



SAMEN  
GENIETEN

# COOKIE POLICY

Our website makes use of cookies, pixel tags and similar technologies (hereinafter collective to be referred to as cookies). A cookie is a simple, small file that is sent alongside the pages of this website and/or Flash applications and is stored on your computer's hard drive through your browser. Both Roompot Vakanties and the parties with whom we collaborate are able to place cookies on devices you use to visit our website. By using our website, you agree to accept cookies.

## **What do we use cookies for?**

### *Website function and optimisation*

We use various functional cookies to facilitate use of our booking engine, to make logging in to our website easier and to remember your settings and preferences. Placing functional cookies goes towards improving the user friendliness of our website. Cookies can be disabled using your browser. Disabling cookies, however, can adversely affect how our website functions.

### *Measuring and analysing (the behaviour of) users*

Our website includes a cookie placed by the American company Google, as part of their Analytics service. We use this service to track how many users visit the website and to obtain reports regarding website traffic. Google may share this information with third parties if Google has a statutory obligation to do so or insofar as third parties process data on Google's behalf. We have no control in this regard. If you wish to unsubscribe, please [download and install](#) the add-on for your current web browser. The information collected by Google is anonymised as much as possible. Your IP address is expressly not provided. The information is transferred to servers in the United States and stored there by Google.

### *Showing personalised ads*

Our advertisers also use 'tracking cookies' that are stored on your computer. These cookies are used to track which pages you visit, in order to build a profile of your behaviour online. This profile is partly constructed based on similar information they receive regarding your visits to other websites on which they have ads. This profile is not linked to your name, address, email address or similar personal data such as is known to us, but is solely used to match advertisements to your user profile so they are as relevant to you as possible. Some tracking cookies are placed by third parties who show you ads, including via our website. These cookies can be removed by visiting [Your Online Choices](#), which ensures that they are not placed back when visiting a third-party website.

### *Partner programmes*

Whenever accommodations from our range are promoted through another website, we place cookies in order to reimburse our partners.

### *Live Chat*

On our website, you will be able to use our Live Chat – a tool that allows you to chat directly with a Roompot employee. This allows you to get in touch with our guest services team instantly. We place cookies on the website in order to assist operation of the Live Chat.

### *Abandoned cart emails*

Whenever you place an accommodation in your 'shopping basket', but do not complete the entire booking process, we are able to get in touch with you by email with a reminder to complete your booking. This is done to avoid bookings unintentionally being completed incorrectly and to avoid you having to fill in your details all over again. You will only receive this type of email if you arrived on our website through our newsletter.

The following list contains an outline of the various types of cookies we use on our website and a list of the partners we work with.

Cookies can only be removed by you, given that they are stored on your computer. Please see the tips listed above or consult the manual to your browser.

<b>Objective</b>	<b>Tool</b>	<b>Is used</b>
<b>Tag management</b>	<b>Google Tag manager</b>	to manage tags used to analyse the website, to manage other cookies and to load scripts.
<b>Advertising</b>	<b>Bing Advertising</b>	to measure conversions of BingAds campaigns and to offer personalised ads on multiple websites based on your online behaviour on our website;
	<b>Criteo</b>	to measure conversion of Criteo campaigns and to offer personalised ads on multiple websites based on your online behaviour on our website;
	<b>Criteo</b>	to record what content has been viewed by users (accommodation, parks and promotional offers), so this can be used for retargeting via Criteo;
	<b>Tradetracker</b>	to measure conversions in which publishers of Tradetracker played a role in the customer journey;
	<b>Tradedoubler</b>	to measure conversions in which publishers of Tradedoubler played a role in the customer journey;
	<b>Facebook</b>	to measure conversions of Facebook campaigns, etc. and to offer personalised ads based on your online behaviour on our website;
	<b>Twitter</b>	to measure conversions and track what pages the user is visiting;
	<b>Salesforce</b>	to send abandoned cart emails;
	-	to deduplicate the acquisition channels for the attribution;
	<b>Google Analytics</b>	to measure and analyse where our users come from, what pages they visit, whether they have made a purchase, etc. This information is also shared with Google AdWords for advertising purposes.
<b>Analysis</b>	<b>Hotjar</b>	to track and analyse user behaviour on the website;
	<b>Sessioncam</b>	to track and analyse user behaviour on the website;
	<b>Optimize</b>	to optimise the website through a/b testing. The cookie identifies users in order to show them the correct version of the website;
	<b>Optimize</b>	to classify users into groups for targeted a/b testing;
	<b>Google Analytics</b>	to measure and analyse where our users come from, what pages they visit, whether they have made a purchase, etc. This information is also shared with Google AdWords for advertising purposes.
<b>Functional</b>	<b>LiveChat</b>	to enable the functionality of the LiveChat, a tool that allows users to chat directly with a Roompot employee;
	-	for a/b testing of the website. The content of this cookie determines what versions of an element or page a user is shown;
	-	for a/b testing of the website. The content of this cookie determines what versions of an element or page a user is shown;
	-	to send the park name of the website to the booking module;

- to determine whether the user will be shown the cookie notification;
- to register whether the user is logged in;
- to log whether the newsletter pop-up has been shown to the user, to ensure that the user is not shown the pop-up multiple times;
- to log how many pages a user has seen, to ensure that the user is not shown the newsletter pop-up too soon;
- to log whether a user has seen the splash screen;
- to register the language settings of the user;
- to register the version of the home page;
- to be able to show a full-screen version of the drop-down section of the home page on mobile;
- to register whether the user has visited the details page or step 1 of the booking module without making a booking.