

COOKIE POLICY

What are cookies

This site and all Louis Hotels Group websites use “cookies,” which are small text files stored on computers of users during the “hits” on the various websites on the internet or stored on mobile phone devices or applications, in order to provide to the website the ability of recognizing the user during his subsequent visits to the same site. Cookies enhance website in terms of use and convenience of the user.

We store these files on your web browser and we access them every time you visit our websites. They contain information regarding your visit and activity. For instance, we keep information regarding your bookings as you explore our website. While you are browsing our website, some cookies are set by third parties which we have chosen to use as suppliers. We control their use of your data through contracts and they are only allowed to use your personal data strictly for the purposes stated in our Privacy Policy. Cookies may be also used to monitor the movements of users to form a profile of their preferences in order for advertisements that they find attractive to be presented to them.

What cookies do we use?

- **Essential cookies:** These make our websites work. They remember what dates you want to stay with us, what sort of room you want and that you are logged in to your account. They also allow us to collect information about your use of our websites and apps, enabling us to improve the way they work.
- **Performance cookies:** Performance cookies also allow us to see if there are any technical issues on our websites and if you are experiencing any issues using our websites. They also allow us to look at usage statistics and performance. We use Google Analytics to help us understand how you use our services. For more information on Google Analytics, please visit Google’s website.
- **Functional cookies:** These cookies collect information about the language you have requested the site display content in, remembering your username (if log-in features are set on a website) so you can log-in more quickly, text size, location you are in and generally allow us to customise your experience. Nobody likes having to repeat themselves and these cookies help with that.
- **Tracking and advertising cookies and similar technologies:** We use these types of cookies and similar technologies to provide adverts that we think may be more relevant to your interests. This can be based on your browsing activity and is known as online behavioural advertising or OBA. Cookies are placed on your browser, which remembers what websites you’ve been to. Advertising based on what you have been viewing is then displayed.
- **Web beacons and tracking pixels:** These technologies help us to count users on a web page and see if a cookie has been activated. They allow us to see how popular content is and if an email has been delivered to a recipient, opened and links clicked on. We use this information to track how successful campaigns have been.

- Advertising cookies: Allow us and other advertisers to show you the most relevant products, offers, and advertisements on our websites and third-party sites, or through emails or other message platforms. For example, some Advertising Cookies help our service providers and other advertisers select advertisements that are based on your interests, including those expressed or inferred by visits to our websites or apps or across other websites, online services, and apps over time. Others help prevent the same advertisement from continuously reappearing for you. These types of cookies also help us provide you with content on the Site that is tailored to your interests and needs.

Advertising Cookies also include Social Plug-In Cookies: Social Plug-In Cookies are used to share content from any of our websites with members and non-members of social media networks such as Facebook, Twitter, Instagram, YouTube, and Pinterest. These cookies are usually set by the social networking provider, enabling such sharing to be smooth and seamless.

- Analytics Cookies: Such cookies collect information about your use of our websites and enable us to improve the way they work. These cookies give us aggregated information that we use to monitor site performance, count page visits, spot technical errors, see how users reach our websites, and measure the effectiveness of advertising (including emails we send to you). We also use technology to determine how people who phone us arrived on our website again either from a search engine or by just clicking on an advert. This is to help us to identify how people heard about us.
- Visitor statistics cookies: Cookies are used to compile visitor statistics such as how many people have visited our websites, what type of technology do they use, for example Windows or Mac, which enables us to identify should the case be that our site is not working as expected. We are also able to identify how long the visitor spends on the site and what pages they choose to look at.
- Other Technologies may be used for the same purposes as Cookies, to allow us and third parties to know when you visit our websites, and to understand how you interact with emails or advertisements. Through Other Technologies, non-personal information (e.g., your operating system, your browser version, and the URL you came from) or aggregate information may be obtained and used to enhance your experience and understand traffic patterns.

NOTICE: To the extent that information collected through Cookies and Other Technologies constitutes personal information, the provisions in our Privacy Policy apply and complement this Cookies Policy.

How we use cookies and how they benefit the user

Below we explain help provide you with the best experience we can, such as:

- Remember your username and password for future visits so that log-in is easier and faster;
- Remember your language and other preferences;
- Ensure you obtain all requested information;

- Provide a safe and secure service for online transactions;
- Track your response to advertisements and website or app content for analysis and the number of times we send you the same advertisement;
- Measure how many people use a website and how they use it, so that we may keep it running quickly and efficiently; and
- Help us and others deliver communications and content to you that are relevant and responsive to your interests and location.

Third party cookies/ software used

By using this website, you may also receive certain third-party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than us. Third party Cookies are used on this site for website usage tracking, and to allow us to tailor your experience.

The following third-party software tools are used on our websites:

- Google Analytics – tracking your website behaviour.

If any third-party operated services are listed among the tools above, these may be used to track Users' browsing habits – in addition to the information specified herein and without the Louis Hotels knowledge. Please refer to the privacy policy noted on the website of each of the listed services for detailed information.

'Retargeting' is a form of interest-based advertising that enables our third-party advertising partners to show you advertisements selected based on your online browsing activity away from the Website. This allows companies to advertise to people who previously visited their website. These cookies will usually be placed on your device by third party advertising partners and we have listed the main ones we work with as follows: Google AdWords | Bing | Facebook

How to control cookies

You can control and/or delete cookies as you wish – for details may see aboutcookies.org. You can delete or turn off all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

Popular web browsers include Internet Explorer, Firefox, Chrome and Safari. Each web browser stores cookies in a slightly different file but they usually store them under Tools, Options, Privacy. Any disablement or restriction of the capability to accept cookies will affect the uninterrupted and effective use of the services provided on our websites.

User Personal Data and Information

During the use of the services provided through any of Louis Hotels Group website (e.g. bookings made through booking engines), users may be offering their various personal data (e.g. name, address, credit card details). For more details of the personal data that we collect and use, the measures we have in place to protect personal data, your legal rights, and our legal obligations, please refer to our Privacy Policy.

Changes to this Cookie Policy

This Cookie Policy may be revised and changed at any time. If we do so, details of the changes will be noted at the top of this page. Any such changes become binding on the first use of any website to this Cookie Policy applied, after the changes have been made. A user is advised to check this page from time to time. In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.