

# COOKIE POLICY

This Cookie Policy provides you with information about Cookies generally (including Server-side tagging) and more specifically, how Mark Warner Limited applies and uses information technology on our website. This Policy is intended to assist you in making informed decisions when you use our website, so we suggest that you read and understand the content of this Policy, which we recommend should also be read in conjunction with our published Privacy Notice.

## What is a Cookie?

A Cookie, is a type of computer generated message. A Cookie takes the form of a small text file (i.e. a small data file), which is generated by our website or by a third party and which may be downloaded and saved on to your computer or mobile device either temporarily or permanently.

There are many different types of Cookies and they can be used to do different things. However, in general terms there are two main categories. The first category is commonly called a functional Cookie; these are necessary for the functionality i.e. the performance of the website itself and they work to ensure our website operates properly. Functional Cookies also capture your user preferences and enable you to take specific actions such as adding dates or to check the availability of a preferred holiday venue. The second category are generally called non-functional Cookies; these Cookies are not integral to the performance parameters of the website. Amongst other things, non-functional Cookies are used to facilitate advertising technology such as forms of follow-up advertising which are intended to be more tailored to your identified interests. Non-functional Cookies may also measure the number of site visits you make and the most popular web pages you view.

## What is Server-side tagging?

Server-side tagging works differently to Cookies as the technology operates on the server-side of the internet rather than in a browser; as a result no data text file is downloaded on to your computer or device. This type of technology uses non-identifiable click events in order to provide a similar form of functionality to Cookies but they have same objective, which is to facilitate targeted advertising and to improve your overall user experience.

## 'First party' and 'Third party' Cookies

First Party Cookies are set and controlled by us as the operator/publisher of the Mark Warner website.

Third Party Cookies are usually placed on websites by third party advertising networks. The Cookies operate in a way that recalls whether you have visited the same website before and then this information is shared with other organisations involved in advertising technology. Third Party Cookies are used to collect information about your browsing habits in order to deliver adverts which are intended to be more relevant to you and your identified interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of any particular advertising campaign.

Please note that this policy does not cover the use of third party cookies. This will be covered by the applicable third party's privacy policies and practices and, if you wish to find out more, we recommend that you read those policies which in most cases will be found on the relevant company's website.

## Cookies Generally

In essence, there are two different forms of browser Cookies:

**Session or Temporary Cookies (such as strictly necessary Cookies)** are stored in your computer or device memory during the course of your browsing session and they are automatically deleted from your computer or device when the browser is closed or after the session has been inactive for a specified length of time; usually after 15 or 20 minutes. These Cookies are required for the proper operation of our website. Therefore, these Cookies are functional in nature and if you prevent them from operating, we cannot guarantee how our website will perform and you may not be able to perform certain actions.

These Cookies typically store a session ID but that ID is not personally identifiable to you as the user. They work to allow you, as the user, to e.g. move freely from page to page on our website without requiring you to repeatedly log-on each time you perform an action. These Cookies are widely used by commercial websites; for example to keep track of items that a consumer may have added to a shopping basket when making an online purchase.

**Persistent or Permanent Cookies** are stored on your computer or device and are not deleted when the browser session is closed. Persistent cookies can be used to retain user preferences (such as language settings) for a particular website and permit those preferences to be used again in future browsing sessions.

Persistent cookies usually assign a unique ID to the user's browser and they are usually configured to identify a user for a prolonged period of time.

## Analytics Cookies / Performance Cookies

We use analytical or performance Cookies to collect information about how visitors to our website choose to interact with it. The information we capture includes details of the site where the visitor has come from and the total number of times a visitor has visited our website. We use the information we collect, to improve the overall performance and to

simplify and enhance the experience of those users that visit our website. All the information that these Cookies capture is aggregated and is anonymous.

## Application or site specific Cookies

These Cookies allow our website to remember the choices you make (such as your user name, language or the region you are in) and provide enhanced features. These cookies can also be used to remember changes you have made to those parts of the web page that you can customise. They may also be used to provide services you have requested. The information these cookies collect may be anonymised and they do not track your browsing activity on other websites.

## What Cookies are used on the Mark Warner website?

Mark Warner only uses Cookies to measure non-personal information, for example to learn about the behaviour of visitors to our website and to learn how users respond to our marketing communications. The First Party Cookies set by Mark Warner do not capture any personally identifiable information.

To find out what Cookies are used on this website, please click the top navigation and select 'renew cookie consent'. Then select 'decline / manage cookies'. On the privacy controls screen you can expand each group of Cookies to see which Cookies are being used on our website and their purpose.

## How can you control the use of Cookies?

You can control the use of Cookies, including the use of server-side tagging, on our website by accessing settings and selecting 'renew cookie consent'. Then select 'decline / manage cookies'.

You can then choose to decline the Cookies that are not strictly necessary for the operational functionality of our website. You may choose to accept which groups of Cookies you are happy to use and decline those that you are not happy to use and then save your settings accordingly.

If you do not want our website to set Cookies on your computer or your device at all, then you should either not use our website, or you should delete Mark Warner Cookies, after having visited the site, from your computer or device. As an alternative you may access our website using your browser's anonymous user settings (e.g. "Incognito" in Chrome, "InPrivate" in Internet Explorer, "Private Browsing" in Firefox and Safari).

Alternatively, the 'Help' menu on the menu bar of most browsers will tell you how to prevent your browser from accepting new Cookies; how to enable the browser to notify you when you receive a new Cookie or how to disable Cookies altogether. However, because Cookies allow

you to take advantage of some of our website's essential features, we recommend you leave them turned on.

A guide to behavioural advertising and online privacy has been produced by the internet advertising industry which can be found at [www.youronlinechoices.eu](http://www.youronlinechoices.eu). The guide contains an explanation of the IAB's self-regulatory scheme to allow you greater control of the advertising you see.

## Learn more about cookies

If you wish to find out more about Cookies and how they work, please visit [aboutcookies.org](http://aboutcookies.org)

This Cookies Policy was last updated in March 2022