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+1 (514) 638 3157

Registro Nacional de Turismo (RNT) N° XXXX

JIWA contributes financially to FONTUR

COOKIE MANAGEMENT POLICY

Formal contractual version

(English)

Introduction

The purpose of this Cookie Management Policy ("Cookie Policy") is to provide clear and complete information to users ("you") about how JIWAecotours.com S.A.S. ("JIWA", "we", "us") uses cookies and other similar tracking technologies on its website. Respect for your privacy is fundamental to us, and this policy has been drafted in strict compliance with the General Regime for the Protection of Personal Data of the Republic of Colombia, notably Law 1581 of 2012 and its regulatory decrees.

1. Definition and Categories of Cookies

A cookie is a small text file that a website stores on your computer or mobile device when you visit it. It allows the site to remember your actions and preferences (such as language, font size, and other display settings) over a period of time, so you don't have to keep re-entering them whenever you come back to the site. We use the following categories of cookies:

- **Strictly Necessary Cookies:** These cookies are technically essential for the proper functioning of our website. They enable basic functionalities such as page navigation, access to secure areas, or remembering your session. For example, they are used to keep you logged in as you browse the site or to save the choices you have made in our cookie consent banner. In accordance with the law, these cookies do not require your prior consent and are always active, as the site could not function correctly without them.
- **Performance and Analytics Cookies:** These cookies help us understand how visitors interact with our website by collecting and reporting information anonymously. They allow us to measure traffic, count the number of visitors, identify the most popular pages, and learn how users navigate the site. The data collected (for example, through tools like Google Analytics) is aggregated and does not personally identify you. They are essential for us to continuously improve the usability and relevance of our content. These cookies are only installed after obtaining your consent.
- **Functionality Cookies:** These cookies enable the website to remember choices you have made during previous visits to provide a more personalized and enhanced experience. For instance, they can remember your preferred language, the region you are in, or your username to save you from entering it again. Their purpose is to



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offer you a smoother and more tailored browsing experience. Their installation is subject to your consent.

- **Targeting and Advertising Cookies:** These cookies are used to track your browsing activity on our site in order to deliver more relevant advertisements tailored to your interests on other websites or social media platforms (a practice known as "retargeting"). They may be placed by us or by our advertising partners. For example, if you view a page about a wellness trip in Colombia, an advertising cookie may be used to show you JIWA ads for that type of trip when you browse Facebook or Google. These cookies are only activated with your explicit consent.

1.1 Examples of Cookies We Use

To give you a more concrete idea, here is a non-exhaustive list of cookies we might use:

- **Session Cookie (e.g., PHPSESSID):** Keeps your session active. Essential.
- **Consent Cookie (e.g., cookie_consent):** Remembers your cookie choices. Essential.
- **Google Analytics Cookie (e.g., _ga, _gid):** Collects anonymous visit statistics. Performance.
- **Language Cookie (e.g., lang):** Remembers the language you selected. Functionality.

2. User Consent

In accordance with Colombian legislation, the installation and use of non-essential cookies (i.e., all cookies that are not strictly necessary) are subject to your prior, free, and informed consent. We have implemented a clear and accessible consent management mechanism to ensure you have full control over your data.

- **Explicit Consent via the Cookie Banner:** On your first visit to our site, a consent banner will be clearly displayed. This banner informs you about the use of cookies and offers you the clear and equivalent options to:
 - **Accept All:** Give your consent to activate all categories of cookies (performance, functionality, and advertising).
 - **Decline All:** Maintain the default deactivation of all non-essential cookies. Only strictly necessary cookies will remain active.
 - **Customize:** Access a detailed configuration panel where you can selectively enable or disable each category of non-essential cookies according to your preferences.



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Simply continuing to browse without interacting with the banner is interpreted as a refusal of consent. No non-essential cookies will be installed until you perform a positive action of acceptance. Your choice regarding cookies will be stored for a maximum period of 6 months. After this period, we will request your consent again to ensure your preferences are still up-to-date.

3. Managing and Withdrawing Consent

Your consent is not permanent. You have the right to change your preferences or withdraw your consent at any time, with the same ease as you gave it. To do so, a permanent link, titled "Manage My Cookie Preferences," is accessible in the footer of every page on our website. Clicking this link will reopen the consent management interface, allowing you to adjust your choices. Withdrawing your consent will not affect the lawfulness of processing based on consent before its withdrawal. In addition to our tool, you can also configure your web browser (Chrome, Firefox, Safari, etc.) to block some or all cookies, or to alert you before they are installed. Please consult your browser's help section for more information.

4. Third-Party Cookies

Some content or features on our site may be provided by third parties, which may result in these parties placing cookies on your device. This is the case, for example, for traffic analysis tools (Google Analytics), social media platforms (Meta/Facebook, Instagram), or advertising services. Although we request your consent for their activation, the use of these third-party cookies is governed by the privacy policies of those companies. We encourage you to review their policies to understand how they process your data. JIWA has no control over these third-party cookies once they are placed. Please note that by accepting third-party cookies whose servers are located outside of Colombia (e.g., in the United States), you also consent to the potential transfer of your browsing data to those jurisdictions.

5. Policy Updates

JIWA reserves the right to modify this Cookie Policy at any time to adapt to new regulations or the introduction of new technologies on our site. Any changes will be published on this page, and the effective date at the top of the document will be updated to reflect the date of the last revision. In the event of substantial changes that could affect your rights, we will inform you proactively, for instance, by displaying the consent banner again. Your continued browsing on our site after the publication of the changes constitutes your



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acceptance of the revised policy. If you do not agree with the new terms, you must stop using the site or adjust your cookie preferences.