

## **COOKIES POLICY**

### **A What are 'COOKIES'?**

- A.1 A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. There are also similar pieces of tracking information we collect.

### **B How we use Cookies**

- B.1 We may use technology to track the patterns of behaviour of registered and non-registered visitors to our site. This can include using a 'cookie' which would be stored on your computer.
- B.2 The information collected in this way can be used to identify you unless you modify your browser settings. We may also aggregate this data to perform statistical analyses of the characteristics and behaviour of our visitors in order to help us improve the functionality of our site for our users. You can usually modify your browser to prevent this happening (for example, using Internet Explorer select 'internet options' from the 'tools' menu, then click 'security', followed by 'custom level' and select 'disable cookies').
- B.3 Every time you connect to our website we store a log of your visit which shows the unique number your machine uses when it is connected to the internet (IP address) geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your use. It also tells how many people are visiting the website in total. The source of the usage data is Google Analytics. This usage data may be processed for the purposes of analysing the use of the website and services. The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services.
- B.4 By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy

### **C Why we use cookies and other Tracking?**

- C.1 We use them to:

- to remember information about you, so you don't have to give it to us again. And again. And again
  - to keep you signed in, even on different devices
  - to help us understand how people are using our services, so we can make them better
  - to find out if our emails have been read and if you find them useful
- C.2 A few things on our websites wouldn't work without some cookies. Tech people call these "strictly necessary cookies". They're always on when you visit us.
- C.3 But we want to use others like functional, performance and advertising cookies to make your experience more enjoyable. We'll only use them if you've agreed. You can always change your mind.
- C.4 Bear in mind there are some other cookies out there from other companies. These "third-party cookies" might track how you use different websites, including ours. For example, you might get a social media company's cookie when you see the option to share something. You can turn them off, but not through us.

#### **D How long do cookies last?**

- D.1 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

#### **E How do I control my cookies and tracking?**

- E.1 When you first visit us, we'll tell you about our cookies and ask you to agree if we can use them. You can always change your mind by going to your settings.
- E.2 Stopping all cookies might mean you can't access some services, or that some of them might not work properly for you.
- E.3 Another way to control some tracking is in the settings on your device.
- E.4 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:
- (a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
  - (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
  - (c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera);
  - (d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);

- (e) <https://support.apple.com/kb/PH21411> (Safari); and
- (f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

## **E Our Details**

- E.1 This website is owned and operated by Pathfinder Tours (2006) Limited.
- E.2 We are registered in England and Wales under registration number - 5653567, and our registered office is: 116 Ladbroke Grove, London, W10 5NE.
- E.3 Our principal place of business is at Stag House, Giddynap Lane, Inchbrook, Stroud, Glos GL5 5EZ
- E.4 You can contact us:
  - (a) by post, using the postal address given above at E.3;
  - (b) using our website contact form;
  - (c) by telephone, on 01453 835414 or 834477; or
  - (d) by email, using [office@pathfindertours.co.uk](mailto:office@pathfindertours.co.uk)