

Cookie Policy

I N F O R M A T I O N C O L L E C T I O N A N D U S E

This Cookie Policy is part of the Privacy Policy of the website [<https://www.waterfrontsouthporthotel.co.uk/>] (hereinafter the "Website"). Accessing and browsing the Website, or using the services on the Website, means that you accept the terms and conditions included in the Privacy Policy.

To facilitate browsing the Website, WATERFRONT HOTELS (SOUTHPORT) LIMITED, as holder of the domain name, whose Company Number 06190786 and whose registered office is The White Building 1-4 Cumberland Place Southampton SO15 2NP, hereby notifies you that it uses cookies or other storage and data recovery devices with similar functionality (hereinafter, the "Cookies").

For this reason and for the purpose of giving the user all the information required for properly browsing the website, we provide users with the following information on what cookies are, what types of cookies are used on our Website and how they can configure or disable them.

1. WHAT IS A COOKIE?

Cookies are files containing small amounts of information which are saved on the user's device when they visit a website. Their main purpose is to identify the user each time they access the website, and also enables quality improvements and better user experiences on the website.

WATERFRONT HOTELS (SOUTHPORT) LIMITED uses its own cookies and third-party cookies, belonging to third parties.

Cookies are essential for the Internet to function; they cannot damage the user's equipment/device and, if they are activated in your browser settings, they help to identify and resolve potential problems with the functioning of the Website.

2. USE OF COOKIES BY THE SERVICE PROVIDER

By accessing the Website, you expressly agree to the use of this type of Cookie on your devices. If you disable Cookies, you may not optimise your browsing of the Website and some of the features available on the Website may not function correctly.

Specifically, the service provider is using Cookies for the purposes explained below. If in the future the service provider uses others for the purpose of providing additional and better services, the user shall be notified accordingly.

3. MANDATORY COOKIES

These cookies are essential for you to be able to navigate the website and use its features. Without these cookies, some the services you have requested cannot be provided, such as accessing restricted areas of the website or making a booking.

Likewise, this also includes cookies that collect information about the way in which visitors use the website, for example, which pages they visit most frequently, if they receive web page error message, the sections of the website they access or which buttons of the website they click on. The information obtained by these cookies does not enable visitors to be identified.

4. ANALYTICAL COOKIES

These cookies allow visits to the website to be quantified and to enable the measurement and statistical analysis of the use that users make of the services provided, in order to ensure they are performing properly and to improve their functioning. Among the analytical cookies used are those of Google Analytics. Google Analytics uses its own cookies. These cookies do not collect data which

can identify a visitor. All the information that these cookies collect is aggregated and, therefore, anonymous. It is used only for improving the functioning of the site. You can find more information about Google Analytics cookies here:

<https://developers.google.com/analytics/resources/concepts/gaConceptsCookies>.

5. USABILITY COOKIES

These cookies enable the website to provide a personalised service. For example, these cookies allow the web to provide price comparison services. The information obtained via these cookies may be anonymous to inhibit tracking of the visitor's browsing.

6. ADVERTISING AND SOCIAL MEDIA COOKIES

These cookies collect information about how visitors use the website, for example, the destinations or hostels in which they have shown interest, or the sections of the website they have accessed. The information obtained is processed in an aggregated way; consequently, these cookies do not enable visitors to be identified and the information is therefore anonymous. The information gathered by these cookies in our website may be shared with third parties outside of WATERFRONT HOTELS (SOUTHPORT) LIMITED. The function of these cookies is to gain audiences, statistics and reports which enable campaigns and marketing acquisition channels to be improved. They also enable interaction with the website editor's social media profiles. Various buttons can be used to access such profiles, perform actions such as "follow" and "like" or post comments associated with uploaded content or created by the website editor.

You can find more detailed information about these third-party cookies by clicking on the following links:

- Facebook: <https://www.facebook.com/policies/cookies/>
- LinkedIn: https://www.linkedin.com/legal/cookie-policy?l=es_ES
- Instagram: <https://help.instagram.com/1896641480634370>
- Twitter: <https://twitter.com/en/privacy>
- Tripadvisor: <https://www.tripadvisor.es/CookiePolicy>
- Trivago: <https://www.trivago.es/politica-de-privacidad#cookie-policy>

7. MANAGING COOKIES

If you do not want your browser to accept cookies, you can turn off the cookie acceptance option in your browser settings. For further information about how to turn off cookie acceptance please refer to the "Help" function in your browser.

If you would like to opt out of the Google Analytics features mentioned above you can download and install the browser plug-in available via this link:

<http://tools.google.com/dlpage/gaoptout?hl=en-GB>.

Please note that disabling cookie support may prevent this website from functioning properly and you may not be able to fully utilise all of its features and services.

8. IMPORTANT INFORMATION

Further information about cookies and their usage can be found at <http://www.allaboutcookies.org> and <http://www.youronlinechoices.com/>.

Last updated: October 2022