

WHAT ARE COOKIES?

A cookie is a small file that is stored on the user's computer, mobile phone or tablet when accessing www.belivehotels.com, which allow for user recognition.

Cookies are currently essential for the internet to operate, providing countless benefits in the provision of interactive services, facilitating browsing and usability.

Cookies cannot damage your device. However, those that are activated can help to identify and resolve errors, as well as improve user browsing.

Among other things, cookies allow us to store and retrieve information on the browsing preferences of a user or his/her device, allowing us to understand the User's behaviour within our website, which means that we can improve their experience there.

At www.belivehotels.com, Users can register and browse the website throughout their session, benefiting from more customised services that are adapted to their profile, thanks to the combination of data stored in cookies containing the personal data collected when registering. At the time of registering, these Users expressly authorise the use of this information for the purpose indicated, notwithstanding their right to reject or disable the use of cookies.

In any case, www.belivehotels.com will be able to see all the BE LIVE HOTELS Services that Users have requested, and thus can provide or offer information that is suitable to the tastes and preferences of each User.

Our specific uses of these technologies are described below.

WHAT COOKIES DO WE USE?

At BE LIVE HOTELS we use cookies, logs, links and other technologies to store user preferences in order to improve the quality of our services, ensuring the technical performance of the website and the transactions carried out, whilst measuring the website's audience and developing new and better services and products.

Owner of the cookies:

- We use our **own cookies** that we send to the user's terminal equipment from a computer or domain managed by us and from which the service requested by the user is provided.
- We use **third-party cookies** (e.g. from Facebook, Google, Twitter, etc.) used by external companies, social networks or external content add-ons (such as Google Maps). They are sent to the user's terminal equipment from a computer or domain of a third party that processes the data obtained through cookies.

Use of cookies:

- We use our **own cookies** that we send to the user's terminal equipment from a computer or domain managed by us, and from which the service requested by the user is provided.

These cookies allow users to browse a website, platform or application and use the different options or services that exist therein, including those that are used to allow for the management and operation of the website and enable its functions and services, such as controlling traffic and data communication, identifying the session, accessing restricted access areas, remembering the components that make up an order, carrying out the order purchase process, managing payment, monitoring fraud linked to the security of the service, requesting registration or participation in an event, counting visits for the purpose of billing licences for the software with which the service operates (website, platform or application), using security elements when browsing, storing content to broadcast video or sound, enabling dynamic content (e.g. animation for the loading of a text or image) or sharing content through social networks.

Due to their technical nature, this category includes cookies that allow for the most efficient management possible of the advertising spaces that, as another element of design or layout with respect to the service offered to the user, the publisher has included on a web page, application or platform based on criteria such as the content edited, without information being collected from users for different purposes, such as personalising advertising content or other content.

These cookies do not require the user's informed consent.

- We use **preference cookies**, which, processed by us or by third parties, allow us to remember information so that the user can access the service with certain characteristics, which can differentiate their experience from that of other users.

For example, the language, the number of results to be displayed when the user searches, the aspect or content of the service based on the type of browser on which the user accesses the service, the region from which they access the service, etc.

These cookies may require the user's informed consent if the user chooses these features (for example, if s/he selects the language of a website by clicking on the flag icon of the corresponding country).

- We use **analysis or measurement cookies**, which, processed by us or third parties, allow us to monitor and analyse the behaviour of users of the websites to which they are linked, including the quantification of advertisement impact.

The information collected using this type of cookie is used to measure the activity of websites, applications or platforms, in order to introduce improvements to the products or services offered, based on the analysis of the service's usage data.

These cookies require the user's informed consent.

- We use **behavioural advertising cookies**, which, processed by us or third parties, store information about the behaviour of users obtained through the continuous observation of their browsing habits, which allows

us to develop a specific browsing profile of users to show them relevant adverts.

These cookies require the user's informed consent.

Cookie storage period:

- We use **session cookies** that are designed to collect and store data while the user accesses a website. They are usually used to store information which is only necessary to provide the service requested by the user on a single occasion (e.g. a list of purchased products) and they disappear when the session ends.
- We use **persistent cookies**, which are those in which the data is still stored in the terminal and can be accessed and processed during a period defined by the person responsible for the cookie, ranging from a few minutes to several years.

This type of information obtained through cookies will not be communicated to third parties, nor used for unsolicited communications.

