

COOKIE POLICY

The purpose of this Cookie Policy is to inform you with regard to the processing of personal data obtained via the use of cookies by the Platform's users/members/visitors ('Data Subject') during the operation of the website hacienda.selectumhotels.com, (hereinafter referred to as 'Website') and the mobile application (together referred to as 'Platform') by CARIBE GOLDEN MACAO SRL (hereinafter referred to as the 'Company'). The 'personal data' contained in this Policy contains the following information:

- Customer information
- Device Information
- Behaviours
- Demographic Information
- Marketing Information
- Behavioural Advertising

You may visit the Platform without providing any personal information. Cookies are used during your visit in order to gather information regarding your use of the Platform, so that you may benefit from the Platform in the most effective way, and to improve the user experience.

By visiting the Platform, you have consented that the cookies and such information collected through the cookies are used in compliance with the the **Privacy and Cookie Policy** at hacienda.selectumhotels.com. If you do not wish to accept the use of cookies, you may reset your browser settings or not use the Platform. Disabling the cookies used on the Platform may affect your user experience.

What are Cookies and Why Are They Used?

Cookies are small text files that are stored on your device or network server through browsers by websites you have visited. Cookies cannot collect any information, including personal data that is stored on your computer or files. For more information about cookies, please visit the sites www.aboutcookies.org and www.allaboutcookies.org. The main purposes of the use of cookies in the Platform are listed below:

- to improve the services offered to you by increasing the functionality and performance of the Platform;
- to improve the Platform and to provide new features through the Platform and to customize the provided features according to your preferences;
- to ensure the legal and commercial security of the Platform, you and our Company.
- To use within the scope of direct and indirect marketing activities.

Categories of the Cookies Used in the Platform

Technical Cookies	Technical cookies provide for the operation of the website, and detect inoperative pages and website areas.
Authentication Cookies	Should visitors require a password to access the website, authentication cookies ensure that the user is permitted access to additional pages on that website.
Flash Cookies	Flash cookies are used to activate image or audio content contained in the website.
Customization Cookies	Customization cookies ensure that users' preferences are memorized on different pages of different websites (i.e. language settings).
Analytical Cookies	These cookies provide the production of analytical results including the number of visitors, pages displayed on the website, time spent on the website, website navigation, etc.

Cookies Used in the Platform

Cookie	Explanation, Duration and Preferences
Analytical Cookies	
Advertising	Provides the issuance of targeted advertising to website visitors. Possible to accept or decline through browser settings.
Market Analysis	Used to execute market analysis. Possible to accept or decline through browser settings.
Special Offer/ Promotion	Used to evaluate the results of special offers/promotions. Possible to accept or decline through browser settings.
Facebook	Tracks Facebook users (or non-users) for market analysis and product improvement. Possible to accept or decline through browser settings..
Twitter	Tracks users who are members or non-members of social media networks for market analysis and product improvement. Possible to accept or decline through browser settings.
Google Analytics	<p>Collects all statistical data to improve website presentation and use. Provides a better understanding of users via the addition of social statistics and data regarding concerns.</p> <p>Our website uses Google Analytics cookies. The data gathered through such cookies are transferred to Google servers located in the USA and such data is retained in compliance with Google's data protection principles. You may click here for more information regarding Google's analytical data processing activities and principles on the protection of personal data.</p> <p>Control of Cookies https://tools.google.com/dlpage/qaoptout</p>
Technical Cookies	

Cookie	Explanation, Duration and Preferences
Session	Session cookies are used to ensure session continuity. Possible to accept or decline through browser settings.
Load Balancing	Load balancing cookies are used to reduce the server load by optimal distribution. It is possible to accept or decline through browser settings.
Security	Security cookies are used to perform security controls. It is possible to accept or decline through browser settings.
Fraud Detection	Used to detect click frauds. Possible to accept or decline through browser settings.
Authentication Cookies	
User ID	Ensure that users only see their own information. Possible to accept or decline through browser settings.
Customization Cookies	
Language	Save user's language preferences and provides options accordingly. Possible to accept or decline through browser settings.
Mobile	Used to indicate that the website has been accessed via a mobile device. Provides analytics to better understand user preferences. Possible to accept or decline through browser settings.
Flash Cookies	
Flash Cookies	Activates audio and video content. Possible to accept or decline through browser settings.

Can the Use of Cookies Be Blocked by the Data Subject?

Data Subjects may customize their preferences regarding cookies by changing their browser settings. Depending on the browser used by the Data Subject, Data Subjects may block the use of cookies, choose to receive alerts before a cookie is used, or deactivate or delete some cookies.

Cookie preferences may be made separately, specific to each device on which the user accesses the Platform.

A d o b e Analytics	http://www.adobe.com/uk/privacy/opt-out.html
AOL	https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-on-browser
G o o g l e AdWords	https://support.google.com/ads/answer/2662922?hl=en
G o o g l e Analytics	https://tools.google.com/dlpage/gaoptout

Google Chrome	http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647
Internet Explorer	https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies
Mozilla Firefox	http://support.mozilla.com/en-US/kb/Cookies
Opera	http://www.opera.com/browser/tutorials/security/privacy/
Safari	https://support.apple.com/kb/ph19214?locale=tr_TR