

Bookaway Cookie Policy

This cookie policy explains more about how Travelertick Ltd. and its affiliates (“we”) and our authorized service providers, may use cookies, web beacons, and other similar technologies (collectively “cookies”) on our websites (including www.bookaway.com and www.travelertick.com) and mobile apps (the “Sites”), as well as your choices related to such use.

What are cookies?

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. Some cookies are deleted once you close your browser, while other cookies are retained even after you close your browser so that you can be recognized when you return to a website. More information about cookies and how they work is available at www.allaboutcookies.org. Cookies enable a website to remember your actions and preferences over a period of time, so you don’t have to keep re-entering them whenever you come back to the site or browse from one page to another.

How do we use cookies?

We use cookies to gather information about usage patterns when you navigate the Sites in order to enhance your experience, and to understand usage patterns to improve our Site, products, and services. We also allow certain third parties to place cookies on our Site in order to collect information about online activities on our Sites over time and across other websites you visit. This information is used to provide advertising tailored to your interests on websites you visit, also known as interest advertising, and to analyse the effectiveness of such advertising.

- Remember what is in your shopping cart and your orders history
- Remember your language, currency and origin settings
- Remember what trip details you have searched for
- Remember your login details
- Allow you to add reviews
- Remember your location

Cookies on our Sites are generally divided into the following categories:

Strictly Necessary Cookies: These are required for the operation of our Site. These cookies are session cookies that are erased when you close your browser; they do not gather any information for marketing purposes or to remember where you have been on the internet.

We use these cookies to enable the booking form to function correctly.

Functional Cookies: These improve the functional performance of our Sites and make it easier for you to use the Site. For example, cookies are used to remember that you have previously visited the Site and allow us to remember what kind of trips you have searched for, so that we can make your travel searches quicker and easier. These cookies qualify as persistent cookies, because they remain on your device for us to use during a next visit to our Site. You can delete these cookies via your browser settings.

Analytics/Performance Cookies: These provide us with analysis and statistics (via Google Analytics) on how our website works, including for example which pages are visited, duration of visits, returning customer visits, search keywords you've used to come to our Site, etc. This helps to improve how our Sites works, for example, by ensuring that users can find what they are looking for easily. These cookies are session cookies which are erased when you close your browser. We use Google Analytics for this purpose, and you can see below for how to control the use of cookies by Google Analytics. See below for further details on how you can control third party targeting cookies.

These analytics/performance cookies do not collect any information that could identify you – all the information collected is anonymous and is only used to help us improve how our Site works, understand what interests our users and measure how effective our Site is. If you want to opt-out of being tracked by Google Analytics, visit the Google Analytics Opt-out page (<https://tools.google.com/dlpage/gaoptout>) and install the add-on for your browser.

We also use the Facebook Pixel, which allows user behaviour to be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. This enables us to measure the effectiveness of Facebook ads for statistical and market research purposes. You may opt out from tracking by the Facebook Pixel under <https://www.facebook.com/settings?tab=ads>.

How to control cookies

Instead of choosing to opt out of individual cookies over the links provided above, you can **control and/or delete** cookies as you wish – for details, see aboutcookies.org. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. You can review your Internet browser settings, typically under the sections "Help" or "Internet Options," to exercise choices you have for certain Cookies. If you disable or delete certain cookies, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

To learn more about the use of cookies specifically for Google analytics and to exercise choice regarding such cookies, please visit <https://tools.google.com/dlpage/gaoptout>.