



Cookie Notice

ABOUT COOKIES AND SIMILAR TECHNOLOGIES

Cookies are small data files that allow a web page to collect and store a range of data on your desktop, laptop, or mobile device. Cookies help us to provide important features and functionalities on our websites and mobile apps. We use them to improve your customer experience. With our permission, cookies from other companies may be placed on our websites and mobile apps. For example, we use cookies to:

Improve the operation of our websites and mobile apps

Cookies allow us to evaluate and improve the operation of our websites and mobile apps so that we can personalise your experience and enable you to use and enjoy many of the useful features. For example, cookies help us track which pages you visit, what you choose to book as you move through each stage of the booking process; they help us to adjust your preferences such as your recent searches, or remember listed vacation days and the content of your online shopping cart.

Improving the performance of our websites and mobile apps

Cookies can help us to understand how our websites and mobile apps are used, for example, by telling us if you receive any error messages when using the site, so that we can then test various designs of our website and mobile apps. Website analytics, including Google Analytics, provide information about the number of visitors to our website and mobile apps, which areas of our website and mobile apps are particularly popular, and whether there are trends such as, for example, a particular page is mostly viewed by people in a particular country. These cookies ultimately help us to improve your visit to our website.

Providing relevant online advertising

We use cookies to provide online advertising that we believe to be of particular interest to

you for visiting our websites, mobile apps, and visiting other websites. For example, these cookies help us to suggest flights from your nearest airport, a holiday at a destination that you are interested in, or products that you may like.

These cookies may collect information about your online behaviour, such as your IP address, the website from which you came to ours, as well as information about your order history or the contents of your shopping cart.

This means that you can see our advertising on our websites, mobile apps, and websites of other companies. You may also see advertisements for other companies on our websites and mobile apps.

To help us provide only online advertising that's relevant to you, we also link data we've collected through cookies in your device's browser to other data we collect.

Measuring the effectiveness of our marketing communications, including online advertising

Cookies can tell us if you have seen a specific advertisement, and how long ago that was. This information enables us to measure the effectiveness of our online advertising campaigns and control how many times an ad has been shown to you. This will prevent us from constantly displaying the same advertisement. We also use cookies to measure the effectiveness of our marketing communications, such as opening a marketing email we sent you.

YOUR CHOICES WHEN IT COMES TO COOKIES

You can use your browser settings to accept or reject new cookies and delete existing cookies. You can also set your browser to notify you each time new cookies are stored on your computer or other device. For more detailed information on how to manage cookies, visit the [All About Cookies](#) and [Your Online Choices](#) web pages.

If you choose to disable some or all cookies, you may not be able to fully use our web pages or mobile apps. For example, you may not be able to add items to your cart, checkout, or use any of our products or services that otherwise require that you log in.

If we display personalised advertisements on other companies' websites, the AdChoices icon is usually displayed. Clicking on this icon will provide you with a special tutorial on how to

control your online advertising settings. More information is available on the [YourAdChoices website](#).

CHANGES TO OUR COOKIE NOTICE

This cookie notice replaces all previous versions. We may change the notice at any time, so please check it periodically on our website(s) for any updates. If the changes are significant, we will provide clearly identifiable notifications on our website(s). In addition, we will send you an electronic notification of changes to our Cookie Notices, if we deem this appropriate.

Last Update: SEPTEMBER 2017

KEY TERMS

Website Analysis: We use different website analytics, such as Google Analytics, to help us to understand how visitors use our website. We can see a number of reports on how visitors interact with our website and mobile apps. This helps us to constantly improve the website visit for the benefit of the visitors.

Website analyses use so-called first-party cookies to track visitor interactions. In our case, they are used to gather information about how visitors use our website and mobile apps. We then use the information to generate reports that help us to improve our website.

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses "cookies", text files that are stored on your computer and that allow an analysis of how you use the website. The information generated by the cookie about your use of this website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators, and providing other services related to website activity and internet usage. Google may also pass on this data to authorised third parties in line with the relevant legislation. Google will never link your IP address to other Google data. Our website uses the anonymisation feature of Google Analytics. IP addresses are thus only shortened stored and further processed, so that no personal reference can be produced.

This website also uses Adobe Analytics, which stores a cookie on your computer. IP addresses are thus only shortened stored and further processed, so that no personal

reference can be produced.

This website also uses Adobe Analytics, which stores a cookie on your computer. If the information generated by the cookie about the use of the website is transmitted to an Adobe server, the settings ensure that the IP address is anonymised before geolocation and replaced with a generic IP address before being stored. On behalf of the operator of this website, Adobe will use this information to evaluate visitors' use of the website, to compile reports on website activity, and to provide other services related to website activity and internet usage to the website operator. The IP address transmitted by Analytics from your browser will not be merged with any other data from Adobe. If the information generated by the cookie about the use of the website is transmitted to an Adobe server, the settings will ensure that the IP address is anonymised prior to geolocation and replaced with a generic IP address before being saved.

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Online Advertising: Marketing messages you might see on the web.