

## Cookie Policy

IF YOU DO NOT ACCEPT THE USE OF COOKIES ON THIS WEBSITE AS DESCRIBED, PLEASE STOP USING THIS WEBSITE OR DISABLE THE RELEVANT COOKIES – WE EXPLAIN HOW YOU CAN DO THIS BELOW.

### **1. What are cookies and how are they used on this website?**

Cookies are text files generated by a website and placed on your computer or on any other device you are using to access the website. Cookies are used on this website for various purposes including, for example, to evaluate, develop and track website usage, improve the user experience and facilitate bookings, help your browser navigate through this website, and collect standard internet log information and visitor behaviour information.

Cookies from third parties facilitate targeted marketing on this and other websites and they (including those set by Google Analytics Premium and by Facebook – see Section 2 - are used to evaluate and compile statistical reports for us on website activity. Section 2 and the table below contain further details about the third-party cookies used and their purposes.

Most of the cookies on this website do not capture a user's name or other information that would identify the user personally. They merely identify a computer or other device. All information collected by cookies on this website is aggregated and therefore anonymous.

However, some cookies operated by our technology providers (such as Google and Facebook) may collect certain personal information. Please see below for an explanation of how you can find out details on and manage these cookies.

Information collected by the marketing cookies on this website will be disclosed to third parties as set out in this Policy.

Session cookies store information locally on your device for the duration of your visit and expire at the end of your browsing session, i.e. when you close your browser window the session, cookie and information it collected is deleted. Persistent cookies are stored on your computer or other device and they remain there after you close your session until you delete them manually or until your browser deletes them based on the pre-determined period contained within the persistent cookie's file.

This website uses both first party and third party cookies, see the table below. Section 2 below contains detailed information about the use of third party cookies in particular marketing and analytics cookies.

We have decided to categorise cookies used on our website based on the UK International Chamber of Commerce's cookie guide, as follows:

Cookies "strictly necessary" for functionality of this website's platform. These cookies are essential in order to enable users to move around this website and use its features.

"Performance" cookies which collect information about how users navigate this website, for instance which pages users access most frequently. They identify how users interact with our website, find out which pages seem to hold people up, which pages are not used often, which pages take a long time to load, what pages users tend to visit and in what order. All of this helps us to

refine and develop our website to try and make them more usable when a user visits us again in future.

"Functionality" cookies which allow this website to remember choices you make. For example, this can be the last date you've searched for or the last attraction you've viewed.

"Targeting or advertising" cookies used to deliver adverts relevant to an identified machine or other device (not a named or otherwise identifiable person) which are tailored to interests associated with the website activity tied to that machine or device. These cookies are also used to limit the number of times a user sees an advertisement as well as to help measure the effectiveness of the advertising campaign. They may also remember that this website has been visited from a device and share that information with marketing organisations. The marketing cookies on this website are operated by third parties with our permission. Marketing cookies are used to monitor from which advertising source a user was directed towards our website, so that we know whether it is worth us investing in that particular advertising source.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

For more general information about cookies and how to disable them through your browser, visit [www.allaboutcookies.org](http://www.allaboutcookies.org). Please contact us (see below) if you have questions about the cookies used on this website or how to block them.

Cookie type	Cookie purpose	Life of cookie: persistent or session?  First or third party cookie?	Category of cookie as defined in the ICC UK Cookie Guide	Privacy impact (low/mid/high)
<b>Essential transactional functionality</b>	Essential for core shopping and booking functions, primarily to maintain navigation state and attraction booking information during a browser session. Without this cookie the booking process on this website will not function.	Session  First party	Essential and functionality	Low – Technical details only relating to shopping basket requirements.
<b>Supporting transactional functionality</b>	Supports the core shopping and booking functions (see above)	Persistent for up to 24 months after a browser session is ended	Functionality	Low – Non personal.

