

# Cookie Policy

## a. Overview

On [www.arabian-adventures.com](http://www.arabian-adventures.com) website, and our mobile websites (“the Platforms”) we and third parties can store and access cookies, IP addresses and use other tracking technology methods to enable platform functionality, collect aggregated data about website usage, improve your online experience and manage and tailor our advertising and service communications with you. There are means of disabling cookies as set out below if you choose to do so, however this may affect your use of our Platforms. See below for more information about what cookies are, the tracking technology we use, and how we use them. You can also update and change your cookie preferences here:

## b. What is a cookie?

A cookie is a small file that is placed and stored on your browser or device by a platform. Cookies allow a website owner to distinguish the activities carried out from your device from other users of that website. Each website can send its own cookie to your browser or device if your browser's preferences allow it, but (to protect your privacy) your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other websites.

## c. How do we use cookies and our types of cookies?

Our Platforms use different types of cookies. Cookies can be categories based on several attributes: Session cookies exist just for your session on our Platform and persistent cookies exist for a period of time after your visit; First party cookies are cookies set by our Platforms and third party cookies are set by third party platforms. We utilise both session and persistent cookies, and first and third party cookies.

We also use cookies for different purposes. For example we use some cookies to provide a seamless service when you complete a booking, or where you don't complete a booking (so we can inform you of this and provide assistance) and other cookies to improve our use of advertising to make it relevant to you. To assist you, we've provided a more detailed explanation of the types of cookies we use below categorised by the purpose of the cookies.

**Essential Cookies-** These cookies are essential for the operation of our Platforms. They include, for example, cookies that enable you to log into secure areas of our websites, progress or complete a booking or make use of other online services we provide. They also

include cookies that help us understand how users use our website, allowing us to improve the overall experience without being able to identify or target you or any other user individually.

Functional cookies – These cookies are used to recognise you when you return to our Platforms. This enables us to personalise our content for you, greet you by name, provide your log-in details if you are registered and remember your preferences (for example, your choice of language or region) and to identify to us where you don't complete a booking (so we can inform you of this and provide assistance).

Marketing cookies - These cookies record your visit to our Platforms, the pages you have visited and actions you have taken. We will use this information to make our own advertising displayed on other platforms (by third party advertising providers) more relevant to you. We may share this information with third parties for this purpose, for example, we may serve you a relevant advertisement based on your browsing history with our Platforms. We also use third party cookies so we can personalise our advertisements to you and to help us analyse our customers' behaviour. Our third party advertising providers set anonymous cookies on other websites that we advertise on. If you receive one of those cookies, we may then use it to identify you as having visited that site if you later visit our Platforms. We then personalise our advertisements to you based on this information.

## d. How can I reject cookies and/or delete existing cookies?

You can update and change your cookie preference in our cookie preference centre that you can access [here](#).

Besides the above-mentioned [cookie preference centre](#), you can change your cookie settings in your browser, and in some cases on your devices, too. You can set your browsers or devices to accept all cookies, to notify you when a cookie is issued, or not to receive cookies at any time. The last of these means that certain personalised features cannot then be provided to you, and accordingly, you may not be able to take full advantage of all of the website's features.

Each browser is different, so check the 'Help', 'Options', 'Preferences', or a similar menu in your browser to learn how to change your cookie preferences. The following links provide more information on cookie settings for commonly used browsers:

- [Cookie settings in Internet Explorer](#) (Opens external link in a new tab)
- [Cookie settings in Firefox](#) (Opens external link in a new tab)
- [Cookie settings in Chrome](#) (Opens external link in a new tab)
- [Cookie settings in Safari \(Mac\)](#) (Opens external link in a new tab)
- [Cookie settings in Safari \(iOS\)](#) (Opens external link in a new tab)

You can also visit [www.aboutcookies.org](http://www.aboutcookies.org) (Opens external link in a new tab), which contains comprehensive information on how to do this on a wide variety of browsers. This site

includes details on how to delete cookies from your computer as well as more general information about cookies.

We do not recommend turning cookies off when visiting our Platforms, as this could disadvantage you by preventing you from making bookings through our loyalty schemes or preventing you from booking certain types of products and services. It may also mean that certain parts or functions of our websites do not work properly.

