

4. Cookie Policy (Cookie Information)

In compliance with good digital privacy practices, the Cookie Policy of EXCHANGE TECHNOLOGIES, S.A. DE C.V. is presented as a web document that is completely independent and autonomous from the general privacy text.

- **Technical Definition of Cookies:** It explains to the user that cookies are small text files or data packets sent by EXCHANGE TECHNOLOGIES, S.A. DE C.V. to their device in order to anonymously identify their technical browsing-session variables.
- **Classification of Cookies by Purpose:**
 - o *Essential Cookies (Strictly Necessary):* Indispensable for the basic operation of the platform. They allow the user's technical sessions to remain open and enable the detection or mitigation of information-security threats (such as code injections or unauthorized access). They do not collect personally identifiable information and cannot be disabled.
 - o *Statistical Cookies (Performance):* They help to understand, in a completely aggregated and anonymous manner, how visitors interact with the web portal (most-visited sections, bounce rate), facilitating the technical analysis of the performance of the trading interfaces.
 - o *Marketing Cookies (Targeting):* Used to display advertising that is meaningful and relevant to the user, to evaluate the performance and efficiency of promotional campaigns, and to help third-party advertising networks profile interests in order to display ads on other web portals.
 - o *Functional Cookies:* They facilitate the operation of secondary tools within the portal, such as the playback of integrated descriptive videos or interactive tools for sharing content on social networks.
 - o *Preference Cookies:* They remember aesthetic browsing settings previously chosen by the user, such as the selection of the portal language, to optimize their future visits.
- **Control and Deactivation Mechanisms:** The policy details that the user's consent applies to the domain (email) and may be revoked at any time through the site's privacy preferences banner. Likewise, detailed instructions are provided for the user to manually delete or block cookies through the "Help" section of their web browser, warning that disabling all essential cookies will permanently impair the correct use of the trading platform.
- **Technical Contact Channel:** The centralized email team@bitritm.com is designated to resolve technical questions about the portal's trackers.