

Cookie Policy

Last updated: 30 September 2026

1. Controller

The party responsible for the cookies and similar technologies used on the Websites is AlexPhone, S.L., with Spanish tax ID (NIF) B09967787 and registered office at Carrer de Francesc Teixidó, 12, 08918 Badalona (Barcelona), Spain, registered with the Barcelona Companies Register, Volume 48279, Folio 2, Sheet B-578540, Entry 5 (hereinafter "AlexPhone"). Contact for any question about cookies and privacy: rgpd@alexphone.es.

This policy applies to the online store (www.alexphone.com), the customer area (accounts.alexphone.com), the help centre (support.alexphone.com) and the store-investment website (inversion.alexphone.com), hereinafter the "Websites".

2. What cookies are

Cookies are small files that a website stores in your browser when you visit it. For simplicity, we also call "cookies" similar technologies such as the browser's local storage (localStorage) and session storage (sessionStorage). They are used to make the website work, to remember your preferences or, if you allow it, to measure how the website is used.

Under Article 22.2 of Spanish Law 34/2002 on Information Society Services and Electronic Commerce (LSSI), cookies that are strictly necessary to provide the service you request do not require your consent, although we must inform you about them. All other cookies are only set if you accept them (Article 6(1)(a) of Regulation (EU) 2016/679, the GDPR).

3. Cookies we use

We use two categories: **strictly necessary** cookies and **analytics** cookies. We do not use advertising, social-media or cross-site tracking cookies.

3.1 Strictly necessary (always active)

Essential for the Websites to work: signing in, keeping your basket, completing your order and payment securely, protecting the Websites and their forms, remembering your language and storing your cookie choice. They cannot be switched off from our panel.

Name	Provider	Duration	Purpose
ap, ap.0, ap.1...	AlexPhone	7 days	Keep you signed in across the Websites.
ap-code-verifier	AlexPhone	7 days	Securely verify sign-in with Google, with an email link or when resetting your password.
ap-redirect, ap-redirect-context, ap-redirect-path	AlexPhone	7 days	Return you to the page you came from after signing in.
i18n_redirected	AlexPhone	12 months	Remember your chosen language.
ap_cookie_consent	AlexPhone	24 months	Store your cookie choice and its consent identifier.
cart_id, cart_session_id, cart_data	AlexPhone	30 days	Keep the contents of your basket.
checkout-client-id	AlexPhone	24 hours	Identify the customer during checkout.
checkout-order-token, checkout-order-id	AlexPhone	1 hour	Link the order and authorise its payment during checkout.
__stripe_mid	Stripe	12 months	Secure payment and fraud prevention (payment page only).
__stripe_sid	Stripe	30 minutes	Secure payment and fraud prevention (payment page only).

Name	Provider	Duration	Purpose
__cf_bm	Cloudflare	30 minutes	Tell humans from bots and protect the Websites from attacks.
_cfuvid	Cloudflare	Session	Limit abusive traffic without affecting legitimate users.
__ph_opt_in_out_<id>	PostHog	Until you clear your browser data	Remember your analytics decision, including a refusal (local storage).

Forms are protected by **Cloudflare Turnstile**, which checks that the sender is not a bot. If Cloudflare needs an additional check it may also set `cf_clearance`. On the payment page, Stripe may also use cookies on its own domains (for example `m.stripe.network`) to prevent fraud.

3.2 Analytics or measurement (only if you accept them)

They let us count visits, see how the Websites are used and record browsing sessions to detect errors and improve them. They are managed by **PostHog** in its European Union cloud (Frankfurt, Germany), through our own domain. If you do not accept them, **we collect no analytics information about your visit**: no cookies, no events and no recordings.

Name	Provider	Duration	Purpose
ph_<id>_posthog	PostHog	12 months	Pseudonymous identifier to measure visits and sessions (cookie and local storage).
ph_<id>_window_id, ph_<id>_primary_window_exists	PostHog	Session	Tell browser tabs apart in the session recording (session storage).

Session recording. With your consent we record how you interact with the page (clicks, scrolling, navigation) in order to reproduce errors. Your personal data is hidden in your browser before it is sent:

- everything you type in any form (passwords, payment details, addresses or any other text);
- personal data shown on screen: your name, email and profile photo, addresses and order details, in the customer area, the checkout and the help-centre forms;
- access codes and tokens that appear in page addresses;
- the content of communications with our servers, which is never recorded.