SETTINGS PANEL

System	Name	Expiration	Functionality
belivehotels.com	BELIVEHOTELS	30 minutes	Required to identify the user's session in order to be able to carry out the booking process and the proper performance of the website in general
belivehotels.com	Iskjer83k403f	1 year	Used to identify the logged-in member account
belivehotels.com	C_PC	1 year	Cookie used to remember consent to process information for preferences or customisation
belivehotels.com	C_PM	1 year	Cookie used to remember consent to process information for analysis or statistics
belivehotels.com	C_PA	1 year	Cookie used to remember consent to process information for advertising
belivehotels.com	C_PBA	1 year	Cookie used to remember consent to process information for behavioural advertising

Preferences or customisation

Those that, processed by us or by third parties, allow us to remember information so that the user can access the service with certain characteristics, which can differentiate their experience from that of other users.

System	Name	Expiration	Functionality
The Hotel Networks	thn_id	2 years	This cookie is created to identify users with a unique ID composed of a hexadecimal character carriage. This cookie is used to identify the user during his/her next visit to the hotel's website or other hotels in the network. This cookie allows for an analysis of the user experience.
Pushtech	psh_ctid	Session	Used to link the browser to a contact on the PUSHTech platform
Pushtech	psh_cpid	Session	Used to link the current page to an open campaign on the PUSHTech platform

Analysis or measurement

Those that, processed by us or third parties, allow us to monitor and analyse the behaviour of users of the websites to which they are linked, including the quantification of advertisement impact.

System	Name	Expiration	Functionality
Google Analytics	_ga	2 years	Used to distinguish users.
Google Analytics	_gid	24 hours	Used to distinguish users.
Google Analytics	_gat	1 minute	Used to limit the percentage of applications. If Google Analytics has been set up through Google Tag Manager, this cookie will be called _dc_gtm_..
Google Analytics	AMP_TOKEN	From 30 seconds to 1 year	It includes a token that can be used to retrieve a customer ID from the AMP Client ID service. Other possible values indicate disqualifications, ongoing requests or errors obtained when retrieving an ID from the AMP Client ID service.
Google Analytics	_gac_"property-id"	90 days	Includes campaign information relating to the user.
Google Analytics	__utma	2 years from the configuration or update	Used to distinguish between users and sessions. The cookie is created when the JavaScript library is executed and there are no __utma cookies. The cookie is updated every time data is sent to Google Analytics.
Google Analytics	__utmt	10 minutes	Used to limit the percentage of applications.

System	Name	Expiration	Functionality
Google Analytics	__utmb	30 minutes from the configuration or update	Used to determine new sessions or visits. The cookie is created when the JavaScript library is executed and there are no __utmb cookies. The cookie is updated every time data is sent to Google Analytics.
Google Analytics	__utmc	End of the browser session	Not used on ga.js. Configured to interact with urchin.js. Previously, this cookie worked with the __utmb cookie to determine whether the user was in a new session or visit.
Google Analytics	__utmz	6 months from the configuration or update	Stores the traffic source or campaign that explains how the user has arrived on the website. The cookie is created when the JavaScript library is run and is updated each time data is sent to Google Analytics.
Google Analytics	__utmv	2 years from the configuration or update	It is used to store custom variable data at the visitor level. This cookie is created when a programmer uses the _setCustomVar method with a custom variable at the visitor level. It was also used for the _setVar method, which is no longer available. The cookie is updated every time data is sent to Google Analytics.
Google Analytics	__utmx	18 months	It is used to determine the user's inclusion in an experiment.
Google Analytics	__utmxx	8 months	It is used to determine the expiration of the experiments that a user has been included in.
Google Analytics	_gaexp	It depends on the duration of the experiment, but it usually takes 90 days	It is used to determine the inclusion of a user in an experiment and the expiration of the experiments that he/she participates in.
Google Optimize	_opt_awcid	24 hours	It is used for campaigns associated with Google Ads Customer IDs.
Google Optimize	_opt_awmid	24 hours	It is used for campaigns associated with Google Ads Campaign IDs.
Google Optimize	_opt_awgid	24 hours	It is used for campaigns associated with Google Ads ad group IDs.
Google Optimize	_opt_awkid	24 hours	It is used for campaigns associated with Google Ads Criteria IDs.
Google Optimize	_opt_utmc	24 hours	Stores the latest utm_campaign query parameter.

Advertising

Those that, treated by us or by third parties, store information about user behaviour.

System	Name	Expiration	Functionality
Google Adwords	AdWords	30 days	Monitor sales and other advertisement conversions
Facebook	_fbclid	2 years	Advertising features (such as audiences, conversions, targeting and optimisation) and Facebook Analytics data.
Facebook	_fbp	3 months	Analytics: track sales and other ad conversions.

