channels.

9. CONTACT

For any questions regarding this Cookie Policy or the processing of personal data, the User may contact Kuentab through the official channels designated for privacy and data protection matters.