Customer identification. If you accept these cookies and sign in, we link the measurement only to your internal user identifier so that we can deal with specific issues. We do not send your name or email to PostHog. If you do not accept them, nothing is linked. If you close your account, we delete from PostHog all data associated with your identifier.

IP address. PostHog uses your IP address only to calculate an approximate location (country and city) and then discards it: it is not stored with the analytics data.

3.3 Third-party content

The home page of the help centre (`support.alexphone.com`) shows a map of our stores from **OpenStreetMap**, which does not set cookies. To draw the map, your browser downloads its images from the servers of the OpenStreetMap Foundation, which receives your IP address as in any internet connection (`osmfoundation.org/wiki/Privacy_Policy`).

4. Third parties involved

Provider	Purpose	More information
PostHog Inc. (data in the EU)	Usage analytics and session recording.	posthog.com/privacy
Stripe Payments Europe, Ltd.	Payment processing and fraud prevention.	stripe.com/en-es/privacy
Cloudflare, Inc.	Website security and form protection (Turnstile).	cloudflare.com/privacypolicy
OpenStreetMap Foundation	Map images for the help-centre store map (no cookies).	osmfoundation.org/wiki/Privacy_Policy

Stripe and Cloudflare may process data outside the European Economic Area. Where they do, they rely on the safeguards provided by the GDPR: the EU-U.S. Data Privacy Framework or the standard contractual clauses.

We also keep a technical log of server errors, without cookies and without linking them to your identity, in order to maintain the service. That log does not depend on your cookie choice (see the Privacy Policy).

5. How you give, change or withdraw your consent

- The first time you visit one of the Websites we show you a notice with three options of the same size and prominence: **Configure**, **Reject** and **Accept**. Until you choose, no analytics cookie is set.
- Under **Configure** you can decide by category. The boxes are never pre-ticked: saving without changing anything is the same as rejecting.
- You can change your mind at any time, as easily as you gave your consent: from the **"Cookie settings"** link in the footer of any of the Websites or, if you have an account, from **My profile** → **Privacy**. The change applies immediately and, if you withdraw consent, we stop collecting analytics data.
- Your choice applies to all the Websites under alexphone.com. If you sign in, it is also saved to your account and applied on your other devices.
- We will ask you again after **24 months** at most, or earlier if we change the cookies we use or their purposes.

6. Record of your consent

To be able to demonstrate your choice, as required by Article 7(1) of the GDPR, we keep a record of each decision with:

- a **consent identifier** (Consent ID), which you can see in the cookie panel and in your profile;
- whether you accepted or rejected analytics, the date and time, and the version of the notice you were shown;
- the website and the place where you decided (notice, panel or profile) and, if you were signed in, your user identifier.

We do not store your IP address or browser details in this record. We keep it while the decision is in force (24 months at most) and for up to 3 years afterwards, so that we can prove it in the event of a complaint; it is then deleted. If you close your account, the record is kept without any link to you.

7. Managing cookies from your browser

Besides our panel, you can block or delete cookies from your browser. If you block the strictly necessary ones, some parts of the Websites (signing in, the basket or payment) will stop working.

Browser	Instructions
Chrome	support.google.com/chrome/answer/95647
Edge	support.microsoft.com (search "Delete cookies in Microsoft Edge")
Firefox	support.mozilla.org (search "Clear cookies")

Browser	Instructions
Safari (Mac)	support.apple.com/guide/safari/sfri11471/mac
Safari (iPhone and iPad)	support.apple.com/105082
Opera	help.opera.com/en/latest/web-preferences/#cookies

8. Your rights

You may exercise your rights of access, rectification, erasure, objection, restriction and portability by writing to **rgpd@alexphone.es**. If you believe we have not handled your request properly, you may lodge a complaint with the Spanish Data Protection Agency (AEPD, www.aepd.es). You will find more information in our Privacy Policy.

9. Changes to this policy

We may update this policy when the cookies we use or the applicable rules change. If a change affects what you accepted, we will ask for your consent again. The date of the last update appears at the top.

This document is a translation of the Spanish original, provided for convenience. In the event of any discrepancy, the Spanish version shall prevail.