

## **COOKIE POLICY**

**Date of issuance: August 2021**

Whenever you use our Platform and/or the Bidding Engine, cookies and other tracking technologies can be used in various ways, such as making the Platform and/or the Bidding Engine work, to analyze traffic, or for advertisement purposes.

These technologies are either used by the Bidding operator directly, or by our business partners, including third party service providers and advertisers We work with.

Capitalized terms defined in the Terms of Use available at the following address: <https://privatedeal.com/en/TCweb> and in the Privacy policy available at the following address: <https://privatedeal.com/en/PPweb> apply to this Cookie Policy.

### **1. COOKIE DESCRIPTION**

A Cookie is a piece of information that is automatically placed on your electronic device's hard drive when you access the Platform and/or the Bidding Engine and which is listed in this Cookie Policy. The Cookie uniquely identifies your browser to the server. Cookies allow the Bidding operator to store information on the server (for example language preferences, technical information, click or path information, etc.) to help make the User's experience of the Platform and/or the Bidding Engine better and to conduct Platform and/or Bidding Engine analysis and Platform and/or Bidding Engine performance review.

You can find more information about Cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org).

### **2. PURPOSE OF COOKIES' COLLECTION**

To make full use of the Platform and/or the Bidding Engine, your computer, tablet or mobile phone, you will have to accept Cookies. We use Cookies to offer you a better experience. For example, We use Cookies in the following ways:

- to enable progression through the Bidding/Booking process to ensure that you have a seamless Bidding/Booking experience on the Platform and/or the Bidding Engine;
- to provide information that can help Us understand what interests you about Our Platform and/or Bidding Engine and what did not. This helps Us provide you with more personalized features, and more relevant information on subsequent visits;
- to record information such as aspects of your last Bidding/Booking, of your last Hotel research, of your last Accommodation research, to make subsequent searches faster and also to enable Us to tailor the Platform and/or the Bidding Engine to your preferences; and

- to measure the effectiveness of Our Marketing communication, and how Users use Our Platform and/or Bidding Engine.

### 3. TYPE OF PERSONAL DATA PROCESSED THROUGH COOKIES

The types of information that We collect through Cookies include IP address; device ID; viewed pages; browser type; browser version; browsing information; device; operating system; screen resolution; referrer; referrer type; entry; entry page; pages visited; date and time of connection to the Platform and/or the Bidding Engine; place of consultation of the Platform and/or the Bidding Engine, geolocalization data; time spent on the Platform and/or the Bidding Engine; language settings and preferences; and any others features used or activities engaged in on the Platform and/or the Bidding Engine.

### 4. TYPE OF COOKIES USED

We use the following types of Cookie:

#### a. Strictly Necessary Cookies (always active)

Some Cookies are essential for you to be able to experience the full functionality of the Platform and/or the Bidding Engine. Essential Cookies allow Us to maintain your User Account and prevent any security threats. They are not used in order to collect or store any of your Personal Data. For example, Essential Cookies allow you to log-in to your User Account as a Registered User and then checkout securely, as well as carry out Bidding on and/or Book Accommodations, within the scope of the Terms as a Registered User or a Non-Registered User.

These are Cookies that are required for the operation of the Platform and/or the Bidding Engine. They include, for example, Cookies that enable you to log into secure areas of the Platform and/or the Bidding Engine and enter into transactions with the Hotelier of your choice.

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#### XSRF-TOKEN

*Helps to prevent cross-site requests and forgery attacks.*

#### \_\_cfduid

*Associated with sites using CloudFlare, used to speed up page load times.*

#### laravel\_session

*Identifies the user session.*

#### OptanonConsent

*This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category.*

#### OptanonAlertBoxClosed

*This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and, in some cases, only when they actively close the notice down. It enables the website not to show the message more than once to a user.*

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## **b. Social Media Cookies**

These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

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### Facebook

`_fbp`

*Cookie to provide a range of advertising products such as real-time auctions from third party advertisers.*

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## **c. Performance Cookies**

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

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### Google Analytics

`_ga`

*Records the start and end of each visit to the website (lifetime 2 years).*

`_gid`

*Records the start and end of each visit to the website (lifetime 24 hours).*

`_gat_gtag_UA_[session]`

*Provides data on unique browser visits to the website.*

### MouseFlow

`mf_[session]`

*1st party cookies, session lifetime: A cookie to identify the browser session.*

*Identifies the browser session while it happens. The cookie is deleted as soon as the session ends.*

`mf_user`

*1st party cookie, persistent: A cookie to check if the user is new or returning.*

*Establishes whether the user is a returning or first-time visitor. This is done simply by a yes/no toggle - no further information about the user is stored. This cookie has a lifetime of 90 days.*

