



## Hastings Hotels Limited Cookie Policy / Prominent Notification

**📘 By continuing to use this site you consent to the use of cookies in accordance with our [cookie policy](#)**

At Hastings Hotels Limited ("**Hastings**", "**us**" or "**we**"), we want to ensure that your visit to our website, (the "**Website**") is smooth, reliable and as useful to you as possible. Subject to your consent where required by applicable law, we use cookies and similar technologies ("**cookies**") to help us improve the use and functionality of the Website and to better understand how visitors use the Website and the tools and services offered on it.

### What are cookies?

A "cookie" is a small piece of data that may be stored on your computer or mobile device. Cookies serve a number of purposes like letting you navigate between pages efficiently, remembering your preferences, interests or log in details, and generally improving your experience. We also use cookies on our Website to measure the effectiveness of advertising on our Website and how visitors use our Website. The use of cookies on the Website allows you to enjoy more seamless visits and more accurately measures your behaviour on the Website.

Most web browsers automatically accept cookies, but you can usually prevent accepting cookies by changing your browser settings. Cookies help us give you a better website, by letting us monitor what's working and what isn't through site traffic analysis.

### Types of Cookies Used on the Website<sup>1</sup>

**Necessary cookies:** these are essential in order to enable you to move around the Website and use its features, such as accessing secure areas of the Website. Without these cookies, our Website would not work properly and services you have asked for, like shopping baskets or secure customer accounts, cannot be provided.

**Performance cookies:** these collect information about how visitors use the Website, for instance which pages visitors go to most often, and if they get error messages from web pages. [These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous.]<sup>2</sup> We use these cookies to test different designs and features for our website and we also use them to help us monitor how our visitors reach our sites and how effective our advertising is.

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<sup>1</sup> Hastings to confirm cookie usage/if any other types of cookies are used.

<sup>2</sup> Hastings to confirm.

**Functional cookies:** these allow the Website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise.

**Targeting cookies:** these are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. Some of our partners may also use cookies or web beacons (a single-pixel image file) so that you see more relevant advertisements when visiting other websites. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

**Social networking cookies:** these are usually set by the social networking provider and enable you to share content from the Website with your friends through your favourite social networks.

Further details are contained in the following table:

#### Avvio System Cookies

*The following are the default cookies that are used by Avvio system services who provide Hastings Hotels Websites..*

Cookie Name	Cookie Purpose	Expiry	Category
CSSID	This is a session cookie and is used only to link a browsing customer with a server session. It is a mandatory cookie and does not contain any personally identifiable information	Session	Strictly Necessary
crm	Used to store information about authenticated users (accountID) or promo code used by a browsing user on a hotel site. This is a mandatory cookie and functionality of the booking engine is severely limited without this cookie. The information contained in this cookie is not shared with any third party.	13 days	Strictly Necessary
avvio_persp, personalise	Used to personalise a visitors website / booking engine experience. As a user interacts with the hotel (searches for availability on certain dates, makes booking, etc.) we update the information we have on that user for that property. This information is then used to personalise the website experience for that user if they return to the website again. Personalisation options include remembering the preferred dates of stay in the event that the user has not yet made a booking, or remembering their name and arrival date if they are a pre-stay customer seeking additional information (e.g. directions, upgrades) on the website. The data contained in these cookies and the data associated with that cookieID is not shared with any third parties and is used exclusively for personalisation	119 days	Functional
CookieConsent	Stores the user's cookie consent state for the current domain	1 Year	Strictly Necessary

#### Custom Contact / Enquiry Forms

Avvio integrates with Polldaddy.com for creating custom contact/enquiry forms for clients who have Avvio designed websites. The cookies provide statistical analysis on forms submitted. If you have custom contact forms on your website designed by Avvio, the following cookies will be set.

