

# Cookie Policy

Dear Visitor!

We hereby inform you that we use cookies on the website [www.excursions.boatbooking.at](http://www.excursions.boatbooking.at) and [www.tour.boatbooking.at](http://www.tour.boatbooking.at) operated by TS Boat Booking GmbH (Registered at: Pfarrgasse 52/1,1230 Wien, Austria) (hereinafter: the **Data Controller**).

Contact details of the Data Controller:

- postal address: Pfarrgasse 52/1,1230 Wien Austria
- telephone: + 436764600365
- electronic contact (e-mail address): [info@boatbooking.at](mailto:info@boatbooking.at)

## I. What are cookies?

A cookie is information (a small text, image or software file) that is stored on websites, smartphones, or other devices used to browse the Internet on websites you visit.

After a certain period of time, cookies are automatically deleted from your machine. This period depends on the type of cookies (the expiration date of a particular cookie can be viewed in the detailed settings of the browser).

When you visit the website from which the cookies were downloaded again, your internet browser sends cookies related to that website to the website operator. This allows the website operator to provide personalized information.

The information stored by cookies may include (but is not limited to): the websites visited by the visitor, the type of computer device used to visit the website, the details of the internet browser used by the visitor, the information provided by the visitor on the website; the visitor's IP address; advertisements viewed by the visitor, time spent on each subpage, browsing data, exits; and other data provided by the visitor to the given website (using cookies to avoid re-entering the information), etc.

## II. Types of cookies

### Technical cookies

These types of cookies help the website to function properly (for example: cookies for safe browsing, cookies for filling in forms, display settings for pages, they can be linked to a session, to facilitate use, for login security, etc.)

### **Cookies related to visitor behavior that collect statistics about your site**

These cookies store anonymous data. They track the number of visits and pages viewed, the activity of website visitors, and the frequency of their return. They allow statistical analysis of website traffic. Through the information from cookies, we try to adjust the operation of our website to the habits of our visitors, and we also try to make it easier for visitors to find various sub-pages and information.

### **Cookies that can be used for tracking, personalized advertising**

This type of cookie can be used to provide visitors and visitors to our website with personalized offers and advertisements tailored to their needs and interests.

### **Third-party cookies**

Our website may also install cookies created by external service providers, which are used by external service providers for statistical measurements and personalized advertisements. Advertisements pointing to our website may also appear on other websites / services operated by our partners. We are not responsible for the details of the cookies used on these websites / services and the duration of their activity. You can find information about this in the data management information of the given partners.

## **III. Cookie settings**

Technical cookies

Google TagManager: <https://www.google.com/intl/hu/policies/privacy/partners/>

Cookies related to visitor behavior

Google Analytics: <https://www.google.com/intl/hu/policies/privacy/partners/>

Cookies that can be used for tracking, personalized advertising

Facebook: <https://www.facebook.com/help/568137493302217>

Google Adwords: <https://www.google.com/policies/technologies/ads/>

## **IV. Settings of internet explorers regarding cookies**

By default, most browsers are set to support cookies. However, if you do not want your computer to store cookies, you can disable all cookies by changing your browser settings. If you choose to disable all cookies in your browser, you will only be able to browse the public parts of our website, but you will not be able to access secure interfaces. By navigating our website, you allow us to place cookies, but you may at any time choose to prohibit the placement of cookies on your device.

You can prevent the installation of cookies by changing your browser settings, activating the "incognito" mode (private browsing) or setting the "Do Not Track" function to disable tracking.

If your browser allows it, you can configure your settings to disable cookies of a certain type or source, or to request a notification each time another cookie is placed on your computer, which you can accept, or even can also hinder.

You can find more information on how to set cookies in that browser on the pages of Internet browsers. For common web browsers, these pages are:

Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>

Chrome: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en-GB>

Opera: <https://blogs.opera.com/news/2015/08/how-to-manage-cookies-in-opera/>

## **V. Special information about Facebook cookies**

When you visit the Facebook fan page of the Data Controller, Facebook places cookies on your computer, smartphone, tablet and other devices used to access the Internet when browsing websites, which contain a unique code and are used by Facebook. Among the functions of page analyzes, the Data Controller also uses them for customer relations, commercial communication, marketing activities, as well as for assessing customer needs and preparing analyzes for static purposes.

The so-called cookies used within the page analysis function, the data available to the Data Controller in an anonymised form are: number of page preferences, paid and so-called distribution of organic achievement, location and language, demographics, and information about the lifestyle and interests of the Data Controller's target audience (including the online purchases and shopping habits of those who visit the Site, as well as their most categories of products or services of interest). For more information on the Page Analytics function and the range of data available in this area, please refer to Facebook at <https://www.facebook.com/business/help/633309530105735>

## VI. List of cookies

### Technical cookies

Name of the cookie	Function	To which country it sends data	Retention time or period
XSRF-TOKEN	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.	Austria	1 day

### Analytics/statistics cookies

Name of the cookie	Function	To which country it sends data	Retention time or period
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Austria	2 years
_gat	Used by Google Analytics to throttle request rate	Austria	1 day
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Austria	1 day

### Marketing cookies

Name of the cookie	Function	To which country it sends data	Retention time or period
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Netherlands	3 months
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	USA	session
tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	USA	session