Please also note that if you delete your cookies, we may no longer automatically recognise your preferences, such as language and country preferences, any previous consent to terms and conditions, or any opt-outs.

You can set which advertising cookie providers you accept and which you do not. You can manage cookies set by third parties by visiting the specific websites of these third parties.

For example, all the data collected on you by Google can be accessed at [myactivity.google.com](https://myactivity.google.com) (Opens external link in a new tab).

## e.Detailed information about cookies

This table details some examples of the different cookies that our Platforms use. The table sets out information explaining the purpose of these cookies and, where applicable, includes links to further information that may be of use.

### Cookie List

#### Essential cookies

These cookies are required to perform basic website functionality.

These cookies are essential for the operation of our Platforms. They include, for example, cookies which enable you to log into secure areas of our websites; progress or complete a booking; or make use of our other online services. These cookies also help us understand how users navigate and interact with our website, which means we can continue to improve the overall experience without identifying or targeting any individual user.

Essential cookies These cookies are required to perform basic website functionality.	
Cookie Subgroup	Cookies
www.arabian-adventures.com	<u>dwsid</u> , <u>_cq_dnt</u> , <u>dwanonymous xxxxxxxx</u> , <u>sid</u> , <u>dw_dnt</u>
arabian-adventures.com	<u>_wt.user-xxxxxxx</u> , <u>OptanonConsent</u> , <u>OptanonAlertBoxClos</u>

#### Functional cookies

## These cookies allow us to personalise content for you and improve your experience.

These cookies are used to recognise a user when they return to our Platforms. This enables us to personalise content for you, greet you by name, provide your Skywards details if you are registered, remember your preferences (for example, your choice of language or region) and provide assistance where necessary.

### Functional cookies

These cookies allow us to personalise content for you and improve your experience.

Cookie Subgroup	Cookies
emirates.com	<u>QuantumMetricUserID</u> , <u>QuantumMetricSessionID</u>
arabian-adventures.com	<u>_wt.mode-1995190</u> , <u>_gid</u> , <u>_cs nnnnnnnnnnnnnnn</u> , <u>_wt.user-1995190</u> , <u>_cq_seg</u> , <u>_cq bc</u> , <u>_ga</u> , <u>_cq uuid</u> , <u>_wt.mode-xxxxxxx</u>
www.arabian-adventures.com	<u>_ga xxxxxxxxxx</u> , <u>cquid</u> , <u>dwpersonalization 091c3b7aaa26c84fa8ee0</u>
<u>ots.webtrends-optimize.com</u>	JSESSIONID
<u>t.contentsquare.net</u>	<u>_cs_same_site</u>

## Marketing cookies

### These cookies are used to display ads that may be relevant to you.

These cookies record your visit to our websites, the pages you have visited and actions you have taken. We will use this information to make our advertising displayed on other platforms (by third party advertising providers) more relevant to you. We may share this information with third parties for this purpose, for example, we may serve you a relevant advertisement based on your browsing history with our platforms. We also use third party cookies so we can personalise our advertisements to you and to help us analyse our customers' behaviour. Our third party advertising providers set anonymous cookies on other websites that we advertise on. If you receive one of those cookies, we may then use it to identify you as having visited that site if you later visit our Platforms. We then personalise our advertisements to you based on this information.

### Marketing cookies

These cookies are used to display ads that may be relevant to you.

Cookie Subgroup	Cookies
www.arabian-adventures.com	<u>dwac XXXXX</u> , <u>_cs same site</u>

#### Marketing cookies

These cookies are used to display ads that may be relevant to you.

