

COOKIE POLICY

1. Overview

This Cookie Policy explains how Dakota Hospitality Ltd ("**Company**", "**we**", "**us**", and "**our**") uses cookies and similar technologies to recognize you when you visit our websites at <https://www.dakotahotels.co.uk>, ("**Websites**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

2. What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, Dakota Hospitality Ltd) are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

3. Why do we use cookies?

We use first and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Online Properties. Third parties serve cookies through our Websites for advertising, analytics and other purposes. This is described in more detail below.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described below (please note that the specific cookies served may vary depending on the specific Online Properties you visit).

4. How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager ("CCM") facility. The CCM allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The CCM can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit:

<http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific Online Properties you visit).

5. Website cookies

5.1. Essential website cookies:

These cookies are strictly necessary to provide you with services available through our Websites and to use some of its features, such as access to secure areas.

Name:	__tlbcpv
Purpose:	Used to record unique visitor views of the consent banner.
Provider:	.termly.io
Service:	Termly View Service Privacy Policy
Country:	United States
Type:	http_cookie
Expires in:	1 year

5.2. Performance and functionality cookies:

These cookies are used to enhance the performance and functionality of our Websites but are non-essential to their use. However, without these cookies, certain functionality (like videos) may become unavailable.

Name:	MR
Purpose:	Microsoft MSN cookie. Used to measure the use of the website for internal analytics.
Provider:	.bat.bing.com
Service:	Microsoft View Service Privacy Policy
Country:	United States
Type:	server_cookie
Expires in:	7 days
Name:	PHPSESSID
Purpose:	Cookie generated by applications based on the PHP language. This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, how it is used can be specific to the site, but a good example is maintaining a logged-in status for a user between pages.
Provider:	www.dakotahotels.co.uk
Service:	PHP.net View Service Privacy Policy
Country:	Ireland
Type:	server_cookie
Expires in:	session

Name:	laravel_session
Purpose:	Internally laravel uses laravel_session to identify a session instance for a user
Provider:	api.bidrecruit.io
Service:	Laravel View Service Privacy Policy
Country:	Ireland
Type:	server_cookie
Expires in:	2 hours

5.3. Analytics and customization cookies:

These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective our marketing campaigns are, or to help us customize our Websites for you.

Name:	_ga
Purpose:	It records a particular ID used to come up with data about website usage by the user. It is a HTTP cookie that expires after 2 years.
Provider:	.dakotahotels.co.uk
Service:	Google Analytics View Service Privacy Policy
Country:	Ireland
Type:	http_cookie
Expires in:	1 year 11 months 29 days
Name:	743767033/
Provider:	www.dakotahotels.co.uk
Country:	United States
Type:	pixel_tracker
Expires in:	session

Name:	_gat#
Purpose:	Enables Google Analytics regulate the rate of requesting. It is a HTTP cookie type that lasts for a session.
Provider:	.dakotahotels.co.uk
Service:	Google Analytics View Service Privacy Policy
Country:	Ireland
Type:	http_cookie
Expires in:	1 minute
Name:	#collect
Purpose:	Sends data such as visitor's behavior and device to Google Analytics. It is able to keep track of the visitor across marketing channels and devices. It is a pixel tracker type cookie whose activity lasts within the browsing session.
Provider:	www.dakotahotels.co.uk
Service:	Google Analytics View Service Privacy Policy
Country:	United States
Type:	pixel_tracker
Expires in:	session

Name:	MUID
Purpose:	Sets a unique user id for tracking how the user uses the site. Persistent cookie that is saved for 3 years
Provider:	.bing.com
Service:	Bing Analytics View Service Privacy Policy
Country:	United States
Type:	http_cookie
Expires in:	1 year 24 days
Name:	_gid
Purpose:	Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is a HTTP cookie type and expires after a browsing session.
Provider:	.dakotahotels.co.uk
Service:	Google Analytics View Service Privacy Policy
Country:	Ireland
Type:	http_cookie
Expires in:	1 day

5.4. Advertising cookies:

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Name:	a
Purpose:	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
Provider:	www.dakotahotels.co.uk
Service:	Cox Digital Solutions (Formerly Adify) View Service Privacy Policy
Country:	United States
Type:	pixel_tracker
Expires in:	session
Name:	ga-audiences
Purpose:	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites
Provider:	www.dakotahotels.co.uk
Service:	AdWords View Service Privacy Policy
Country:	United States
Type:	pixel_tracker
Expires in:	session

