

# COOKIE NOTICE

Last Updated: May 21, 2018

RCI Europe's Services may use "cookies" and similar technologies (collectively, "Cookies").

## What are Cookies and how are they used on this Website?

Cookies are small text files this Website sends to your computer for recordkeeping purposes; this information is stored in a file on your computer's hard drive. Cookies make web surfing and browsing easier for you by saving your preferences so we can use these to improve your next visit to our Website.

One purpose of cookies is to simplify the use of the Website. For example, cookies may save a user's login details, so that they do not need to login every time.

Cookies may be either "persistent" or "temporary" (or "session") cookies. A persistent cookie retains user preferences for a particular website allowing those preferences to be used in future browsing sessions and remains valid until its set expiry date (unless deleted by the user before the expiry date). A temporary cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies are also used for statistical or marketing purposes, to determine how the Website is used. These cookies are provided by us or by third parties (e.g., advertising partners). While we do not control or have access to the advertiser cookies we do permit them to be used on this Website to facilitate tailored advertising and monitor patterns of buying specific goods or interest in - for example, holidays or hobbies. These cookies run advertisements tailored to the user based on his online buying habits.

First party cookies are set by us. Third party cookies are set by other organisations. This website uses both first party and third party cookies. The section below contains information about the use of first and third party cookies, in particular marketing and analytics cookies.

- **Google Analytics:** We use Google Analytics to help us get a better understanding of how visitors use this Website and to facilitate interest based advertising associated with your Google Account and other devices you use. The information generated by the Google Analytics cookie about your use of this Website is transmitted to and stored by Google. If you do not want your activity on this Website to be tracked by Google Analytics, you may opt out by using this link: <http://tools.google.com/dlpage/gaoptout?hl=en>.
- **Pixels, Beacons:** We or third party ad servers, including Facebook, may use cookies or invisible pixels or beacons on this Website to count how many users visit certain pages or take certain actions to collect or receive information from this Website and elsewhere on the Internet. We may use this information to improve our marketing programs and content, and to target advertisements at this Website and/or on other sites.
- **Internet Based Advertising:** We may use third-party advertising companies to serve advertisements regarding goods and services that may be of interest to you when you access and

use our Services and other websites, apps or online services, based on information relating to your access and use of our Services and other websites, apps and services on any of your devices, as well as information received from third parties. To do so, these companies may place or recognize a unique cookie on your browser (including through the use of pixel tags, described above). They may also use these technologies, along with information they collect about your online use, to recognize you across the devices you use, such as a mobile phone and a laptop. If you would like more information about this practice, and to learn how to opt out of it in desktop and mobile browsers on the particular device on which you are accessing this Privacy Notice, please visit [www.aboutads.info](http://www.aboutads.info) and [www.networkadvertising.org](http://www.networkadvertising.org) to opt out in mobile apps. You may also opt out in Twitter by going to your account privacy settings and unchecking the box next to “Tailor ads based on information shared by ads partners.”

- **Do Not Track Signals:** At this time, we do not respond to browser ‘do not track’ signals, as we await the work of interested stakeholders and others to develop standards for how such signals should be interpreted. Third parties, including our service providers, may collect information about your online activities over time and across different websites, including when you visit our website. You can learn about how to exercise choice regarding the collection of information about your online activities over time and across third-party websites or online services by visiting [www.aboutads.info](http://www.aboutads.info) and [www.networkadvertising.org](http://www.networkadvertising.org).

## How are our cookies categorised?

We categorise cookies used on our website based on the UK International Chamber of Commerce's cookie guide, as follows:

Cookies "strictly necessary" or “ <b>Essential</b> ” for functionality of this website's platform. These cookies are essential in order to enable users to move around this website and use its features.
" <b>Performance</b> " cookies which collect information about how users navigate this website, for instance which pages users access most frequently. They identify how users interact with our website, find out which pages seem to hold people up, which pages are not used often, which pages take a long time to load, what pages users tend to visit and in what order. All of this helps us to refine and develop our website to try and make them more usable when a user visits us again in future.
" <b>Functionality</b> " cookies which allow this website to remember choices you make

For more general information about cookies and how to disable them through your browser, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) . Contact us (see Section 5) if you have questions about the cookies used on this Website.

Cookie type & category	Cookie purpose	Life of cookie: persistent or session? First or third party?	Privacy impact (low/mid/high)
Essential transactional functionality (Essential &	Essential for core shopping and booking functions, primarily to maintain navigation state and booking information during a browser session. Without this cookie the booking process on this Website will not	Session; First party	Low – Technical details only relating to login, transaction requirements.

Functionality)	function.		
Supporting transactional functionality (Functionality)	Supports the core searching, transaction and booking functions (see above).	Persistent based upon default browser cookie expiration time; First party	Low – Non personal.
Navigation analytics (Performance)	To evaluate a user's use of this Website and compile reports on user activity. A third party (eg Omniture) stores the information collected by the cookie. It may disclose the information to third parties where required by law or where such third parties process the information on behalf of eg Omniture. The data collected is used for managing the performance and design of this Website.	Persistent based upon default browser cookie expiration time; First party and third party	Mid – Non personal

### **Does the policy apply to linked websites?**

Our websites may contain links to other websites. This cookie notice only applies to this Website so when you link to other websites you should read their own cookie policies.

### **How do we update this cookie notice?**

We keep our cookie notice under regular review and we will place any updates on our webpage.

### **Who can I contact if I have queries about this cookie notice?**

Please contact us if you have any questions about our cookie notice or information we hold about you.

By email: [cookiepolicyuk@rci.com](mailto:cookiepolicyuk@rci.com)

On the web visit: [Contact us](#)

Or write to us at: **RCI Europe Customer Service, Ground Floor, Western Unit, Blackrock Business Park, Bessboro Road, Blackrock, Cork, Ireland T12 N972.**