BZAR HOTELS

COOKIE POLICY

When a user accesses our website, services, or apps, our authorized service providers may use cookies, web beacons, and similar technologies for advertising purposes and to store information in order to offer you a better, faster, and safer experience.

Through this notice, we aim to provide you with guidance on the technologies used and how they are implemented on our websites, services, apps, and tools. Below are some key aspects to understand regarding the use of such technologies.

What are Cookies, Web Beacons, and Similar Technologies?

We use small data files saved on your computer, tablet, mobile phone, or other device (collectively referred to as a "device") to record certain data whenever you access or interact with our websites, services, apps, messaging systems, and tools.

The names and types of cookies, web beacons, and similar technologies used may change over time. To help you better understand our rules and use of these technologies, here are some terms and their definitions:

- **Cookies**: Small text files (usually consisting of letters and numbers) stored in the browser or device memory when you visit a website or view a message. Cookies allow a site to recognize a specific device or browser. There are different types of cookies:
    - **Session cookies**: Used to store temporary information; they allow linking your actions during a specific session and are removed once the browser is closed.
    - **Persistent cookies**: Used to store login information (e.g., username and password) so users do not have to re-enter them on each visit; these remain even after closing the browser.
    - **First-party cookies**: Originating from the website being visited; may be temporary or persistent and are used to store information reused on subsequent visits.
    - **Third-party cookies**: Originating from ads on the site (e.g., pop-ups or banners); used to track site usage for marketing purposes.

Cookies can be disabled or removed using tools available in most browsers. Cookie preferences must be set separately for each browser, as each offers different features. Users can find information on managing cookies in popular browsers here:

- **Google Chrome**
- **Mozilla Firefox**
- **Apple Safari**
- **Microsoft Internet Explorer**
- **Web Beacons:** Code snippets that allow a website to transfer or collect information through the request of a graphic image. They can be used for various purposes such as website usage analysis, advertising auditing and reporting, and content customization.

- **Similar Technologies:** Technologies that store data in the browser or device using locally shared objects or local storage, such as Flash cookies, HTML5 cookies, and other web application software methods. These technologies work across browsers. In some cases, managing local storage may require specific tools beyond browser settings.

Our Site's Use of Cookies

Our cookies serve various functions. They are essential for ensuring our services function properly and help us improve performance. We use both session cookies (which remain only during browser sessions) and persistent cookies (which remain for longer periods).

You can block, delete, or disable these cookies if your device allows. Cookie preferences can be managed through your device or browser settings.

Where possible, security measures are implemented to prevent unauthorized access to cookies and similar technologies. A unique code ensures that only we and/or our authorized service providers can access cookie data.

Service providers are companies that support various aspects of our business, such as site operations, services, apps, advertising, and tools. We use authorized service providers to present ads tailored to your interests on our services and across the internet. These providers may place third-party cookies on your device and collect data such as IP addresses or unique identifiers to recognize your device.

Some site features, services, apps, and tools are available only through the use of these technologies. You can always block, delete, or disable them if supported by your browser, app, or device.

Some of the services listed below collect statistics in an aggregated and anonymous form and may not require user consent or may be managed directly by the Controller. For detailed information, please refer to the privacy policies of the services listed.

Interaction with Social Networks and External Platforms

These services (e.g., like buttons or social widgets) allow interaction with social networks or external platforms directly from the pages of this site. The information collected is subject to each user's privacy settings for each social network.

- Facebook Privacy Policy

Remarketing and Behavioral Targeting

These services allow this site and its partners to communicate, optimize, and serve ads based on the User's past use of the application, using tracking and cookie data. These details are shared with the partners involved in remarketing and behavioral targeting.

- Facebook Remarketing (Facebook, Inc.): Connects the activity of this site with Facebook's advertising network.
    - Privacy Policy – Opt Out

- Facebook Custom Audience (Facebook, Inc.): Allows this site to link its activity with Facebook's advertising network to serve personalized ads.
    - Privacy Policy – Opt Out

Facebook Ads Conversion Tracking (Facebook, Inc.)
A service that tracks statistics by linking Facebook ad data with actions taken on this site.

- Facebook Privacy Policy

Google Analytics (Google Inc.)
An analytics service that collects cookies and personal data to analyze site usage, generate reports, and customize ads within the Google advertising network.

- Privacy Policy – Opt Out

Statistical Purposes
The services in this section allow the Data Controller to monitor and analyze traffic data and track user behavior.

Cookie Consent
Upon first access to our website, users will see a banner with a brief notice regarding cookie use, and can:

- Click the "OK" button (at the bottom right), which constitutes consent to cookie use as outlined in the brief;
- Access the full Cookie Policy to learn about the types of cookies, their purposes, view privacy policies of third parties, and exercise opt-out options;
- Continue browsing the site, thereby implicitly consenting to the use of all cookies.

For More Information

For more information on third-party cookies related to advertising and how to opt-out, you can visit the following (non-exhaustive) websites:

- http://www.allaboutcookies.org
- http://www.youronlinechoices.com
- https://tools.google.com/dlpage/gaoptout
- http://www.aboutads.info/choices
- http://www.networkadvertising.org/choices

For any additional information on how Hideea processes your data, please consult the full Privacy Policy or contact: **dpo@hideea.com**