



Cookie policy

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Introduction



On this website, we use cookies, pixel tags and similar technologies (collectively referred to as 'cookies'). A cookie is a small, simple file that is sent through your browser along with the pages of this website and/or Flash applications and stored on your computer's hard drive. Both Roompot and our partners may place cookies on the 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 it easier to log in to our website and to remember your settings and preferences. Placing functional cookies helps improve the user-friendliness of our website. You can disable these cookies through your browser. However, this may have an adverse effect on how our website functions.

Measuring and analysing visitors and their behaviour

The American company Google places a cookie through our website 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 place 'tracking cookies' on your computer. These cookies are used to track what pages you visit and build a profile of your online behaviour. 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 held by us, but is solely used to match ads to your visitor 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. You can remove all of these cookies in one place by visiting Your Online Choices, which ensures that they are not placed again when visiting a third-party website.

Partner programmes

When apartments from our range are promoted through another website, we place cookies so that we can pay our partners.

Intercom

On our website, you can use Intercom – a tool that allows you to chat directly with a Roompot employee. This enables you to make immediate contact with our guest services team. We place cookies on the website to support the operation of Intercom.

Sending personalised email messages

If you show an interest in a specific arrival date, topic, park or apartment but don't go through the whole process to complete the booking, we may email you with an offer based on the behaviour you displayed on our website. We do this to approach you with a more relevant offer and to save you from unintentionally leaving a booking uncompleted. You will only receive this type of email if you arrived on our website via our newsletter. On the next few pages, we list all of the types of cookies we use on our website and the names of our partners. Because cookies are stored on your computer, only you can remove them. Please see the tips given above or consult the help guide for your browser.

Cookie overview



Tag management

Google Tag manager

Managing tags to measure the website, managing other cookies and loading scripts.

Advertising

Bing Advertising

Measuring conversions from BingAds campaigns and for serving personalised ads across multiple websites based on your browsing behaviour on our website.

Criteo

Measuring conversions of Criteo campaigns and for serving personalised ads on multiple websites based on your browsing behaviour on our website.

Criteo

Registering what content has been viewed by visitors (accommodation, parks and promotions), so that this can be used for retargeting via Criteo.

RTB House

Measuring conversions of Criteo campaigns and for serving personalised ads on multiple websites based on your browsing behaviour on our website.

RTB House

Registering what content has been viewed by visitors (accommodation, parks and promotions), so that this can be used for retargeting via Criteo.

Tradetracker

Measuring conversions in which Tradetracker publishers have been part of the customer journey.

Tradedoubler

Measuring conversions where Tradedoubler publishers have been part of the customer journey.

Facebook

Measuring, among other things, conversions from Facebook campaigns and for serving personalised advertisements based on your surfing behaviour on our website.

Twitter

Measuring conversions and which pages the visitor visits.

Salesforce

Sending abandoned cart emails and deduplicating the acquisition channels for attribution purposes.

Analysis

Hotjar

Tracking and analysing visitor behaviour on the website.

Sessioncam

Tracking and analysing visitor behaviour on the website.



Optimize

Optimising the website through a/b testing. The cookie identifies visitors in order to show them the correct version of the website.

Optimize

Categorising visitors into groups on which to focus a/b tests.

VWO

Optimising the website through a/b testing. The cookie identifies visitors in order to show them the correct version of the website.

VWO

Categorising visitors into groups on which to focus a/b tests.

Advertising en Analysis

Google Analytics

Measuring and analysing where our visitors come from, what pages they view, whether they make a purchase, etc. The information is also passed on to Google.

Adwords

For advertising purposes.

Functional

Salesforce Chat

- The functioning of Salesforce Chat, a tool with which visitors can chat directly with a Roompot employee.
- The a/b testing of the website. The content of this cookie determines which version of an element or page a visitor will see.
- Passing the park name from the website to the booking module.
- Determining whether the visitor sees the cookie notification.
- Registering whether the visitor is logged in.
- Registering whether the newsletter popup is shown to the visitor, so that the visitor does not see the popup several times.
- Registering how many pages a visitor has seen, so that the visitor does not see the newsletter pop-up too quickly.
- Register whether a visitor has seen the splash screen.
- Register the language setting of the visitor.
- Register the version of the home page.
- Display the unfolded block on the homepage in full screen on mobile devices.
- Register whether the visitor has been on the accommodation detail page or step 1 of the booking module without making a booking.