Cookie Name	Cookie Purpose	Expiry	Category
_pdvt	[Awaiting answer from Polldaddy]		Functional
pd_test	[Awaiting answer from Polldaddy]		Functional
_utma	Google Analytics cookie. Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years from set / update	Statistical
_utmb	Google Analytics cookie. Used to determine new sessions or visits. Stores the number of page views in current visit and start time of visit. Used to calculate the duration of a website visit.	30 Minutes from last visit	Statistical
_utmc	Google Analytics cookie. This cookie operates in conjunction with the __utmb cookie to determine whether the user was in a new session/visit. --- Registers a timestamp with the exact time of when the user accessed the website..	Session	Statistical
_utmt	Google Analytics cookie.Used to throttle request rate.	10 mins	Statistical
_utmz	Google Analytics cookie. Records the site you may have linked to our page from. Only records data if you clicked on a link to our site from a different website	6 months	Statistical

More information: <https://polldaddy.com/privacy/>

## YouTube

YouTube video(s) are embedded onto some website pages. The following cookies are generated automatically by YouTube.

Cookie Name	Cookie Purpose	Expiry	Category
PREF	The PREF cookie remembers basic preferences, such as choice of language, format of search results, how to display information, so the visitor don't need to set preferences each time he use the site	2 Years	Functional
VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	4 months	Functional
YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	4 months	Functional

More Information: <http://www.google.com/policies/privacy/>

## Vimeo

Vimeo video(s) are embedded onto some website pages. The following cookies are generated automatically by Vimeo.

Cookie Name	Cookie Purpose	Expiry	Category
vuid	Collects data on the user's visits to the website, such as which pages have been read.	2 years	Functional

More information: <https://vimeo.com/privacy>

## Google Analytics (Universal)

Google Analytics is an analytical tool used to measure website performance. In some cases, it can be used to track visitors for remarketing.

Cookie Name	Cookie Purpose	Expiry	Category
__ga	Used to distinguish users	2 years	Statistical
_gat	Cookie used to throttle request rate	1 minute	Statistical
_gid	Used to distinguish users. Google Analytics uses this cookie to store and update a unique value for each page visited. The cookie is updated every time you submit the data to Google Analytics.	24 hours	Statistical
_gac_ua	Used to store campaign information in order to provide AdWords with a more reliable way to measure the interactions customers have with your business. Analytics writes campaign information to the _gac cookie when a user opens a page on your site via a URL that employs AdWords auto-tagging	90 days	Statistical

More Information: <http://www.google.com/policies/privacy/>

## Google Analytics (Classic)

Google Analytics is an analytical tool used to measure website performance. In some cases, it can be used to track visitors for remarketing.

Cookie Name	Cookie Purpose	Expiry	Category
_utma	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years from set / update	Statistical
_utmb	Used to determine new sessions or visits. Stores the number of page views in current visit and start time of visit. Used to calculate the duration of a website visit.	30 Minutes from last visit	Statistical
_utmc	This cookie operates in conjunction with the __utmb cookie to determine whether the user	Session	Statistical

	was in a new session/visit. ---- Registers a timestamp with the exact time of when the user accessed the website..		
_utmt	Used to throttle request rate.	10 mins	Statistical
_utmz	Records the site you may have linked to our page from. Only records data if you clicked on a link to our site from a different website	6 months	Statistical

More Information: <http://www.google.com/policies/privacy/>

## Google Adwords / Doubleclick

This tool is primarily used to measure conversion rates from Google ads. However, it can also be used for remarketing purposes.

Cookie Name	Cookie Purpose	Expiry	Category
test_cookie	DoubleClick use cookies to serve adverts on third party websites. The DoubleClick cookie serves relevant ads to potential customers and gathers information about how or if you are interacting with these ads. Used to check if the user's browser supports cookies.	15 mins	Statistical
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	2 years	Statistical
NID	The NID cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on. These cookies are used by Google to store user preferences and information while viewing the pages with Google maps on them.	6 months	Functional
ads/ga-audiences, ads/user-lists/#	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	Marketing

More Information: <http://www.google.com/policies/privacy/>

## Bing

This tool is primarily used to measure conversion rates from Bing ads.