Name:	_uetsid_exp
Purpose:	Contains the expiry-date for the cookie with corresponding name.
Provider:	www.dakotahotels.co.uk
Service:	Google Tag Manager View Service Privacy Policy
Country:	Ireland
Type:	html_local_storage
Expires in:	persistent
Name:	_fbp
Purpose:	Facebook tracking pixel used to identify visitors for personalized advertising.
Provider:	.dakotahotels.co.uk
Service:	Facebook View Service Privacy Policy
Country:	Ireland
Type:	http_cookie
Expires in:	2 months 29 days

Name:	_uetvid_exp
Purpose:	Contains the expiry-date for the cookie with corresponding name.
Provider:	www.dakotahotels.co.uk
Service:	Google Tag Manager View Service Privacy Policy
Country:	Ireland
Type:	html_local_storage
Expires in:	persistent
Name:	_uetsid
Purpose:	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.
Provider:	www.dakotahotels.co.uk
Service:	Google Tag Manager View Service Privacy Policy
Country:	Ireland
Type:	html_local_storage
Expires in:	persistent

Name:	td
Purpose:	Used to deliver targeted adverts to users based on browsing activity. It is a HTTP cookie.
Provider:	www.dakotahotels.co.uk
Service:	UnrulyX View Service Privacy Policy
Country:	United States
Type:	pixel_tracker
Expires in:	session
Name:	IDE
Purpose:	Used to measure the conversion rate of ads presented to the user. Expires in 1.5 years.
Provider:	.doubleclick.net
Service:	DoubleClick View Service Privacy Policy
Country:	United States
Type:	server_cookie
Expires in:	1 year 11 months 29 days

Name:	_uetvid
Purpose:	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
Provider:	www.dakotahotels.co.uk
Service:	Google Tag Manager View Service Privacy Policy
Country:	Ireland
Type:	html_local_storage
Expires in:	persistent
Name:	_uetvid
Purpose:	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
Provider:	.dakotahotels.co.uk
Service:	Google Tag Manager View Service Privacy Policy
Country:	Ireland
Type:	http_cookie
Expires in:	1 year 24 days

Name:	test_cookie
Purpose:	A session cookie used to check if the user's browser supports cookies.
Provider:	.doubleclick.net
Service:	DoubleClick View Service Privacy Policy
Country:	United States
Type:	server_cookie
Expires in:	15 minutes
Name:	_uetsid
Purpose:	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.
Provider:	.dakotahotels.co.uk
Service:	Google Tag Manager View Service Privacy Policy
Country:	Ireland
Type:	http_cookie
Expires in:	1 day

Name:	_gcl_au
Purpose:	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
Provider:	.dakotahotels.co.uk

Service:	AdSense View Service Privacy Policy
Country:	Ireland
Type:	http_cookie
Expires in:	2 months 29 days

5.5. Unclassified cookies:

These are cookies that have not yet been categorized. We are in the process of classifying these cookies with the help of their providers.

Name:	ct211187
Purpose:	_____
Provider:	211187.tctm.co
Service:	_____
Country:	United States
Type:	server_cookie
Expires in:	session

Name:	m
Purpose:	_____
Provider:	m.stripe.com
Service:	_____
Country:	United States
Type:	server_cookie
Expires in:	1 year 11 months 29 days

6. What about other tracking technologies, like web beacons?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Websites or opened an e-mail including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

7. Do you use Flash cookies or Local Shared Objects?

Websites may also use so-called "Flash Cookies" (also known as Local Shared Objects or "LSOs") to, among other things, collect and store information about your use of our services, fraud prevention and for other site operations.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the [Website Storage Settings Panel](#). You can also control Flash Cookies by going to the [Global Storage Settings Panel](#) and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash Cookies that are not being delivered by the operator of the page you are on at the time).

Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content.

8. Do you serve targeted advertising?

Third parties may serve cookies on your computer or mobile device to serve advertising through our Websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other details that directly identify you unless you choose to provide these.

9. How often will you update this Cookie Policy?

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date in the footer of this Cookie Policy indicates when it was last updated.

10. Where can I get further information?

If you have any questions about our use of cookies or other technologies, please email us at it@dakotahotels.co.uk