Cookie Subgroup	Cookies
com	<u>fbp</u>
arabian-adventures.com	<u>cs id</u> , <u>cs s</u> , <u>gcl au</u> , <u>gat UA-</u> , <u>tt enable cookie</u> , <u>cs c</u> , <u>tt</u>
<u>doubleclick.net</u>	receive-cookie-deprecation, test_cookie, IDE, ar_debug
<u>cquotient.com</u>	uuid
<u>udmserve.net</u>	rtbh, dt, udmts
<u>creativecdn.com</u>	ts, receive-cookie-deprecation, ar_debug, c, g
<u>igodigital.com</u>	igodigitalst_10981955, igodigitalstdomain, igodigitaltc2
<u>adnxs.com</u>	receive-cookie-deprecation
<u>youtube.com</u>	<u>_Secure-xxxxxxx</u> , VISITOR_PRIVACY_METADATA, YSC, VISIT

## e. Other tracking technologies

We use clear image files, pixel tags and other similar technology embedded within emails we send to you and on our Platforms. These files are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear images are embedded invisibly on web pages or in emails. We may use clear images (a.k.a. web beacons, web bugs or pixel tags), in connection with the Platforms to, among other things, track the activities of Platform visitors, help us manage content, and compile statistics about usage of the Platforms. We and our third party service providers also use clear images in HTML e-mails to our customers, to help us track e-mail response rates, identify when our e-mails are viewed, and track whether our e-mails are forwarded.

We use aggregated statistics provided by third party digital platforms about your interaction with us across multiple devices, such as your laptop and mobile, based on your log-ins into different services offered by these third parties. These statistics help us understand your journey across different devices and personalise the look and feel of our Platforms. These

third party digital platforms also allow us to personalise our advertisements to you on your various devices on the basis of your behaviour on one or more of your devices where you have logged into the relevant third parties' services.

We use other aggregated data provided by third party digital platforms including demographic information (such as age and gender) and your interests (such as travel and shopping) derived from your other website usage, together with our own aggregated data about your interactions with us on our Platforms to understand user behaviour to improve our Platforms, products and services. We do not disaggregate this data to identify your specific demographic or interest information.

## f. For US users: Online behavioural advertising

You may opt out of many third-party ad networks, including those operated by members of the Network Advertising Initiative ("NAI") and the Digital Advertising Alliance ("DAA").

For more information and available choices for third-party ad networks operated by NAI and DAA members, please visit their respective websites: [www.networkadvertising.org/optout\\_nonppii.asp](http://www.networkadvertising.org/optout_nonppii.asp) (NAI) (Opens external link in a new tab) and [www.aboutads.info/choices](http://www.aboutads.info/choices) (DAA) (Opens external link in a new tab).

Opting out of these networks does not otherwise limit the collection of personal information described elsewhere in our Privacy Policy. Understand that even after opting out, you will still see online ads. Opting out only means that network members from whose ad networks you have opted out will no longer deliver targeted content to you.

You may continue to see interest-based advertisements from other parties from whom you have not opted out, or from companies that have not adopted the self-regulatory standards for Online Behavioural Advertising that we follow. You will also continue to receive generic ads that are not targeted based on your visits to multiple websites.

## g. Use of Google Analytics

This site uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies, which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address sent to and shortened by Google servers in the United States. On behalf of the website provider, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators, and providing other

services relating to website activity and internet usage to the website provider. Google will not associate your IP address with any other data held by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of this website. Furthermore, you can prevent Google's collection and use of data (such as cookies and IP address) by downloading and installing the browser plug-in available at <https://tools.google.com/dlpage/gaoptout/> (Opens external link in a new tab).

Further information concerning Google's terms and conditions of use and data privacy can be found at <http://www.google.com/analytics/terms/gb.html> (Opens external link in a new tab) or at [https://www.google.de/intl/en\\_uk/policies/](https://www.google.de/intl/en_uk/policies/) (Opens external link in a new tab).

Please note that on this website, Google Analytics code is supplemented by `gat._anonymizeIp()`; to ensure an anonymized collection of IP addresses (so-called IP-masking).

## Useful links

The following website provides information specifically about privacy, including issues around Internet advertising: [YourOnlineChoices.eu](https://www.youronlinechoices.eu/) (Opens external link in a new tab). As mentioned above, this allows you to set which advertising cookie providers you accept.

## Updates

We may amend our Cookie Policy from time to time to keep it up to date with legal requirements and the way we operate our Platforms. If we decide to change our Cookie Policy, we will place any updates on our Platforms, such as this webpage. Please regularly check this webpage and the Cookie Policy of any relevant Platforms for the latest version of our Cookie Policy.