



SAMEN
GENIETEN

COOKIE POLICY

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 Vakanties 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.

Live Chat

On our website, you can use our Live Chat – 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 the Live Chat.

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

Purpose	Tool	What is it used for?
Marketing	Bing Advertising	Measuring conversions of BingAds campaigns and offering personalised ads on multiple websites based on your browsing behaviour on our website. Retention period: 1 year Find out more
	Google AdWords	Measuring conversions of Google AdWords campaigns and offering personalised ads on multiple websites based on your browsing behaviour on our website. Retention period: 2 years Find out more
	Adform	Measuring conversions of Adform campaigns and offering personalised ads on multiple websites based on your browsing behaviour on our website.
	Adform	Recording what content is viewed by the visitor (accommodation, parks and promotional offers), enabling this information to be used for retargeting via Adform. Retention period: 1 year Find out more
	Tradetracker	Measuring conversions in which Tradetracker publishers played a role in the customer journey. Retention period: 30 days Find out more
	Tradedoubler	Measuring conversions in which Tradedoubler publishers played a role in the customer journey. Retention period: 30 days Find out more
	Facebook	Measuring conversions of Facebook campaigns, etc., enabling us to offer personalised ads based on your browsing behaviour on our website. Retention period: 90 days Find out more
	Twitter	Measuring conversions and tracking what pages the visitor visits.
	Salesforce	Capturing data on website behaviour that we can use as the basis for ad campaigns.
-	-	Deduplicating the acquisition channels for the attribution. Used for the 'next best recommendation' at a park and apartment level.

Retention period: 14 days

Statistics	Hotjar	Tracking and analysing visitor behaviour on the website. Retention period: 1 year Find out more
	Sessioncam	Tracking and analysing visitor behaviour on the website. Retention period: 1 year Find out more
	Mopinion	Allows us to actively or reactively request feedback from visitors. Retention period: 30 days
	VWO	Optimising the website through alpha and beta testing. The cookie identifies visitors and divides them into groups, so that the correct version of the website is displayed to them. VWO also offers the possibility of analysing visitor behaviour on the website. Retention periods: <ul style="list-style-type: none">- A cookie to check whether cookies are accepted by the browser: until the session ends- Opt-out cookie to be kept out of the test: 10 years- Experiment cookie to store the displayed variant: 100 days Find out more

Marketing and Statistics	Google Analytics	Measuring and analysing where our users come from, what pages they visit, whether they make a purchase, etc. This information is also shared with Google AdWords for advertising purposes. Retention period: 2 years Find out more
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Essential	Salesforce	Supports the functionality of Salesforce Chat, a tool that allows visitors to chat directly with a Roompot employee.
	Functional	Whether or not to display the cookie bar, organising into test variants, storage of cookie preferences, registration of the browser session on the server (ASP.net)
	Flowbox	Displaying user-generated content (photos and videos) Retention period: 30 days