

WHAT IS THE COOKIE POLICY?

This page shows the policies for cookies used by the company BONNE NOUVELLE S.r.l., as Data Controller, which are implemented for users of the website, and more generally for the data subjects who interact with our hotel in various ways.

This policy is provided pursuant to Art. 13 of the General Data Protection Regulation, EU Regulation 2016/679 (hereinafter, GDPR - General Data Protection Regulation) to people who interact with the web services of Hotel J.K. Place Firenze, which can be accessed online at:

<http://www.jkplace.com>

The policy only refers to the Internet site of Hotel J.K. Place Firenze and not for any other websites that the user may visit via link and does not apply to the booking platform managed by third parties for which we have prepared a special cookie policy.

This policy is also based on Directive 2009/136/EC of 25 November 2009 and on the General Provision of the Italian Data Protection Authority “*Simplified Arrangements to Provide Information and Obtain Consent Regarding Cookies*” of 8 May 2014

This Cookie Policy is an integral part of the Hotel J.K. Place Firenze’s Privacy Policy which can be found [here](#).

1. Cookie definitions and characteristics

Cookies are small text files that can be used by websites to make users’ browsing experience more efficient.

Cookies involve the storage and transmission of information from your first visit to the website and then new updated information is transmitted on your subsequent visits in order to optimise your browsing experience by remembering your actions and preferences (e.g. language selected, display options, any login details, etc.) so that you do not have to select/enter them again on future visits.

There are different kinds of cookies which, depending on their characteristics and functions, could remain on your device for a set period of time (years, for example) and these are called persistent cookies. Some cookies are deleted automatically when you close your browser and these are called session cookies.

These technologies entail personal data processing and as such are subject to the relevant binding regulations.

In line with the Applicable Regulation, we are not required to ask for your consent to use cookies that are strictly necessary for the proper functioning and operation of the website (called technical cookies) and for cookies for statistical purposes (called analytical cookies) in aggregate, therefore anonymous, form. However, we are required to obtain your explicit consent to use first and third party profiling cookies which create profiles to send you advertising messages in line with the preferences you show while browsing our website.

2. Type of cookies used on this website

Technical cookies

These cookies are technical in nature and enable the website to function properly. This category includes cookies that are essential for the proper functioning of the website and functional cookies that enable the user to improve their browsing experience through the choices they make (e.g. the choice of language, etc.)

We also use technical cookies to track, in compliance with the legislation in force, the consents provided by users to receiving profiling cookies and third party analytics.

The use of permanent technical cookies or session cookies (ones that are not stored permanently on the user's computer and are deleted when the browser is closed) is strictly limited to the technical provision of the service requested by the user and to the transmission of session IDs (random numbers generated by the server) that are necessary for secure and efficient navigation of the website and its applications.

The technical cookies used by this website do not use other IT technologies that could potentially jeopardise users' browsing privacy.

Analytical cookies

These cookies help us to understand, through data collected in anonymous and aggregate form, how users interact with our website by providing us with information on the pages visited, the time spent on the website, the type of platform used, the number of clicks on a particular page, any malfunctions, etc.

Statistical cookies help the website's owners to understand how visitors interact with the site by collecting and sending information in anonymous form.

We use Google Analytics to collect and analyse information in anonymous form on website use behaviour for statistical purposes without acquiring personal information that identifies the user. How we use these cookies is similar, for all intents and purposes, to technical cookies and therefore your explicit consent is not required.

Profiling cookies

We do not use first or third party profiling cookies.

3. List of cookies used on this website

Cookie name	Type / Purpose	Expiry	Link, where available, to the third party's Privacy Policy
First party Technical Cookies	<p>FIRST PARTY TECHNICAL COOKIES</p> <p>First party technical cookies are instrumental and essential for the proper functioning of the website.</p> <p>In line with European legislation on cookies, we use a technical cookie to track the user's consent to the use of third party and profiling cookies.</p>	At the end of the browsing session	-
Google Analytics	<p>THIRD PARTY ANALYTICAL COOKIES.</p> <p>Google Analytics helps website owners to understand how visitors interact with their website content (pages visited, browsing time, etc.) by providing useful statistics in order to optimise and improve website browsing without</p>	<p>_utma - 2 years _utmt - 10 minutes _utmb - 30 minutes _utmc - until the session is ended _utmz - 6 months _utmv - 2 years</p>	<p><u>Google Analytics' Privacy Policy</u></p> <p>http://www.google.com/intl/it_ALL/analytics/learn/privacy.html</p>

	<p>identifying the person browsing.</p> <p>These cookies are used in order to collect information in anonymous and aggregate form about the number of users and how they browse the website.</p> <p>We use these cookies in anonymous form, anonymising the user's IP address, and such data are not cross-referenced with third parties.</p>		
--	---	--	--

4. How can I disable cookies?

For more information about cookies and to manage your preferences with regard to third party profiling cookies, please visit <http://www.youronlinechoices.com>

Most browsers accept cookies automatically but you can also choose not to accept or to limit their use.

Disabling cookies can cause problems when browsing the website or could limit your use of all the website services (e.g. bookings, etc.). To remove cookies, you can follow the instructions on the specific pages of the various browsers:

- If you use Internet Explorer

In Internet Explorer, click on "Tools" and then "Internet Options". Under the Privacy tab, move the slider to the top to block all cookies or to the bottom to allow all cookies, then click on OK.

- If you use Firefox

In the browser's "Tools" menu, click on "Options", then select the "Privacy" tab. De-select "Accept cookies" and click on OK.

- If you use Safari

In the Safari browser, select the "Edit" menu and choose "Preferences". Click on "Privacy". Select the "Always block" out of the "Cookies and website data" options and click on OK.

- If you use Google Chrome

Click on the Chrome menu in the browser's toolbar. Select "Settings". Click on "Show Advanced Settings". In the "Privacy" section, click on the "Content Settings" button. In the "Cookies" section, select "Do not allow sites to memorise data" and "Block third-party cookies and site data" and then click on OK.

If you use any other browser, look for the cookie management procedure in Settings.

5. Update and Revision

The Cookie Policy was updated on 24-05-2018 and may be revised again in the future.