

Travelsmith Investments Ltd.

Cookie Policy

Updated 25 May, 2018

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1. About this policy

Our sites use cookies to distinguish you from other users of our websites. This helps us to provide you with a good experience when you browse our websites and also allows us to improve our websites.

2. Who we are

Where we use the words “we”, “us” and “our” in this document we mean Travelsmith Investments Ltd, a company registered in England and Wales with company number 01722666 and whose registered address is Travelsmith House, 38 High Street, Burnham On Crouch, Essex, CM0 8AA and any of our subsidiaries, which includes:

- Travelsmith Ltd
- Travelsmith Holidays Ltd

If you would like to contact us, please do so using the details provided here:

<https://www.travelsmith.co.uk/contact-us/>

3. What are cookies?

Cookies are small text files which are stored on the hard drive of your computer or mobile device. Cookies may contain certain personal information about you, which help us to deliver a better and more personalised service.

You may refuse to accept cookies by changing the setting on your browser which allows you to reject cookies. However, if you select this setting you may be unable to access certain parts of our website.

4. Types of cookies we use

We may use the following cookies:

- **Required cookies** - These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to sign into secure areas of our site.
- **Performance cookies** - They allow us to recognise and count the number of users and sessions and to see how users move around our site when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

- **Personalisation and functional cookies** - These are used to recognise you when you return to our site. This enables us to personalise content for you, remember your preferences, previous pages visited and contextual data.
- **Advertising cookies** - These cookies record your visit to our website, the pages you have visited and the links you have followed. We may use this information to make our website more relevant to your interests. We may share this information with third parties for advertising, remarketing and other purposes.

Pages on our website may use the following cookies:

_ga

By default, analytics.js uses a single, first-party cookie named `_ga` to store the Client ID, but the cookie's name, domain, and expiration time can all be customized. Other cookies created by analytics.js include `_gid`, `AMP_TOKEN` and `_gac_<property-id>`. These cookies store other randomly generated ids and campaign information about the user.

_gat

This cookie is typically written to the browser upon the first visit. If the cookie has been deleted by the browser operator, and the browser subsequently visits the website, a new `_gat` cookie is written with a different unique ID. In most cases, this cookie is used to determine unique visitors to the website and it is updated with each page view. Additionally, this cookie is provided with a unique ID that Google Analytics uses to ensure both the validity and accessibility of the cookie as an extra security measure.

_gid

Other cookies created by analytics.js include `_gid`, `AMP_TOKEN` and `_gac<property-id>`. These cookies store other randomly generated ids and campaign information about the user.

_dc_gtm_UA-*

Set by Google Tag Manager to pass data to Double Click and Google Analytics.

Facebook - Third Party

dpr

Allows control over the "Follow us on Facebook" and "Like" buttons

fr

Encrypted Facebook ID and Browser ID used for Advertising Purposes

wd

Keeps track of the first and last Facebook page visited by the user and the inner dimensions of the browser window respectively.

Google

1P_JAR

Google advertising cookie used for user tracking and ad targeting purposes

AID, APISID, HSID, NID, SAPISID, SID, SIDCC and SSID

Used to link activity across devices if a user has previously signed in to a Google Account on another device. This is to coordinate the ads seen across devices and measure conversion events. These cookies may be set on the domains google.com/ads, google.co.uk/ads, google.com/ads/measurement or googleadservices.com.

CONSENT and GMAIL_RTT

Used by Google Maps and Gmail

Click4Assistance

Used for a communication popup so that enables clients to contact our customer services team. Information about the types of cookies used by Click4Assistance can be found on their website.

Twitter

tfw_exp

Used in conjunction with the Twitter social plugins in order to allow following of Twitter accounts easily, sharing content via Twitter, and displaying the latest tweet. Twitter makes use of cookies to improve its own service.

Others

Demographics and Interest Reports, Remarketing with GA and DCM Integration are also enabled within Google Tag Manager.

Browser localStorage may be used to record geographic, demographic and contextual data.

Browser sessionStorage may be used to record geographic, demographic and contextual data.

5. Uses made of the information

We use information held about you in the following ways:

i) Information you give to us

We may use this information:

- to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about;
- to contact you by telephone if you have consented to this;
- to notify you about changes to our service;
- to ensure that content from our site is presented in the most effective manner for you and for your computer.

ii) Information we collect about you

We may use this information:

- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.