

WWW.IMPERIALHOTELCORK.COM COOKIE POLICY

Information about our use of cookies

Like many websites, www.imperialhotelcork.com (the “Website”) uses "cookies" to enable us to personalise your visits to the Website, simplify the signing-in procedure, keep track of your preferences and to track the usage of the Website.

What are cookies

Cookies are small text files that are used to store or retrieve information so that certain functions can perform. Cookies are used by many websites to do a number of things e.g. remember your visits to a website; your preferences on that website; recording what items you have selected for purchase, and counting the number of people visiting a website.

A further explanation about cookies is available on: <http://www.allaboutcookies.org/> and <http://www.youonlinechoices.eu/>.

What types of cookies we use

We use the following types cookies:

- **Essential Cookies.** These are cookies that are required for the operation of the Website. They include, for example, cookies that enable you to log into secure areas of the Website, use a shopping cart or make use of e-billing services.
- **Analytical/Performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you and remember your preferences (for example, your choice of language or region).
- **Targeting/ Advertising cookies.** These cookies record your visit to the Website, the pages you have visited and the links you have followed. We will use this information to make the Website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Name	Category	Purpose	Expires
CSSID	Essential	This is a session cookie and is used only to link a browsing customer with a server session. It is an essential cookie and does not contain any personally identifiable information.	Session
crm	Essential	Used to store information about authenticated users (accountsID) or promo code used by a browsing user on a hotel site. This is an essential 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
avvio_persp	Functional	Used to personalise and tailor a guest's website/booking engine experience. Only a cookie ID is stored in the cookie which points to a matching record of user activity on the hotel's booking engine for personalisation purposes. 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 (eg. directions, upgrades) on the website.	119 days
CookieConsent	Essential	Stores the user's cookie consent state for the current domain	1 Year

cL_[XXXX]	Essential	Stores the explicit consent level given by user for various categories of cookies	1 Year
iM_[XXXX]	Essential	Tracks no. of times consent msg shown	Session

Third Party Cookies

We also use third party advertisements to support the Website. Some of these advertisers may use technology such as cookies and web beacons when they advertise on the Website, which will also send these advertisers (such as Google through the Google AdSense program) information including your IP address, your ISP, the browser you used to visit the Website, and in some cases, whether you have Flash installed. This is generally used for retargeting purposes (showing Ireland property adverts to someone in Ireland, for example) or showing certain ads based on specific sites visited (such as showing cooking ads to someone who frequents cooking sites). Further details on the specific types of third party cookies that we use.

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	Category	Cookie Purpose	Expiry
__ga	Analytical/Performance	Used to distinguish users	2 years
_gat	Analytical/Performance	Cookie used to throttle request rate	1 minute
_gid	Analytical/Performance	Used to distinguish users. Google Analytics uses this cookie to store and update a unique value for each page visited.	24 hours
_gac_ua	Analytical/Performance	Used to store campaign information in order to provide AdWords with a more reliable way to measure the interactions customers have with the business.	90 days

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	Category	Cookie Purpose	Expiry
test_cookie	Analytical/Performance	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
IDE	Analytical/Performance	Registers and reports 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
NID	Functionality	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
ads/ga-audiences, ads/user-lists/#	Targeting/Advertising	To re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session

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

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	Category	Cookie Purpose	Expiry
fr	Targeting/ Advertising	Used to deliver, measure, and improve the relevancy of ads.	90 days
c_user	Targeting/ Advertising	Used in conjunction with the xs cookie to authenticate your identity to Facebook	90 days
lu	Targeting/ Advertising	Used to record whether you choose to remain logged in.	2 years
datr	Targeting/ Advertising	Identifies browsers for purposes of security and site integrity, including for account recovery, and identification of potentially compromised accounts.	2 years
xs	Targeting/ Advertising	Used in conjunction with the c_user cookie to authenticate your identity to Facebook	90 days
oo	Targeting/ Advertising	Used to record advertising opt outs	5 years

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

Your choices

By using the Website you consent to the use of cookies in accordance with this policy. You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies.

Please click on the link of your respective Web Browser below to find out more info on how you can control cookies.

[Google Chrome](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Opera](#)

[Apple Safari](#)

If you use your browser settings to block all cookies (including essential cookies (as described above)) you may not be able to access all or parts of the Website.

Details on how to manage your cookie settings in respect of third party cookies is set out in the section on third party cookies above.

For more information on how to control your cookies go to www.allaboutcookies.org. If you are primarily concerned about third party cookies generated by advertisers, you can turn these off by going to <http://www.youronlinechoices.com/ie/>.

Except for essential cookies, all cookies will expire after the retention period specified in the table above.