Behavioural advertising

Those that, processed by us or third parties, store information about the behaviour of users obtained through the continuous observation of their browsing habits, which allows us to develop a specific browsing profile of users in order to show them relevant adverts.

System	Name	Expiration	Functionality
Affilire d	aw8062	30 days	.awin1.com Coverage: Sales confirmation page You can collect anonymised information on the displayed banners, including the display page, as well as on purchases or transactions made.
Affilire d	CT	28 days	track.adform.net server.adform.net adx.adform.net server.adformdsp.net .adformdsp.net Coverage: All pages It identifies the last click of 30s pixels on the pages of the advertiser
Affilire d	EBFC	7 days	track.adform.net server.adform.net adx.adform.net server.adformdsp.net .adformdsp.net Coverage: All pages It identifies the daily frequency limit for expandable banners
Affilire d	SR	1 day	track.adform.net server.adform.net adx.adform.net server.adformdsp.net .adformdsp.net Coverage: All pages Sequential information - contains total impressions, daily impressions, total clicks, daily clicks and the date of the last impression

HOW CAN OUR USERS MANAGER THE COOKIES WE USE?

BE LIVE HOTELS users can manage cookies, and therefore reject them individually or in full in the [Settings Panel](#).

If cookies are disabled or rejected, some of the functions and/or services may not work properly.

The portal does not control the websites displayed as a result of your search, links or access data from our directory. These other websites may place their own cookies or request personal information.

HOW CAN OUR USERS DISABLE THE COOKIES IN THE MAIN BROWSERS?

It is normally possible to stop accepting cookies from the browser, or to stop accepting cookies from a particular service.

All modern browsers allow you to change your cookie settings.

These settings are usually found in the 'options' or 'preferences' in your browser menu.

Although it may vary slightly from one browser to another, the configuration of the cookies policy for the most common browsers is as follows:

- **Internet Explorer:** Tools -> Internet options -> Privacy -> Settings.
- **Microsoft Edge:** Tools -> Internet options -> Privacy -> Settings -> Advanced options.
- **Firefox:** Preferences -> Privacy and Security
- **Chrome:** Preferences -> Settings -> Show advanced options -> Privacy and Security
- **Safari:** Preferences -> Privacy.
- **Opera:** Settings -> Privacy and Security.

For more information, you can consult the support or help tool of your browser or at the following links:

- [Internet Explorer](#)
- [Microsoft Edge](#)
- [Firefox](#)
- [Chrome](#)
- [Safari](#)
- [Opera](#)

How can I disable third-party cookies?

If you want to find out about the privacy conditions and use of third-party cookies, you can see the cookies policies of:

- [Facebook](#)
- [Twitter](#)

- [Youtube](#)
- [LinkedIn](#)
- [Google](#)

WHAT HAPPENS IF I DO NOT ACCEPT THE WEBSITE COOKIES?

If the user does not allow cookies to be installed on their browser, they may not be able to access certain functionality aspects, such as being identified.

IS MY DATA TRANSFERRED INTERNATIONALLY?

(GRPD) transfers shall be legitimate if they are based on an adequacy decision by the European Commission, or if there are adequate safeguards through a legally binding and enforceable instrument between public authorities and bodies, or through binding corporate rules, standard clauses adopted or approved by the Commission, or codes of conduct or certification mechanisms. Otherwise, the authorisation of the competent Control Authority or, failing this, the explicit consent of the interested party will be required, or any other of the cases set out in GDPR Article 49.

Please be informed that BE LIVE HOTELS does not conduct international data transfers. With regard to third-party cookies, you can find out about any transfers to third countries made by the third parties identified in this cookies policy in their own respective policies (see the links provided above).

IS A PROFILE MADE UP OF MY BROWSING HISTORY AND ARE AUTOMATED DECISIONS MADE THAT COULD AFFECT ME LEGALLY OR SIGNIFICANTLY?

Please be informed that BE LIVE HOTELS does not elaborate browsing profiles nor does it make automated decisions that could affect you legally or significantly.

IS MY SENSITIVE DATA PROCESSED?

Please be informed that BE LIVE HOTELS does not process sensitive data.

MORE INFORMATION

For more information on cookies and your rights as a user, you can consult the [Guide on the use of cookies prepared by the Spanish Data Protection Agency \(AEPD\)](#).

For more information on the processing of your personal data, you can access the [Privacy Policy](#) of BE LIVE HOTELS.