



# **Blue Cube Travel**

## **Cookie and Tracking Technology Policy**

# 1 Document Control

## 1.1 Issuer Details

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## 1.2 Document History

Version	Date	Change Purpose	Author
0.1	15 <sup>th</sup> May, 2018	Draft (for internal QA process)	Paul Rose
0.02	23 <sup>rd</sup> May, 2018	Draft – statement clarifications	Kevin Trill

## 1.3 Non-Disclosure Statement

This document contains intellectual property rights and copyright, which are proprietary to Blue Cube Travel Ltd (herein Blue Cube Travel or BCT). The work and the information it contains are submitted for making a proposal, fulfilling a contract or as marketing collateral. It is to be treated as confidential and shall not be used for any other purpose. It shall not be copied or disclosed to third parties, in whole or in part, without the prior written consent of Blue Cube Travel Ltd.

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## **2 Introduction**

- 2.1.1 Blue Cube Travel (“BCT”), our service providers and advertising partners use cookies and tracking technologies on our websites to enable us to analyse use of our online services, to improve and personalise your experience of our services and to serve advertising which, on some services, may be tailored to you based on your browsing behaviour and other data held about you.
- 2.1.2 BCT respects your right to privacy and we aim to be transparent always about when, how and why data about you and your browsing behaviours may be used in connection with our services. We are committed to using cookies and tracking technologies fairly and in accordance with your privacy rights.

## 3 Policy

### 3.1 What Are Cookies?

- 3.1.1 A cookie is a small text file that is sent by a website to your computer or mobile device where it is stored by your web browser. A cookie contains limited non-personal data, usually a unique identifier and the name of the site. This enables a website to recognise you as you move around the site and/or each time you revisit.

### 3.2 What Are Tracking Technologies?

- 3.2.1 Web pages, emails and mobile apps may contain a small transparent image file or line of code to record how you interact with them. They are often used in conjunction with web browser cookies (or the unique identifier of your mobile device) and they are used to help website and app publishers to better analyse and improve their services and to target advertising based on your browsing behaviour and interests. For example, by knowing which web pages you visit or which elements of a page you viewed, when and for how long, whether you viewed and/or clicked on an advert on the site or whether you opened or clicked on marketing emails sent to you.

### 3.3 How do we use them?

- 3.3.1 Cookies perform many different functions, from remembering that you are logged in during visits to what user preferences you may have selected. They also help us to identify which of our web pages are the most popular and what type of journey a visitor has through our site.
- 3.3.2 Cookies help us plan the content and layout of our site and recognise returning visitors that have been to our site before. They therefore play an important role in helping us to enhance the usability and performance of our site to improve your visits.
- 3.3.3 To help us understand how many visitors we have, which pages are visited, and to help us develop future improvements to our site, reporting and analysis is carried out using Google Analytics and Lead Forensics who place cookies on your device. For more information on how Google cookies we recommend you visit the Google website at <http://www.google.com/policies/privacy/ads/> and for Lead Forensics we recommend you visit the Lead Forensics website at <https://www.leadforensics.com/software-data-compliance/>. These sites outline their privacy and compliance policy and how to opt-out of tracking.
- 3.3.4 We do not use cookies to collect information that could identify you personally during your visit to our site (unless you create an account or log in to purchase a ticket from us). A list of the cookies that we use when you visit our site is contained in the table below.
- 3.3.5 Types of cookie that may be used during your visit to our website are:
- 3.3.5.1 *Session cookies*
  - 3.3.5.2 *Session and permanent cookies*
  - 3.3.5.3 *Anonymous permanent cookies*
  - 3.3.5.4 *Cookie to individually identify users who have logged in*
  - 3.3.5.5 *Third party cookies*
  - 3.3.5.6 *First party cookies*
- 3.3.6 It is important to note that at no time do we or our service providers attempt to identify you individually nor do we create a profile of you for the purposes of delivering advertising. We

are committed to following best practice in our use of online tracking and we always seek to comply with applicable regulatory frameworks.

## 3.4 What Cookies are used by this site?

### 3.4.1 Purpose Session cookie

3.4.1.1 *Session cookies enable our website to keep track of your movement from page to page, so you don't get asked for the same information you've already given to the site. These cookies allow you to proceed through the pages of our site quickly and easily without having to authenticate or reprocess each new area you visit. They are automatically deleted when you close your web browser*

### 3.4.2 Third party cookies

3.4.2.1 *These are placed by another company (domain) and are used to help us track visitor behaviour and revenue for us to measure the performance of our website.*

3.4.2.2 *First party cookies (cookies set by the website) and used when a customer performs a search, manages email subscriptions, etc.*

3.4.2.3 *When a user logs into their account this cookie is set to manage their logged in session.*

3.4.2.4 *This cookie is deleted from the device when the browser is closed.*

## 3.5 3rd Party cookies

### 3.5.1 Google Analytics

3.5.1.1 *To track which pages on the site are most commonly used, the number of visitors to the site, page views, which browsers are used, entry pages etc.*

3.5.1.2 *We use the information provided to help us improve our site and identify the most popular pages. Cookies last between one month and one year.*

3.5.1.3 *For more information on Google analytics we recommend you visit [Google's Data and Privacy Security](#) website.*

### 3.5.2 Lead Forensics

3.5.2.1 *For more information on Lead Forensics we recommend you visit [Software Compliance page](https://www.leadforensics.com/software-data-compliance/)*

### 3.5.3 Facebook

3.5.3.1 *This cookie is used to pull in 'like' and 'share' functionality into the site; it is loaded on page load, not when the button/link is clicked.*

3.5.3.2 *For more information read the [Facebook Privacy Policy](#)*

### 3.5.4 Twitter

3.5.4.1 *This cookie is set at the first load of the twitter application and is required to get access to tweets.*

3.5.4.2 *For more information read the [Twitter Privacy Policy](#)*

## 3.6 Can I opt out of cookies?

3.6.1 Yes. There are several options available. You can control the use of cookies on your device by using the settings in your web browser (e.g. Chrome, Internet Explorer, Firefox). For more detailed information about cookies (including how to manage their use via your browser) go to [www.aboutcookies.org](http://www.aboutcookies.org)

3.6.2 However, please note if you delete all your cookies, some features of our website, such as remembering your login details, will not function as a result. This may then cause you



problems when trying to purchase tickets as cookies are required to pass your information through the booking process.

## **3.7 Contact us**

*3.7.1 If you have any questions or concerns about BCT's use of cookies and other tracking technologies, or if you believe there has been a breach of this policy, please email us at: [dpo@bluecubetravel.com](mailto:dpo@bluecubetravel.com).*