



## **Website Cookies and tracking privacy policy**

The MUZE Hotels Group, represented by BrownHouse Management GmbH ("MUZE Hotels "we" or "our") operates this website (<https://www.muze-hotels.com>) (the "Website"). MUZE Hotels respects the right to privacy of every individual who access and navigate our website. Leonardo Hotels takes the protection of users and follows the legally valid regulations regarding data protection. This Website Cookies and Tracking Privacy Policy outlines how we use any personal information we collect about you and your rights to access and correct the personal information we hold about you.

### **CONSENT**

By using this Website, you consent to the use of cookies in accordance with this Cookies Policy. You will have seen a pop up to this effect on your first visit to this website; although it will not usually appear on subsequent visits you may withdraw your consent at any time by following the instructions below.

### **DISABLING COOKIES**

If you do not agree to the use of these cookies, please disable them by following the instructions for your browser set out [here](#). Please note that some of the services will not function so well if cookies are disabled.

Where the organization setting the cookie provides an automated disabling tool in respect of its cookie(s) we list the name of that organization, the category of cookies it sets together with a link to its automated disabling tool. In all other cases, we list the names of the cookies themselves and their source at the date of this Cookies policy so that you can easily identify and disable them if you want through your browser controls.

Some browsers make it possible for you to signal that you do not want your internet browsing activity to be tracked. Disabling tracking may interfere with some uses of the Website and the services provided on the Website.

After your initial visit to the website we may change the cookies we use. This cookies policy available will always allow you to know who is placing cookies, for what purpose and give you the means to disable them so you should check it from time to time.



## **WHAT IS A COOKIE?**

A cookie is a small text file containing small amounts of information which is placed by a website onto a computer or device. Cookies are designed to assist a computer or device to remember something the user has done within that website, e.g., remembering that the user has logged in to, or which buttons have been clicked. Cookies cannot carry viruses or install malware.

## **WHY DOES MUZE HOTELS USE COOKIES AND HOW LONG DO WE STORE THEM?**

MUZE Hotels uses cookies with technologies to recognize customers and to understand and facilitate your browsing and booking behavior. We use this information to improve our websites to offer the best experience for our guests. Our website also uses cookies and similar technologies placed by our carefully selected third party partners.

Cookies are useful because they allow a website to recognize a user's device. Cookies allow you to navigate between pages efficiently, remember preferences and generally improve the user experience. They can also be used to tailor advertising to your interests through tracking your browsing across websites.

Session cookies are deleted automatically when you close your browser and persistent cookies remain on your device after the browser is closed (for example to remember your user preferences when you return to the site).

A cookie is a small piece of data (text file) that your browser stores on your device at the instruction of a website you visit in order to "remember" information about you, such as your language settings or login information. These cookies are set by us and are known as first-party cookies. We also use third-party cookies, which come from a different domain to the website you are visiting. We use these cookies to support our advertising and marketing efforts. In particular, we use cookies and other tracker technologies for the following purposes:

### Performance cookies

These cookies allow us to count visits and traffic sources so that we can measure and improve the performance of our website. They help us answer questions about which pages are the most popular, which are the least used and how visitors move around the site. All information collected by these cookies is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our website.

Name	Provider	Purpose	Expiry
GCSHoppingActivations_<GCID>_BEST_RATE_GUARANTEED	Guestcentric	Popup display control. Stores a true/false flag that indicates if the popup was already displayed.	10 minutes
GCSHoppingActivations_<GCID>_LAST_RESERVATION	Guestcentric	Popup display control. Stores a true/false flag that indicates if the popup was already displayed.	10 minutes
GCSHoppingActivations_<GCID>_LAST_RESERVATIONS	Guestcentric	Popup display control. Stores a true/false flag that indicates if the popup was already displayed.	10 minutes
GCSHoppingActivations_<GCID>_LAST_WEEK_STAYS	Guestcentric	Popup display control. Stores a true/false flag that indicates if the popup was already displayed.	10 minutes
GCSHoppingActivations_<GCID>TODAY_BEST_OFFER	Guestcentric	Popup display control. Stores a true/false flag that indicates if the popup was already displayed.	10 minutes
GCSHoppingVisits_<GCID>	Guestcentric	Count visits to control popup display	1 Month
GCSHoppingRecovery_<GCID>_EXIT	Guestcentric	Display shopping recovery	1 Month

### Cookies for marketing purposes

These cookies may be set through our website by our advertising partners. They may be used by these companies to build a profile of your interests and show you relevant ads on other websites. They do not directly store personal data, but are based on a unique identification of your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Name	Provider	Purpose	Expiry
_ga	Google	Used to distinguish users	2 years
_gid	Google	Used to distinguish users	24 hours
_gat_gcTracker	Google	Throttle Request Rate	1 minute

### Strictly necessary cookies

These cookies are essential for the website to function and cannot be disabled in your systems. Generally, these cookies are only set in response to actions you take that correspond to a service request, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block these cookies or to notify you about these cookies. However, some areas of the website will then not work. These cookies do not store any personal data.

Name	Provider	Purpose	Expiry
PHPSESSID	Guestcentric	Used to manage user sessions	Session