### HubSpot

`__hstc`

*Main cookie to track visitors: it contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).*

`__hssc`

*This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the `__hstc` cookie. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.*

`__hssrc`

*Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.*

#### Youtube

PREF

*This cookie may be used by advertising partners to create an interest profile in order to display relevant ads on other sites. It works by uniquely identifying your browser and device.*

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#### **d. Targeting Cookies**

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not directly store personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

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#### Youtube

VISITOR\_INFO1\_LIVE

*This cookie is set to keep track of user preferences for Youtube videos embedded in sites.*

YSC

*YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.*

GPS

*Stores a unique identifier on mobile devices to enable tracking based on GPS location.*

YSC

*This cookie, which may be set by Google or Doubleclick, may be used by advertising partners to create a profile of interests in order to serve relevant ads on other sites. It works by uniquely identifying your browser and device.*

#### Linkedin

bcookie

*Identification cookie used for share buttons and ad location tags.*

bscookie

*Used to track usage of corporate services.*

lidc

*Used to track the use of integrated services.*

lang

*Remember language preference.*

lissc

*This domain is owned by LinkedIn, the business networking platform. It typically acts as a third-party host where website owners have placed one of its content sharing buttons on their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions.*

UserMatchHistory

*Used to track visitors across multiple websites, to present relevant advertisements based on the visitor's preferences.*

doubleclick.net

test\_cookie

*This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange*

IDE

*This cookie contains information about how the end user uses the website and any advertising that the end user may have seen before visiting the website.*

HubSpot

\_\_cfduid

*This domain is owned by Hubspot. The company provides a range of online marketing and sales technology and services.*

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#### **e. Functional Cookies**

These Cookies help Us store your settings and browsing preferences like language preferences so that you have a better and more efficient experience during future visits on the Platform and/or the Bidding Engine.

HubSpot

Hubspotutk

*Identifies the user.*

\_\_cfduid

*Associated with sites using CloudFlare, used to speed up page load times.*

Zendesk

\_\_zlcmid

*Cookie used for the live chat widget to identify the user.*

\_\_zlcprivacy

*Store visitor's decision on CookieLaw.*

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## **5. COOKIES' RESTRICTION AND CONSENT**

If you would prefer to restrict, block or delete Cookies from the Platform and/or the Bidding Engine, you can use your browser to do this.

The website [www.aboutcookies.org](http://www.aboutcookies.org) gives full details on how to manage Cookies on different types of web browser.

If you decide not to allow Us to use Cookies, please be aware that you will be unable to use the Platform and/or the Bidding Engine and all its functionalities.

In order to control the collection of Personal Data for analytical purposes through Google Analytics from certain browser types, you may want to visit the following link: [Google Analytics Opt-out Browser Add-on](#).

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By clicking on the Accept button after the message *"We use cookies to ensure that we give you the best experience on our website. If you continue to use this site, we will assume that you are happy with it. To find out more, see our Privacy Policy and our Cookie Policy in the footer menu."*, you expressly Consent that We use the type of Cookies defined in article 4 of this Cookie Policy and that We Process the Personal Data listed in Article 3 of this Cookies Policy.

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## 6. GOOGLE ANALYTICS

The Bidding Engine uses Google Analytics, an Internet site analysis service supplied by Google Inc. ("Google"). Google Analytics uses Cookies to help analyse the use made of the Bidding Engine by its Users and Visitors. The Cookies' Data concerning your use of the Bidding Engine (including your IP address) will be forwarded to, and stored by, Google on servers located outside of Switzerland. Google will use this Personal Data to evaluate your use of the Bidding Engine, compile reports on site activity for its publisher and provide other services relating to the activity of the Bidding Engine and the use of the Internet. Google may release this data to Third parties if there is a legal obligation to do so or when the Third parties Process this data on behalf of Google including, in particular, the publisher of the Bidding Engine. Google will not cross-reference your IP address with any other data held by Google.

You may deactivate the use of cookies by selecting appropriate parameters on your navigator (<https://tools.google.com/dlpage/gaoptout>). However, this type of deactivation might prevent the use of some of the Bidding Engine's functions. By using this Bidding Engine, you specifically consent to the Processing of your Personal Data by Google under the conditions and for the purposes described in this Cookies Policy and in the Privacy Policy available at the following address: <https://privatedeal.com/en/PPwhite>.

## 7. CONTACT

To ask questions or make comments on this Cookie Policy, or to make a complaint about our compliance with applicable privacy laws, please contact Us through our contact form or write Us at: [cookies@privatedeal.com](mailto:cookies@privatedeal.com).

We will acknowledge and investigate any complaint pursuant to this Cookie Policy.