

COOKIE POLICY

1. Purpose and Scope

We, Arius Holidays (“Company” or “we” or “our” or “us”), are committed to protecting the privacy of the information provider (“you” / “your” / “yourself”) and we use cookies and other tracking technologies to improve and enhance your experience in availing our services. Our practices and procedures in relation to the collection and use of your data/ information has been set-out in the privacy policy (“Privacy Policy”). The Privacy Policy forms an integral part of our Terms of Use to use our Website (“Terms of Use”).

This Cookie Policy provides for details of cookie and other tracking technologies which we use on our Website and the information which is collected using the cookie and other tracking technologies and how it is being used. The cookie and other tracking technologies that we use allow our Website to operate and assist us to understand what information and publication is most useful to you while accessing our Website.

2. What are Cookies

2.1 Cookies are files containing small amounts of information which are downloaded to any device such as your computer, smartphone or tablet. The information is downloaded when you visit any website using such devices. Cookies are then sent back to the originating website on each subsequent visit by you, or to any other website which recognises that cookie. Cookies do lots of things such as remembering your preferences, enhancing your experiencing while using the website and helping us to offer you the best services.

2.2 There are different type of Cookies. 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.

2.3 Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

3. Categorisation of Cookies

The type of Cookies and other tracking technologies used on our Website can be categorized as follows:

- **Necessary Cookies** – As the name suggest, these Cookies are necessary to make our Website work correctly and properly. These Cookies are required in order to access and experience complete functionality of our Website. These Cookies allow you to log-in onto our Website and avail our services. Without

these Cookies, you will not be able to access some parts of our Website. These Cookies do not typically contain any information that personally identifies a user.

- **Performance Cookies** – These Cookies collect information about the usage pattern of our Website by you including which page you visit frequently, how much time you normally spend on these pages, if there are any issues faced by you while accessing these pages and the error message. This helps us to improve the performance of our Website by ensuring that you find what you are looking for. These Cookies do not typically contain any information that personally identifies a user.
- **Functional Cookies** – These Cookies allow our Website to remember the preferences you make in terms of username, language, region, gender in order for us to provide a more personalized or customized experience while using our Website. These Cookies also remember the changes you make on any part of our webpage where changes are allowed and also keep a track of what features and sections are being viewed so as to remember the next time when you visit our Website. These Cookies may collect your personal data to the extent you have disclosed and if you do not accept these Cookies then it may restrict the content on our Website and affect the performance and operability of our Website.
- **Advertising or Targeting Cookies** – These Cookies are used to deliver advertisement and marketing content which are more relevant to you and your interest. It helps track the effectiveness of our digital marketing on our Website as well as on third-party websites. These Cookies remember that you have visited our Website and your web browsing activity and this information is shared with other parties including our advertisers and marketing agencies with the objective of providing you with the content which is relevant to you.
- **Third Party Cookies** – We may engage with a number of third-party service providers who may also install cookies on your device on our behalf when you access our Website to allow them to deliver you custom-made advertisement within their webpage. We also engage with a number of third-party service providers to provide digital experience and performances on our Websites. When you browse our Website some of the third-party cookies may be installed on your device who provide its features on our Website, although you may have declined your consent to our Cookies. This is due to your acceptance to use their cookies on their website.

4. Purpose of having Cookies

4.1 We use Cookies and other tracking technologies to make our Website work correctly and properly. Some of the Cookies are used in order to give you access and have experience of the entire functionality of our Website. These Cookies help you to log-in onto our Website and avail our services. Without these Cookies, you will not be able to access some parts of our Website.

- 4.2 We use Cookies and other tracking technologies to collect information about your usage pattern of our Website including which page you visit frequently, how much time you normally spend on these pages, if there any issues faced by you while accessing these pages and the error message. This helps us to improve the performance of our Website by ensuring that you find what you are looking for.
- 4.3 The Cookies and other tracking technologies we use remember the preferences you make in terms of username, language, region, gender and also the changes that that you make in order for us to provide for a more personalized or customized experience while using our Website.
- 4.4 We use Cookies and other tracking technologies to deliver advertisement and marketing content which are more relevant to you and your interest.
- 4.5 The tracking technologies may automatically record information such as domain and host names, other information about your geographic location, IP addresses, browser software and operating system types, your manner of connecting to the Internet (e.g., connection speed through narrowband or broadband access), and dates and times that our Website is accessed.

5. Cookies that we use

- 5.1 We use Google Analytics, FB Pixel, Monsterinsights, Google Tag Manage, FB Pixel and Hotjar.
- 5.2 These Cookies help us identify you when you visit our Website and navigate through our Website and help us provide you tailor made and customized services.
- 5.3 To determine if you are logged into our Website.
- 5.4 To display advertisements that will be relevant to you.
- 5.5 To analyse the use and performance of our website and services.
- 5.6 To store your preferences in relation to the use of cookies more generally.
- 5.7 We use Google Analytics as third party service provider to analyse the use of our Website.
- 5.8 Google Analytics gathers information about Website use by means of cookies. The information gathered relating to our Website is used to create reports about the use of our Website.

6. Managing your Cookies

- 6.1 Most browsers allow you to give consent or refuse to accept cookies and to delete cookies. You can refuse your consent. You can disable our or third party cookies by use

of your browser settings. 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).

6.2 You can manage your preferences relating to the use of cookies on our website by picking the relevant link from your browser above and blocking the cookies you wish not to use.

6.3 Blocking all cookies will have a negative impact upon the usability of many websites including our Website as you won't be able to navigate on some of our webpages or you may not receive personalized information when you visit our Website.

6.4 If you block cookies, you will not be able to use all the features on our Website.

7. Changes to this Cookie Policy

We reserve the right to revise and update this Cookie Policy at its sole discretion. Any such revisions will be effective on and from the date of posting the same on the Website and will apply to all information collected both prior to and following the effective date.