Cookie Name	Cookie Purpose	Expiry	Category
MUID	Contains a GUID that identifies a specific browser/machine	1 year	Statistical

MUIDB	[Still investigating]		Statistical
_uetsid	[Still investigating]	30 mins	Statistical

More Information: <https://advertise.bingads.microsoft.com/en-us/resources/policies/remarketing-in-paid-search-policies>

## Facebook

The Facebook pixel is an analytics tool that allows advertisers to measure the effectiveness of advertising by understanding the actions people take on a website. Advertisers can use pixel data to make sure ads are being shown to the right people, build advertising audiences and unlock additional Facebook advertising tools

Cookie Name	Cookie Purpose	Expiry	Category
fr	Facebook tracks opted-out Facebook users with a cookie (fr) that is used for advertising purposes. Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.		Targeting
c_user	If a user is logged into Facebook, Facebook can place cookies on his/her computer through the site. These are needed to use the like functionality in messages and updating his/her status.		Targeting
lu	If a user is logged into Facebook, Facebook can place cookies on his/her computer through the site. These are needed to use the like functionality in messages and updating his/her status.		Targeting
datr	Prevent the creation of fake accounts and spammy accounts. Lower the risk of users' accounts being taken over by other people. Protect users' content against theft. Prevent DDoS (distributed denial of service) attacks that could make Facebook inaccessible to some users.		Targeting
Presence	If a user is logged into Facebook, Facebook can place cookies on his/her computer through the site. These are needed to use the like functionality in messages and updating his/her status.		Targeting

More information: <https://www.facebook.com/policies/cookies/>

## Third Party Provider Cookies

There are occasions where our clients have requested Avvio to place specific tracking scripts or widgets from third party providers onto their website and/or booking engine pages. The following are a selection of cookies that we've noticed on those pages. Our clients should get in touch with those providers to help identify the full range of the cookies they are storing/using on their website/booking engine pages.

## Triptease

- pf-api-key
- pf-ticket-id
- route
- triptease-identity-data
- triptease-session-id
- triptease-user-id

## WeddingDates.ie

- csrftoken
- SESS#
- \_ga
- \_gat
- \_gid

### How to Manage and Disable Cookies

Most browsers automatically accept cookies, but you can usually change your browser to prevent cookies being stored. Please note, if you do turn cookies off this will limit the service that we are able to provide to you and may affect your visitor experience. You can instruct your browser, by changing its options to stop accepting cookies or to prompt you before accepting a cookie from the website you visit. Our system will automatically issue cookies when you log in to the Website unless you have adjusted your browser setting so that it will refuse cookies. [www.allaboutcookies.org](http://www.allaboutcookies.org) provides good simple instructions on how to manage cookies on the different types of web browsers.

By using the Website, you agree that we can place these types of cookies on your device. If you do not want these cookies on your device, you can change your cookie settings at any time through your web browser settings. Here are the locations of the cookie settings for all major web browsers:

- **Internet Explorer** - Tools > Internet Options > Privacy tab.
- **Mozilla Firefox** - Tools > Options > Privacy menu.
- **Safari Users** - Edit > Preferences > Privacy menu.
- **Chrome Users** - Settings > Content Settings > Privacy > Cookies.

To block Google Analytics cookies specifically, you can install the “Google Analytics Opt-out Browser Add-on” provided by Google.

### Changes to this Cookie Policy

We can change this Cookie Policy at any time. If we make material changes to the Cookie Policy, we will let you know either by posting the changed Cookie Policy on the Site or by sending you an email.

It's important that you review the changed Cookie Policy. If you do not wish to agree to the changed Cookie Policy, then we cannot continue to provide the Website to you, and your only option is to stop accessing the Website.

### **Contact Us**

Questions, comments and requests regarding this Cookie Policy are welcomed and should be addressed to: [pshaw@hastingshotels.com](mailto:pshaw@hastingshotels.com) or using the "Contact Us" section of the Website.