

# *Prevolution Digital Cookie Policy*

Updated 23rd May 2018 - Version 1.0

We use cookies on our sites ([Prevolution Digital](#)) (**our site**) for a number of purposes. They help us to provide you with a good experience when you browse our website, and also allow us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of the e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users find what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

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You can find more information about the individual cookies we use and the purposes for which we use them below.

### First-party (Prevolution) cookies

This website will set some cookies that are essential for the website to operate correctly. These cookies, none of which capture personally identifiable information, are as follows:

- Visitor ID – this cookie is a numeric value that identifies unique visitors and provides coherence and consistency to a site visit;
- Page Number – this cookie identifies the page you are on;
- Session ID – this cookie identifies your website session;
- Test – this cookie checks whether or not your browser supports cookies;
- Order – this cookie ensures that your shopping basket works correctly.

### Third-party cookies

Our websites will set several types of third-party cookie, and we do not control the operation of any of them. The third-party cookies which may be set include:

- **Google Analytics** – we use Google Analytics to collect data about website usage. This data does not include personally identifiable information. You can view the Google Privacy Policy here: [www.google.com/policies/privacy/](http://www.google.com/policies/privacy/).
- **Yandex Metrica** - a Finnish based company - is also used to collect data about website usage and has a heat map feature which we particularly like to use showing which place on the page a person interacts with the website. This data does not include personally identifiable information. You can view the Yandex Privacy Policy here as it relates to GDPR here: <https://yandex.com/support/metrica/general/gdpr.html> and contains this information:

This website uses Yandex.Metrica web analytics provided by Yandex Oy Limited Company - Moreenikatu 6, 04600 Mantsala, Finland (hereinafter referred to as the “Yandex”).

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Yandex.Metrica uses “cookies,” small text files placed on users’ computers to analyze user activity.

Information collected by cookies does not reveal your identity, but it can help us to improve our website performance. Information about your use of this website collected by cookies will be transferred to Yandex and stored on Yandex’s server in the EU and the Russian Federation. Yandex will process this information to assess how you use the website, compile reports for us on our website operation, and provide other services. Yandex processes this information as specified in the Terms of Use of Yandex.Metrica Service.

You can stop using cookies by making relevant adjustments in browser settings. You can also use the tool <https://yandex.com/support/metrica/general/opt-out.html>. However, it can affect some website functions. By using this website, you agree that Yandex can process your data in the above manner and for the above purposes.

- **Facebook** – we use a Facebook pixel to obtain information regarding the activities that users engage in while visiting our web pages. For information on Facebook’s Privacy and Cookie policy, visit [Facebook Policies](#)
- **Tourmake** - we use Tourmake.net to overlay our 360 tours with an interactive menu or card which gives the viewer options of finding further information or hopping around the tour without clicking on every intervening step. Tourmake installs session cookie for user safety. In addition, during the visit of a virtual tour many simple cookies are installed to record, for example, if the user has already visited that tour. This is useful for the virtual tour makers in Prevolution Digital, because they can create more immersive experiences, collecting anonymous statistics from the visits. These data are not used externally by other services. Their consultation is exclusively reserved to the users platform. Therefore, from these data it’s not possible to view the individual user behavior: once collected, data are accumulated and provided to the owner’s profile in aggregated form. Tourmake provides its own analytics which further enhances our ability to check which parts of a tour are the most viewed. No personal details are requested or obtained. For information on Tourmake.net Privacy and Cookie policy, visit [Tourmake Policy](#)
- **Walkinto** - we use Walkinto.in also to add overlays to our 360 tours to provide information panels to enhance the experience. Walkinto terms can be seen by visiting [Walkinto Terms](#)

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- **YouTube** - While visiting a virtual tour, you can view a video embedded from YouTube. This kind of video can write cookies on user's browser. For more information visit: <https://policies.google.com/technologies/cookies?hl=en>
- **Cookiebot** - Cookiebot is a registered trademark of Cybot. Cybot is registered in Denmark - we use this to automate the process of tracking cookies on a site to make us GDPR compliant and give you, the user, the right to know what you are accepting when are on our Website. For information on Cookiebot Privacy and Cookie policy visit: <https://www.cookiebot.com/en/privacy-policy/>

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.

We have also included a button and link on our website so that you can revisit your permissions and amend accordingly

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