

# COOKIE NOTICE

## About cookies and similar technologies

Cookies are small data files that allow a website to collect and store a range of data on your desktop, laptop or mobile device. Cookies help us provide important features and functionalities on our websites and mobile apps. We use them to improve your customer experience. With our permission, cookies from other companies may be placed on our websites and mobile apps. For example, we use cookies to do the following:

### Improve the way our websites and mobile apps work

Cookies allow us to evaluate and improve the way our websites and mobile apps work so that we can personalise your experience and enable you to enjoy many of the useful features. For example, cookies help us keep track of which page you are visiting as you move through each stage of the booking process; they help us remember your preferences such as, for example, your last searches or listed vacation days and the contents of your online shopping cart.

### Improve the performance of our websites and mobile apps

Cookies can help us to understand how our websites and mobile apps are used, for example, by telling us if you get any error messages when using the page, so that we can then test various designs of our website and mobile apps. Website analytics, including Google Analytics, provide information about the number of visitors to our website and mobile apps, which areas of our website and mobile apps are particularly popular, and whether there are trends such as, for example, a particular page is mostly viewed by people in a particular country. These cookies ultimately help us improve your visit to our website.

### Provide relevant online advertising

We use cookies to provide online advertising that we believe to be of particular interest to you when visiting our websites, mobile apps and other websites. For example, these cookies help us suggest flights from your nearest airport, a vacation to a destination you are interested in, or propose products that you may like.

These cookies may collect information about your online behaviour, such as, for example, your IP address, the website from which you came to ours, as well as information about your order history or the contents of your shopping cart.

This means that you can see our advertising on our websites, mobile apps and websites of other compa-

nies. You can also see ads for other companies on our websites and mobile apps. To help us provide online advertising that is really relevant to you we also link data we collect through cookies in your browser to other data we collect.

## Measure the effectiveness of our marketing communications including online advertising

Cookies can tell us if you have seen a specific advertisement and how long ago that was. This information enables us to measure the effectiveness of our online advertising campaigns and check how many times an ad has been shown to you. This prevents us from constantly displaying the same advertisement. We also use cookies to measure the effectiveness of our marketing communications, such as whether you opened a marketing e-mail we sent you.

## Your choices when it comes to cookies

You can use your browser settings to accept or reject new cookies and delete existing cookies. You can also set your browser to notify you each time new cookies are stored on your computer or other device. More detailed information on how to manage cookies can be found on the All About Cookies and Your Online Choices websites.

If you choose to disable some or all cookies, you may not be able to make full use of our websites or mobile apps. For example, you may not be able to add items to your cart, checkout, or use any of our products or services that otherwise require logging in.

The AdChoices icon is usually displayed if we display personalised advertisements on other companies' websites. Clicking on this icon will provide you with a special tutorial on how to control your online advertising settings. More information is available on the YourAdChoices website.

## Changes to our Cookie Notice

This cookie notice replaces all previous versions. We may change the notice at any time, so please periodically check our website(s) for any updates. If the changes are significant, we will provide clearly identifiable update information on our website(s). In addition, if we deem this appropriate, we will send you an electronic notification of changes to our cookie notices.

**Last update:** May 2018

## Key terms

**Website analytics:** Website analytics tools, such as Google Analytics, help us understand how visitors use our website. We can see a number of reports on how visitors interact with our website and mobile apps. This helps us to constantly improve the website visit for the benefit of the visitors.

Website analytics use so-called first-party cookies to track visitor interactions. In our case, they are used to gather information about how visitors use our website and mobile apps. We then use the information to generate reports that help us improve our website.

This website uses Google Analytics, a web analytics service provided by Google Inc. („Google“). Google Analytics uses cookies, i.e. text files that are stored on your computer and allow an analysis of your use of the website. The information generated by the cookie about your use of this website (including your IP address) is transmitted to and stored by Google on servers in the United States. Google uses this information to evaluate your use of the website, to compile reports on website activity for website operators and to provide other services related to website activity and internet usage. Google may also transfer this information to third parties if required by law or as far as third parties process the data on behalf of Google. Google will never associate your IP address with other Google data. Our website uses the Google Analytics anonymisation feature. IP addresses are thereby saved only in a shortened form and further processed so that they cannot be linked to any individual.

This website also uses Adobe Analytics, which stores a cookie on your computer. If the information generated by the cookie about the use of the website is transmitted to an Adobe server, the settings ensure that the IP address is anonymised before geolocation and replaced with a generic IP address before being stored. On behalf of the operator of this website Adobe uses this information to evaluate users' use of the website, to compile reports on website activity, and to provide other services related to website activity and internet usage to the website operator.

The IP address sent by your browser as part of Adobe Analytics will not be merged with any other data from Adobe.

This website also uses Piwik. The usage information generated by the Piwik cookie (including your shortened IP address) is transmitted to our servers and stored for usage analysis purposes and used for optimising our website. Your IP address is immediately anonymised during this process so that you remain anonymous to us as a user. The information generated by the cookie about your use of this website will not be disclosed to third parties. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, in that case you may not be able to use the full functionality of this website. If you do not agree to the storage and evaluation of these data from your visit, then you can object to the storage and use at any time by mouse click. In this case, a so-called opt-out cookie is stored in your browser with the result that Piwik does not collect any session data. Attention: If you delete your cookies, this also means that the opt-out cookie is also deleted and you may have to reactivate it.

This website also uses technologies from etracker GmbH ([www.etracker.com](http://www.etracker.com)) to collect and store data for marketing and optimisation purposes. These data are used to create usage profiles under a pseudonym. This may involve the use of cookies. Cookies enable identification and reidentification of the Internet browser. The data collected with etracker technologies are not used to personally identify the visitor to this website without the separately granted consent of the person concerned and are not combined with personal data about the person behind the pseudonym. The data collection and storage can be revoked at any time and will be effective from then onwards.

**Online advertising:** Marketing messages that you could see on the internet.