# Cookie Statement

**Explanation regarding the use of cookies on this website**
Websites such as ScandinavianMountains.co.uk, use practical and advantageous techniques to offer the best possible user convenience, making the website as interesting as possible for every visitor.  We use techniques such as cookies and scripts for this purpose. For simplicity we will refer to them as "cookies" from now on. Cookies can be used by ScandinavianMountains.co.uk, but also by third parties - think of for instance the touroperators - and will communicate with the websites that you visit.

# Functional Cookies

**About functional cookies**
Functional cookies cannot trace personal information, such as a name, e-mail address or telefoon number. For this reason, the use of cookies is safe and does not infringe on your privacy. We use functional cookies to:
- remember in which language you use our website;
- remember which products you have placed in the shopping cart of the webshop;
- elect browser settings to optimally display the website on your screen;
- burden the website evenly, to ensure the site remains accessible;
- and, to make it possible to comment on our website.

# Cookies for measuring
**About measuring usage**
We use cookies to be able to measure the use of our website. We do this to be able to determine which elements of the website are most appealing to our visitors, how many visitors come to the website and which package deals are booked the most. We measure this with the help of a third party software, "Google Analytics".

Statistics are created of the information we gather this way. These statistics give us insight into how often the website is visited, where the visitors spend the most time, how often links are clicked, etc. Collecting this data enables us to make as user-friendly as possible. These statistics are always anonymous and on average, preventing us from tracing these back to people.

We use cookies to:
- keep track of the number of visitors on the website;
- keep track of the duration each visitor spends on the web pages;
- asses which parts of our website require adjustments;
- optimize the website.

For the cookies that our third parties place and the possible data that they collect with this, we refer to the cookies statements that these parties have on their own websites. Please not that these statements may change regularly. ScandinavianMountains.co.uk has no influence on this.

# Social media cookies
**About social media cookies**
By using the buttons at the bottom of the package deals, you can share these vacations from ScandinavianMountains.co.uk on social media. For the operation of these buttons, social media cookies of the respective social media parties are used, to ensure they recognize you as soon as you want to share an article.

These cookies allow:

- logged in users of selected social media to share certain content directly.

For the placement of social media cookies and the possible data that social media parties collect with this, we kindly refer you to the statements that they provide on their own websites. Please not that these statements may change regularly. ScandinavianMountains.co.uk has no influence on this.

## Cookies for advertisements

Although no ads are shown on ScandinavianMountains.co.uk, we do make use of a Facebook Pixel to show ads to relevant people. This means that through a Facebook Pixel we can show our advertisements to those whose preferences match the interests in accordance with the content of ScandinavianMountains.co.uk.

Placed cookies allow for:
- us to keep track of which advertisements you have seen;
- keeping track of how many visitors click on an advertisement for purpose of our marketing campaign;
- keeping track of how many holiday requests are placed through the advertisement for the purpose of reporting to the concerning tour operator.

For more information about the cookies that third parties place for advertising purposes, we kindly refer you to the statements made by these parties on their own website. Please not that these may change regularly. ScandinavianMountains.co.uk has no influence on this.

## Other/unforeseen cookies

Due to the way the internet and websites work, we may not always have insight into the cookies that are placed by third parties via our website. This is particularly the case if our web pages contain so-called embedded elements; these are texts, documents, pictures or videos that are stored by another party, but that are shown on, in or through our website.

If you encounter any cookies on this website that fall into this category and which we have not mentioned above, please let us know. Or contact the third party directly and ask them what cookies they place, what the reason for this is, what the life span of the cookie is and how they have safeguarded your privacy.

**Overview**

Below is an overview of the cookies that are placed, what data they collect and how long they are used.

| Name | wherefor | Meaning | Expiration |
|------|----------|---------|------------|
| AWSALB | | Distinguishing between server clusters | 1 week |
| _gid | Google Analytics | Used to distinguish users | 24 hours |
| _gali | Google Analytics | Used to track clicked links | 2 years |
| _ga | Google Analytics | Used to distinguish users | 2 years |
| __atuvs | AddThis | Used for social media buttons | 15 minutes |
| __atuvc | AddThis | Used for social media buttons | 1 year |

## Browser settings

To function properly, it is crucial to place cookies on ScandinavianMountains.co.uk. If you do not agree with this, you will unfortunately not be able to make use of the website. However, you can adjust the setting for placing cookies in your internet browser. This also allows you to delete all cookies or third party cookies. Please note that you must adjust the settings separately for each browser and computer use.

## Conclusion

ScandinavianMountains.co.uk is entitled to change the content of this cookie statement at any time, for example because our website or cookies change or because we are legally obligated to do so. These changes will be implemented without prior notice.

If you have questions and/or comments, please contact us at info@scandinavianmountains.nl

Datum: 20/07/2020