

## **COOKIES POLICY**

*Below is information about how “AJAX HOTEL” and its affiliates (“we”) use cookies and other similar technology on this website.*

### **What is a Cookie**

*A cookie is a small piece of data (text file) that a website asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first party cookies. We also use third party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts.*

### **Why do we use cookies and similar technologies?**

*Cookies do a lot of different jobs, such as letting you navigate between pages efficiently, remembering your preferences and generally improving the user experience. They can also help to ensure that the advertisements you see online are more relevant to you and your interests.*

*More specifically, we use cookies and other tracking technologies for the following purposes:*

- Assisting you in navigation;*
- Assisting in registration to our events, login, and your ability to provide feedback;*
- Analyzing your use of our products, services or applications;*
- Assisting with our promotional and marketing efforts. (including behavioral advertising)*

*We classify cookies we use in the following categories:*

**Strictly necessary cookies.** *These cookies are strictly necessary to enable you to move about the site and to provide certain features you have requested. For example, to save products that you have put into your shopping cart. For these cookies, we do not need your permission.*

**Functionality cookies.** *These cookies ensure that the website stores your choices (e.g. your user name, language and location) and offers enhanced and customised functions. For example, the site may offer local weather forecasts or traffic news through the use of cookies to store information on the location you are currently in, stores the changes in font size, font type and other parts of the website that are customisable and offer you requested services, such as viewing a video and putting up*

a comment to a blog. Data stored by these cookies may be anonymised and these cookies cannot keep track of your browser activities on other websites.

**Performance and Analytics cookies.** These cookies gather information on how you use the website. For example, which sites you visit most frequently and whether you are receiving error messages from them. These cookies do not compile information that would identify you. All data compiled by these cookies are aggregated and are therefore anonymous. These data are used only to enhance the site's functionality.

**Targeting (Marketing) cookies.** These cookies are used to (1) deliver advertisements more relevant to you and your interests; (2) limit the number of times you see an advertisement; (3) help measure the effectiveness of the advertising campaign; and (4) understand people's behavior after they view an advertisement. They are usually placed on behalf of advertising networks with the site operator's permission. They remember that you have visited a site and quite often they will be linked to site functionality provided by the other organization.

You can opt-out of each cookie category (except mandatory cookies) by clicking on the "cookie settings" button.

Within these four categories, cookies are classified as either session or persistent cookies. "Session" cookies are temporary and once you close the browser window, they are deleted from your device. "Persistent" cookies remain on your device for a longer period and are used by the website to recognize your device when you return.

#### **List of cookies we use :**

Below is a list of the types of cookies used on our web sites:

<i>Purpose</i>	<i>Description</i>	<i>Type &amp; Expiry</i>
<i>Performance (i.e. User's Browser)</i>	<i>Our web sites are built using common internet platforms. These have built-in cookies which help compatibility issues (e.g., to identify your browser type) and improve performance (e.g., quicker loading of content).</i>	<i>Session Deleted upon closing the browser</i>
<i>Security (e.g. Asp .NET) Cookies</i>	<i>If you register for access to a restricted area, our cookies ensure that your device is logged for the duration of your visit. You will need your username and password to access the restricted areas.</i>	<i>Session Deleted upon closing the browser</i>
<i>Site Preferences</i>	<i>Our cookies may also remember your site preferences (e.g. language) or seek to enhance your experience (e.g. by personalizing a greeting or content). This will apply to areas where you have registered specifically for</i>	<i>Session Deleted upon</i>

	<i>access or create an account.</i>	<i>closing the browser</i>
<i>Analytical</i>	<i>We use several third party analytics tools to help us understand how site visitors use our web site. This allows us to improve the quality and content on our site for our visitors. The aggregated statistical data cover items such as total visits or page views, and referrers to our web sites. For further details on our use of Google Analytics, see below</i>	<i>Persistent Deleted automatically after 2 years if you no longer visit the site</i>
<i>Site visitor feedback</i>	<i>We use a third party survey tool to invite a percentage of visitors to provide their feedback. Cookies are used to prevent visitors from being invited multiple times.  The first cookie (1) is set if the visitor is not invited to participate in the survey, and is used to ensure visitors are not invited after their first page view.  The second cookie (2) is set if the visitor is invited to participate in the survey, and is used to ensure the visitor is not invited again to participate for a period of 90 days.</i>	<i>1 Session Deleted upon closing the browser  2 Persistent Deleted automatically after 90 days or presenting survey invite.</i>
<i>Social sharing</i>	<i>We use third party social media widgets or buttons to provide you with additional functionality to share content from our web pages to social media websites and email. Use of these widgets or buttons may place a cookie on your device to make their service easier to use, ensure your interaction is displayed on our webpages (e.g. the social share count cache is updated) and log information about your activities across the Internet and on our web sites. We encourage you to review each provider's privacy information before using any such service. For further details on our use of social media widgets and applications, see below.</i>	<i>Persistent, but will be deleted automatically after two years if you no longer visit the site</i>

### **Third-party cookies:**

*Our website will set several types of third-party cookie, and we do not control the operation of any of them. The third-party cookies which may be set include:*

- Google Analytics – we use Google Analytics to collect data about website usage. This data does not include personally identifiable information. You can view the Google Privacy Policy here: [www.google.com/policies/privacy/](http://www.google.com/policies/privacy/).*
- AddThis – the AddThis cookie is used when you use the ShareThis service on our website to share a link with LinkedIn, Facebook, Twitter, etc. You can read*

*the AddThis Privacy Policy here: <http://www.addthis.com/privacy/privacy-policy>.*

- *Facebook – we use a Facebook pixel to obtain information regarding the activities that users engage in while visiting our web pages. For information on Facebook's Privacy and Cookie policy, visit <https://www.facebook.com/policies/cookies/>*

*You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies.*