

COOKIE POLICY

CONSENT

By using our sites you consent to the use of cookies in accordance with this policy. You may withdraw your consent at any time by following the instructions below.

This policy is provided by Park Plaza Hotels Europe B.V. ("we", "us", "our" or "PPHE") in connection with the use of this site and other sites operated or hosted by us, or on our behalf, ("sites").

DISABLING COOKIES

If you do not agree to the use of these cookies please disable them by following the instructions for your browser set out here or use the automated disabling tool where available.

WHAT ARE COOKIES?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating web domain on your subsequent visits to that domain. Most web pages contain elements from multiple web domains so when you visit www.babeefclub.com your browser may receive cookies from several sources.

Cookies are useful because they allow a website to recognise a user's device. Cookies allow you to navigate between pages efficiently, remember preferences and generally improve the user experience. They can also be used to tailor advertising to your interests through tracking your browsing across websites.

Session cookies are deleted automatically when you close your browser and persistent cookies remain on your device after the browser is closed (for example to remember your user preferences when you return to the site).

WHAT TYPES OF COOKIES DOES PPHE USE?

We describe the categories of cookies PPHE and its contractors use below.

Where the organisation setting the cookie provides an automated disabling tool in respect of its cookie(s) we list the name of that organisation, the category of cookies it sets together with a link to its automated disabling tool. In all other cases, we list the names of the cookies themselves and their source so that you can easily identify and disable them, if you want, through your browser controls.

After your initial visit to this website we may change the cookies we use. This policy will be updated and will always give you the means to know who is setting cookies, for what purpose they are used and the means to disable them so you should check it from time to time.

STRICTLY NECESSARY COOKIES

These cookies are essential in order to enable you to move around the website and use its features. Without these cookies, services you have asked for (such as navigating between pages) cannot be provided.

Our sites currently use the following strictly necessary cookies.

Cookie Name	Source	Purpose	Further Information
N/A	N/A	N/A	N/A

PERFORMANCE COOKIES

We make use of analytic cookies to analyse how our visitors use our websites and to monitor website performance. This allows us to provide a high quality experience by customising our offering and quickly identifying and fixing any issues that arise. For example, we might use performance cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why some pages are receiving error messages. We might also use these cookies to highlight articles or site services that we think will be of interest to you based on your usage of the website. The information

collected by these cookies is not associated with your personal information by us or by our contractors. Our sites currently use the following analytic cookies from Google Analytics. You may opt out of tracking by Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

Cookie Name	Source	Purpose	Further Information
-utma - utmb - utmc - utmz	Google Analytics	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve our site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	Click here for Google's privacy policy in respect of Google Analytics http://www.google.com/analytics/learn/privacy.html

WEBSITE FUNCTIONALITY COOKIES

We make use of cookies to provide you with certain functionality. For example, to remember choices you make (such as your user name, language or the region you are in) and to provide enhanced, more personal features. These cookies are not used to track your browsing on other sites.

Our sites currently use the following functional cookies:

Cookie Name	Source	Purpose	Further Information
N/A	N/A	N/A	N/A

TARGETING COOKIES

Targeting cookies (or advertising cookies) collect information about your browsing habits and are used to make advertising more relevant to you and your interests. They are used by services provided by third parties, such as Like or Share buttons. Third parties provide these services in return for recognising that you have visited our website.

Cookie Name	Source	Purpose	Further Information
N/A	N/A	N/A	N/A

When you use the LinkedIn, Facebook, Instagram or Twitter share buttons you will be directed to a page controlled by those companies which may place cookies (including targeting cookies) and will be subject to the LinkedIn or Twitter cookies policy respectively.

FLASH COOKIES

In addition to the above cookies, we may use Local Shared Objects, also referred to as "flash cookies," on our website. These are used to enhance your user experience, for example, by storing your user preferences

and settings, such as your volume/mute settings, and in connection with animated content on our website. Local Shared Objects are similar to browser cookies, but can store data more complex than simple text. By themselves, they cannot do anything to or with the data on your computer. Like other cookies, they can only access personally identifiable information that you have provided on this site, and cannot be accessed by other websites. To find out more about flash cookies or how to disable them, please click here <http://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html>.

USE OF IP ADDRESSES

We may also use your IP address to help diagnose problems with our server, to administer our website and to improve the service we offer to you. An IP address is a numeric code that identifies your computer on the internet. Your IP address might also be used to gather broad demographic information.

We may perform IP lookups to determine which domain you are coming from (e.g.: google.com) to more accurately gauge our users' demographics.

Information from these types of cookies and technologies or about website usage is not combined with information about you from any other source.

None of the cookies that we use will personally identify you.

THIRD PARTY WEBSITES

Please note that this cookies policy does not apply to, and we are not responsible for, the privacy practices of third party websites which may be linked to this website.

CHANGES TO THIS POLICY

We may update this policy and we would encourage you to review the policy from time to time to stay informed of how we are using cookies. This cookies policy was last updated on 10 September 2012.

This policy forms part of (and should be read in conjunction with) our privacy policy located at www.babeefclub.com.