

Our Cookie Policy explains what cookies are, how we use cookies, and how to set and change your cookie settings.

### **What are cookies?**

Cookies are small text files that are sent from our server to your browser and stored on your computer, and that your browser provides to our Website each time you return to our Website.

Cookies help us to analyse web traffic and identify which pages of our Website are being used. Our Website also uses cookies to respond to you as an individual so that we can tailor to your needs by gathering and remembering information about your preferences, as well as enabling you to login to your account. We use this information for the purposes set out below.

### **Does Event-tours use cookies?**

Yes. Event-tours and our marketing partners, affiliates, and analytics or service providers use cookies and other technologies to ensure everyone who uses the Websites has the best possible experience.

### **Our use of cookies**

Our cookies fall into the following categories:

- **Essential cookies:** These cannot be opted-out of. Essential cookies are required for the operation of our website and to meet our contractual obligations with 3rd party suppliers. One example of an operational cookie is "lastSerchDest" which helps us remember what product you selected when you are booking a product with us. Another example of an essential analytics cookie is Google Analytics (excluding remarketing and advertising reporting features) which provides us with anonymous and aggregated website performance data.
- **Performance cookies:** These cookies are not Essential but help us improve the service we provide to you. One example of a Performance cookie is Powerfront, which allows you to ask us questions on Live Chat if you have any questions while you navigate through our website.
- **Marketing cookies.** These cookies allow us to make our marketing to you more relevant and to target advertising to you while you are on other sites. Please note that turning off Marketing cookies won't mean that you will never see any of our advertising, it just means that it will not be personalised. Also, accepting Marketing cookies means that you may see advertising from our partners while on our website.
- An example of a Marketing cookie is the Google Analytics cookie (remarketing and advertising reporting features) it records your visit to our websites, the

pages you have visited and actions you have taken. We may use this to make our advertising displayed on other sites, search engines or social media platforms more relevant to you.

Full details of the cookies that we are listed below in our section '[Our Cookies](#)'

## **Consent and Control**

Before Cookies are placed on your computer or device, you will be shown a prompt requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies (unless those Cookies are from the Essential category); however certain features of our site may not function fully or as intended. Also, you will be given the opportunity to opt-in or opt-out of different categories of Cookie that we use. Cookie Settings at any time to review or change these preferences.

In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device. Below are links to most of where to find this information in most popular browsers.

- Google Chrome <https://support.google.com/chrome/answer/95647?hl=en-GB>
- Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>
- Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge>  
(Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)
  - Safari (macOS):  
[https://support.apple.com/kb/PH21411?viewlocale=en\\_GB&locale=en\\_GB](https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB)
  - Safari (iOS): <https://support.apple.com/en-gb/HT201265>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>
  - Android:  
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en> (Please refer to your device's documentation for manufacturers' own browsers)
  - Google Analytics opt-out browser plugin:  
<https://tools.google.com/dlpage/gaoptout> and advertising opt-out by provider:  
<http://www.youronlinechoices.com/uk/your-ad-choices>

### **Third Parties' use of cookies on our Website**

Third party Cookies are not controlled by us; instead, they are placed by third parties that provide services to Us and/or to you. Third party Cookies may be used by advertising services to serve up tailored advertising to you on our Site, or by third parties providing analytics services to us.

Some of the services and advertisements on our Website and mobile apps, are delivered or served by third-party companies, which may collect information about your use of the services. These companies may place or recognize cookies, Web beacons or other technology to track Personal Information about our Website users.

For example, in the course of serving certain advertisements, an advertiser may place or recognize a unique cookie on your browser in order to collect certain information about your use of our Website. For another example, an advertiser or adserver may also be able to collect your device's unique identifier in the course of serving an ad. In many cases, this information could be used to show you ads on other websites based on your interests. We do not have access to, nor control over, these third parties' use of cookies or other tracking technologies or how they may be used and, if you choose to accept their cookies, we recommend you review their own privacy policies to see how they will process your Personal Information. For example, for more information about how Google uses cookies, please visit the following pages:

<http://www.google.com/intl/en/policies/technologies/cookies/> and

<http://www.google.com/ads/preferences>

### **Changes to this Cookie Policy**

This Policy will change over time as cookies change, and when the law changes, and as we improve our cookie experience across our websites. Also, we may add or remove cookies to the existing categories we have defined without asking for re-consent. For example, if a new Marketing cookie was added to Marketing category, we will not ask for your consent again as a result of adding this cookie.

### **Further information**

We are in the process of deleting old webpages that do not conform to our cookie policy. So from time to time, you may encounter an old webpage not managed by your Cookie Settings. We ask for your patience while we fix this situation, and if you would like to report one of these pages to us, please do via [this form](#). Also, if you generally want to know more about how we use Cookies, you can also contact us via [this form](#).

If you are interested to know more about related policies that concern your personal information, please review our [Privacy Policy and Terms and Conditions](#).

### **Cookie Law**

The relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 [and of EU Regulation 2016/679 General Data Protection Regulation ("GDPR")] are relevant to our Cookie Policy.