



## Hotel Am Markt Ad and Cookie Policy

### WE USE COMMON TRACKING TECHNOLOGIES

We collect personal information about users over time and across different websites when you use our website or service. We also have third parties – as described below – that collect personal information this way. To do this, we use several tracking tools. Our vendors may also use these tools. These may include browser cookies and device IDs. We may also use web beacons, flash cookies, and similar technologies.

### WE USE TRACKING TECHNOLOGIES FOR A VARIETY OF REASONS

We use tracking tools, including cookies, on our websites. Cookies are small files that download when you access certain websites. To learn more, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.youronlinechoices.eu](http://www.youronlinechoices.eu). These pages also explain how you can manage and delete cookies. We use tracking tools:

- To recognise new or past customers.
- To store your password if you are registered on our site.
- To improve our website.
- To serve you with interest-based or targeted advertising (see below for more on interest-based advertising) as permitted by law.
- To observe your behaviors and browsing activities over time across multiple websites or other platforms as permitted by law.
- To better understand the interests of our customers and our website visitors.
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### WE ENGAGE IN INTEREST-BASED ADVERTISING

Our partners and we display interest-based advertising using information gathered about you over time across multiple websites or other platforms. This might include apps. Interest-based advertising or “online behavioral advertising” includes ads served to you after you leave our website, encouraging you to return. They also include ads we think are relevant based on your shopping habits or online activities. These ads might be served on websites or on apps. They might also be served in emails. We might serve these ads, or third parties may serve ads. They might be about our products or other companies’ products. Where legally required we get consent to engage in interest-based advertising.

### HOW DO WE GATHER RELEVANT INFORMATION ABOUT YOU FOR INTEREST-BASED ADVERTISING?

To decide what is relevant to you, we use information you make available to us when you interact with us, our affiliates, and other third parties. We gather this information using the tracking tools described above. For example, our partners or we might look at your purchases or browsing behaviors. We might look at these activities on our platforms or the platforms of others. As described above, we work with third parties who help gather this information. These third parties might link your name or email address to other information they collect. That might include past purchases made offline or online. Or, it might include online usage information.

## YOU CAN CONTROL MANY OF OUR TRACKING TOOLS

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To find out more about how to enable, disable, or delete cookies from your web browser, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.adobe.com/devnet/security.html](http://www.adobe.com/devnet/security.html).

To control flash cookies, which we may use on certain websites from time to time, you can go [www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html).

Why? Because flash cookies cannot be controlled through your browser settings.

Our Do Not Track Policy: Some websites have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals. If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop. Options you select are browser and device specific.

## YOU CAN OPT-OUT OF ONLINE BEHAVIORAL ADVERTISING

The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt out of having your online behavior collected for advertising purposes, click here. Choices you make are both browser and device-specific.

## WE USE SPECIFIC TRACKING TECHNOLOGIES

Here is more information about certain of the tracking technologies and cookies we may use on the sites where this policy appears. We may use all of these third party tracking technologies to improve our site and the experience of our visitors, as described in more detail below:

- **Facebook Connect and Facebook Social Plugins**  
We use this technology to allow users to share their experiences with our websites on Facebook. To opt-out, log out of your Facebook account and visit [aboutads.info/choices](http://aboutads.info/choices).
- **Facebook Social Graph**  
We may use Facebook Social Graph to measure the effectiveness of our marketing campaigns. To opt-out, log out of your Facebook account and visit [aboutads.info/choices](http://aboutads.info/choices).
- **Google AdWords**  
We may use Google AdWords to help us deliver advertising and measure the effectiveness of our campaigns. We may also use this tool to collect location information, create audience segments, and for remarketing purposes. Click here to learn more or set your preferences.
- **Google Analytics**  
We use Google Analytics to collect information about users. For example, we collect details of the site where the visitor has come from and the total number of times a visitor has been to our website. This may include user location information. We may use Google Analytics Advertising features for remarketing purposes. You can opt-out from being tracked by Google Analytics by installing the Google Analytics Opt-Out Browser add-on for your current web browser. Click here to learn more.



- **Google Dynamic Remarketing**

We use these tracking tools to track user behavior over time and across third party sites to improve the effectiveness of our online advertising. We collect information about what ads users view and whether they click on the ads. We use this information to improve and customise our advertising. [Click here to learn more or set your preferences.](#)

- **Google Tag Manager**

We use Google Tag Manager in order to track user behavior, traffic analysis and marketing optimization. This includes managing third party tags. Third party tags managed through Google Tag Manager include Skyscanner, TripAdvisor, Trivago, Baidu, and Derbysoft. [Click here to learn more or set your preferences.](#)

- **Google+ Platform**

Google+ is, a social network owned by Google where users can assign people to different circles, such as friends, family, or acquaintances, and see various activity from the members of these circles. We reference our Google+ platforms using a small piece of HTML within our site's code. [Click here to learn more or set your preferences.](#) Options you may select are browser and device specific.