COOKIE POLICY FOR SANDMAN HOTEL GROUP

This is the Cookie Policy for Sandman Hotel Group, accessible from www.sandmanhotels.co.uk

WHAT ARE COOKIES

As is common practice with almost all professional websites, this site uses Cookies which are small files that are downloaded to your computer, to improve your user experience. This page describes what information they gather, how we use it and why we sometimes need to store this data. We will also share with you how you can prevent these Cookies from being stored, however this may downgrade or 'break' certain elements of the website's functionality.

(For more general information on Cookies see the Wikipedia article on HTTP Cookies.)

HOW WE USE COOKIES

We use Cookies for a variety of reasons detailed below. Unfortunately, in most cases there are no industry standard options for disabling Cookies without completely disabling the functionality and features they add to a site. It is recommended that you leave all Cookies 'on' if you are unsure whether you need them or not in case they are used to provide a service that you normally use.

ARE COOKIES SAFE

Yes - Cookies are not harmful and do not contain any information such as your home address, date of birth or credit card details. The information stored in cookies is safe and anonymous to any external third party, and your account security is never compromised.

There are four main types of cookies – here is how and why we use them:

1. **Site functionality cookies** – these cookies allow you to navigate the site and use our features.
2. **Site analytics cookies** – these cookies allow us to measure and analyse how our customers use the site, to improve both its functionality and your shopping experience.
3. **Customer preference cookies** – when you are browsing, these cookies will remember your preferences (like your language or location), so we can make your experience as seamless as possible, and more personal to you.
4. **Targeting or advertising cookies** – these cookies are used to deliver ads relevant to you. They also limit the number of times that you see an ad and help us measure the effectiveness of our marketing campaigns.

By using our site, you agree to us placing these sorts of cookies on your device and accessing them when you visit the site in the future.

THIRD PARTIES COOKIES

In some special cases we also use Cookies provided by trusted third parties. The following section details which third party Cookies you might encounter through this site.

This site uses Google Analytics which is one of the most widespread and trusted analytics solutions on the web for helping us to understand how you use the site and ways that we can improve your experience. These Cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content. (For more information on Google Analytics Cookies, see the official Google Analytics page.)

Third party analytics are used to track and measure usage of this site so that we can continue to produce engaging content. These Cookies may track things such as how long you spend on the site or pages you visit which helps us to understand how we can improve the site for you.

We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways, for these to work the following social media sites including; Facebook, Instagram, Twitter, will set Cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

CAN I TURN OFF COOKIES

Yes – To change your cookie settings, or if you want to be notified each time a cookie is about to be used, you should amend the settings provided in your web browser to prevent us from storing cookies on your computer hard drive.

For information on how to have your browser notify you when you receive a new cookies and how to disable or delete cookies, please consult the "Help" tab of your browser via the menu bar.

Further information about cookies can be found at https://ico.org.uk/for-organisations/guide-to-pecr/cookies-and-similar-technologies/. Please note that by deleting or disabling future cookies, your user experience may be affected, and you might not be able to take advantage of certain functions of our site.

Because cookies allow you to take advantage of some of website's essential features, we recommend that you leave them turned on.

Website visitors who don't want their data used by Google Analytics can install the Google Analytics opt-out browser add-on. To opt-out of Analytics for the web, visit the Google Analytics opt-out page and install the add-on for your browser. Web site visitors can also opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the google Ad Settings.

CHANGES TO HOW WE PROTECT YOUR PRIVACY

We may change or update this policy from time to time, to reflect how we are processing your data. If we make significant changes, we will make that clear on our website, or by some other means of contact such as email, so that you are able to review the changes before you continue to use our services.

ACCESS, MODIFICATION & CONTACTING US

You have the right to access your personal data collected by Sandman Hotel Group and to modify it subject to applicable legal provisions. Should you need to contact us if you have any questions about this notice, would like us to stop using your information, want to exercise any of your rights as set in this Privacy Policy, or have a complaint; please email us at marketingmanager@sandmanhotels.co.uk