

## COOKIES POLICY

This Policy explains what "Cookies" are and how this website uses cookies and other tracking technologies in order to improve it and to deliver the best and more personalized service possible. It also provides you with clear and comprehensive information about the cookies we use and the purposes for using cookies.

### ***OUR COOKIES POLICY APPLIES TO ALL USERS OF THIS WEBSITE***

#### **A. COOKIES AND YOUR CONSENT**

A cookie is a small file of letters and numbers that we store on your computer. Cookies contain information that is transferred to your computer's hard drive. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit our website.

Our website uses cookies to distinguish you from other users of our website which helps us to provide you with a good experience when you browse our website and also allow us to improve our website and how it works.

By continuing to browse our website, you are agreeing to our placing cookies on your browser or the hard drive of your computer in order to analyse the way you use our website. Please read this cookie policy carefully for more details about the information we collect when you use this website.

You may refuse the use of cookies or withdraw your consent at any time by selecting the appropriate settings on your browser but please note that this may affect your use and experience of our website. By continuing to use our website without changing your privacy settings, you are agreeing to our use of cookies. To find out more about cookies, including how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

#### **B. KEY CONCEPTS**

##### **B.1. How to delete and block our cookies**

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you have visited our Web site.

##### **B.2. Changing your cookie settings**

Please note that internet browsers allow you to change your cookie settings. These settings are usually found in the 'options' or 'preferences' menu of your internet browser. In order to understand how to change your cookie settings, use the "help" option in your internet browser or visit the relevant pages on cookie settings in Internet Explorer, Firefox, Chrome or Safari.

### **B.3. Can I withdraw my consent?**

If you wish to withdraw your consent at any time, you will need to delete your cookies using your internet browser settings.

### **B.4. What cookies do we use and why?**

The cookies used on our website are categorised as follows:

- Essential cookies
- Performance and analytics cookies
- Functionality cookies
- Advertising cookies
- Social networking cookies

#### ***B.4.i. Essential cookies***

These cookies help you to move around our site and use all its essential features. Without these cookies, our website would not work properly and you would not be able to use features such as the shopping basket or the secure customer account pages.

#### ***B.4.ii. Performance and analytics cookies***

We want to make your experience on our website as smooth and as enjoyable as possible. Performance and analytics cookies help us understand how our website is being used and how we can improve your experience on it.

These cookies cannot identify you personally; rather they provide us with anonymous information to help us understand which parts of our website interest our visitors and if they experience any errors. We use these cookies to test different designs and features for our website and we also use them to help us monitor how our visitors reach our sites and how effective our advertising is.

#### ***B.4.iii. Functionality cookies***

We use functionality cookies to save your settings on our website such as your language preference and booking information you've previously used when booking a hotel with us. We also use functionality cookies to remember things such as the last hotel you searched for so you can easily find it the next time you visit.

Some functionality cookies are essential if you want to view videos and maps on our site. We also use "Flash cookies" for some of our animated content and to remember some of your preferences such as your volume settings.

#### ***B.4.iv. Advertising cookies***

Advertising cookies help ensure that the advertisements you see on our website are as relevant to you as possible. For example, some advertising cookies help select advertisements that are based on your interests. Others help prevent the same advertisement from continuously reappearing for you.

Some of our partners may also use cookies or web beacons (a single-pixel image file) so that you see more relevant advertisements when visiting other websites.

The information collected by these cookies and web beacons does not enable us or these third parties to identify your name, contact details or other personally identifying details unless you choose to provide these details.

#### ***B.4.v. Social networking cookies***

We want to make it as easy as possible for you to share content from our website with your contacts via your favourite social networks. Social networking cookies, which are usually set by the social networking provider, enable such sharing to be smooth and seamless.

## B.5. Google Analytics

Our website uses Google Analytics, a web-based analytics tool that tracks and reports on the manner in which the website is used to help us to improve it. Google Analytics does this by placing small text files called 'cookies' on your device. The information that the cookies collect, such as the number of visitors to the site, the pages visited and the length of time spent on the site, is aggregated and therefore anonymous. Please also see "How Google uses data when you use our partners' sites or apps", (located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)).

## B.6. Google Analytics Opt-Out

Google have developed the Google Analytics opt-out Browser add-on for the Google Analytics JavaScript (ga.js, analytics.js, dc.js).

If you want to opt-out of Google Analytics, you can download and install the add-on for your web browser. For more information, click here: <https://tools.google.com/dlpage/gaoptout?hl=en>

For more information, see Google's help pages and privacy policy:

- Google's Privacy Policy
- Google Analytics Help pages

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

## C. Changes to this Policy

We may make changes to this Cookies Policy from time to time. To ensure that you are always aware of how we use your personal information we will update this Cookies Policy from time to time to reflect any changes to our website using cookies. We may also make changes as required to comply with changes in applicable law or regulatory requirements. Where it is practicable, we will notify you by email of any significant changes. However, we encourage you to review this Policy periodically to be informed of how our website uses cookies.

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For further information about this policy, please contact us at [michailg@napcompliance.com](mailto:michailg@napcompliance.com).