Use of cookies and analysis

Personal data of the users of this website: https://toya.mx/ is processed in the form of cookies.

What cookies are?

Cookies consist of small data files that are sent to the users' browsers.

What is the use of cookies?

Cookies are used to help users of this website to browse, develop and display advertising material efficiently.

The company uses cookies to achieve the following: Purposes of using cookies: are for ensuring:

- Optimizing client's experience visiting the website; Proper functioning of the website
- Online security standards are met to prevent fraudulent activities and protect customer data;
- Login details are saved, thus clients login fast and uninterrupted;
- Website displays as per visitors' preferences;
- Analysis of traffic, behavior, preferences, interests and trends of users;
- Company's partners are advertised to users.

For how long does the company keep Cookies?

The following types of cookie are used by this website:

- Necessary – these are cookies necessary for the functioning of the website.
- Statistical – these are cookies that provide information regarding the search device used by the visitor, the time spent; the IP address, the time spent on the website, how the website was used and the behavior of the visitor,
- Marketing - these cookies collect information for the purpose of matching advertisements and visitors based on their interests, social network, third-party advertisements, monitoring clicks on a partner advertisement and assessing their effectiveness among the different websites.

Cookie name	Usage type / Vystavitel	Description	File type	File retention period
PHPSESSID	first-party	Required. Identifying your unique session on the website	cookie	Delets when you close the browser.
cookies_law	first-party	Saves the consent to store cookies.	cookie	Delets when you close the browser.
scr_referer	first-party	Saves the url of the page from which you first accessed the site	cookie	Delets when you close the browser.
cart_utm	first-party	Saves utm parameters used to evaluate campaigns and conversions	cookie	7 days

_ga	third-party, wildcard	Installed Google Analytics. Calculates user data, sessions, and campaigns, and tracks the website usage to review its analytics. The cookie stores information anonymously and provides a randomly generated number to recognize unique visitors.	cookie	2 years
_gid	third-party, wildcard	Installed Google Analytics. Stores information about how visitors use the website, and at the same time creates an analytical report on the website performance. Some of the data collected includes the number of visitors, their source, and the pages they visit anonymously.	cookie	24 hours
_gat	third-party, wildcard	Used to configure the speed of Google Analytics queries	cookie	1 minute
gat***	third-party, wildcard	Used to configure the speed of Google Analytics queries	cookie	1 minute
_fbp	third-party, wildcard	Setting Facebook to display ads either on Facebook or other Facebook digital platforms after you visit the website	cookie	3 months
_fbc	third-party, wildcard	Facebook information about the last visit to the site	cookie	2 years
_gcl_au	third-party, wildcard	Google Ads information about ad clicks	cookie	3 months
_ttp	third-party, wildcard	To measure and improve the effectiveness of advertising campaigns, as well as to personalize user interaction (including advertising) in TikTok	cookie	13 months
b45i1.u	third-party, wildcard	On the site https://toya.mx/ Stores information about how users use the website	Local storage	Unlimited

Personal data processing conditions can be found on the Personal data Protection privacy policy page: https://toya.mx/rules_cookies/site/Personal_data_privacy_policy.pdf

The Company cooperates with third parties listed below for the use of the data obtained through cookies as part of its marketing activities so that advertising material is directed to a specific target group. For disabling this option, the client needs to directly contact cooperating third parties:
- Facebook (Facebook Ireland Ltd.): https://cs-cz.facebook.com
- Google (Google Ireland Ltd.): https://adssettings.google.com

More information and details regarding Marketing activities tools provided by the Company's corporate third parties can be found here:
- Facebook (Facebook Ireland Ltd.): https://www.facebook.com/business/ads/dynamic-ads
- Google (Google Ireland Ltd.): https://support.google.com/googleads/answer/2453998?hl=cs