<p><b>Navigation analytics</b></p>	<p>To evaluate a user's use of this website and compile reports on user activity. A third party (e.g. Google) stores the information collected by the cookie. It may disclose the information to third parties where required by law or where such third parties process the information on our behalf.</p> <p>The data collected is used for managing the performance and design of this website.</p> <p>See Section 2 for further information about Google analytics premium in particular.</p>	<p>Persistent for up to 24 months after a browser session is ended</p> <p>First party and third party</p> <p>Third party - Certain 3rd party (egGoogle Ad Services cookies) have lifetimes of over 24 months. Please see the 3rd party's own Cookie Notice for full information</p>	<p>Performance</p>	<p>Mid – Non personal</p>
<p><b>Marketing and merchandising</b></p>	<p>See ICC description of "Targeting or advertising" cookies above.</p> <p>See Section 2 for further information about how Google in particular displays adverts for us on third party websites and how data collected by</p>	<p>First Party Persistent for up to 24 months after a browser session is ended</p> <p>Third party - Certain 3rd party cookies (e.g. Google Ad Services cookies) have lifetimes of over 24 months. Please see the 3rd party's own Cookie Notice for full information</p>	<p>Targeting or advertising</p>	<p>High – tracking of user behaviour across multiple third party website in order to tailor advertisements on this website to the user.</p>

	Google is combined and used with data about our adverts.			
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## 2. Technology providers

### Google

This website uses Google Analytics Premium, a web analytics service provided by Google Ireland Limited ("Google"). Google Analytics Premium uses "cookies" (as described above and in particular, the navigation analytics cookie described in the table) to help us analyse how the site is used. The information generated by those cookies about your use of this website and your current IP-address will be transmitted by your browser to and will be stored by Google on servers in the United States and other countries. Google will use this information on our behalf for the purpose of evaluating your use of this website, compiling reports on website activity and providing other services relating to website activity and internet usage to us. You may choose not to opt-in to permit use of the Google cookies and thereafter you can prevent that use by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website (see above). You may also stop the transmission of information generated by the cookies about your use of this website and of your IP address to Google, by downloading and installing the Google Analytics Opt-out Browser Add-on available here: <http://tools.google.com/dlpage/gaoptout>.

Google also displays adverts for Heritage Great Britain plc on third party websites.

Google will use cookies to display adverts on those third party websites which may take into account a user's prior visits to this website.

You may reject or delete the Google advertising cookie i.e. you may opt out of Google's interest-based advertising program by visiting the Google advertising opt-out page <https://adssettings.google.co.uk/anonymous>

We combine data collected by Google Analytics Premium, with data about our adverts that have been shown using the Google Display Network or DoubleClick for Advertisers, to understand how anonymous users interact with this website after seeing our adverts. We do this to analyse and optimise our advertising campaigns.

### Facebook

This website uses the Facebook tracking pixel. Advertisers, app developers and publishers can send Facebook information through 'Facebook Business Tools' that they use, including social plugins (such as the Like button), Facebook Login, APIs and SDKs, or the Facebook pixel. These partners provide

information about your activities off Facebook – including information about your device, websites you visit, purchases you make, the ads you see and how you use their services – whether or not you have a Facebook account or are logged in to Facebook. For example, a game developer could use the Facebook API to tell Facebook what games you play, or a business could tell Facebook about a purchase you made in its shop. Facebook also receive information about your online and offline actions and purchases from third-party data providers who have the rights to provide Facebook with your information.

Facebook partners receive your data when you visit or use their services, or through third parties that they work with. Facebook require each of these partners to have lawful rights to collect, use and share your data before providing Facebook with any data. Learn more about Facebook privacy and cookies at <https://www.facebook.com/policy.php>.

Facebook use the information they have to deliver their products, including to personalise features and content (including your News Feed, Instagram Feed, Instagram Stories and ads) and make suggestions for you (such as groups or events you may be interested in or topics you may want to follow) on and off their Products.

### **3. Does the policy apply to linked websites?**

Our websites may contain links to other websites. This cookie policy only applies to this website so when you link to other websites you should read their own cookie policies.

### **4. How do we update this cookie policy?**

We keep our cookie policy under regular review and we will place any updates on our webpage. This cookie policy was last updated in March 2019.

### **5. Who can I contact if I have queries about this cookie policy?**

Please contact us if you have any questions about our cookie policy or information we hold about you.

By email: [info@heritagegb.co.uk](mailto:info@heritagegb.co.uk)

Or write to us at: Heritage Great Britain PLC, 5th floor, 88 Church Street, Liverpool, L1 3HD