

	<p style="text-align: center;">Documentazione di Sistema GDPR 2016/679</p> <p style="text-align: center;">JK PLACE FIRENZE Bonne Nouvelle S.r.l. - Piazza Santa Maria Novella, 7-9r - 50123 Firenze C.F e P.IVA 06704890968</p>	Modello	INF11_03
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## WHAT IS THE COOKIE POLICY?

This page shows the policies for cookies that the company BONNE NOUVELLE S.r.l implements for users of the website, and more generally for the data subjects who interact with our hotel in various way

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>

This policy is also applicable to the booking engine Synxis, integrated in the Hotel website whereas it is not applicable to other linkable websites, or third-party booking engines, for which we implemented a dedicated cookie policy.

This policy is 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

### 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.)

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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 in an anonymous form to collect and analyse information on website use behaviour for statistical purposes without acquiring personal information that identifies the user. For how these cookies are used they are assimilated in all effects to technical cookies so the explicit consent of the interested party is not required.

#### Profiling cookies

On Synxis booking engine, we use third party profiling cookies to record and generate reports on the user's actions on the website in order to measure the effectiveness of an advert and display advertising targeted towards the user.

In particular, these cookies allow to do remarketing activities: every time a new user visit the website, the code leaves to the browser (Internet Explorer, Firefox, Chrome, Safari, etc.) an anonymous persistent cookie. Successively, when the user tracked by the remarketing cookie surfs the web, the cookie allows the remarketing supplier to publish advertisements to promote services related to the cookie owner, ensuring that advertisements are shown only to users that already visited our website.

The intent is to display adverts that are relevant and interesting for the individual user in line with previous browsing experience in a way that "follows" the user even after they leave our website.

### **3. List of cookies used on booking platform**

Cookie name	Type / Purpose	Expiry	Link, where available, to the third party's Privacy Policy

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First party Technical Cookies	<b>FIRST PARTY TECHNICAL COOKIES</b>  First party technical cookies are instrumental and essential for the proper functioning of the website.  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.	At the end of the browsing session	-
Google Analytics	<b>ANALYTICAL AND THIRD PARTY PROFILING COOKIES.</b>  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 identifying the person browsing.  This cookie is used for the sole purpose of collection of information in an aggregate and anonymous form about the number of users and how they browse the website.  We use this cookie anonymously, anonymizing the user's IP address and not crossing/exchanging this information with third parties.	_utm - 2 years _utmt - 10 minutes _utmb - 30 minutes _utmc - until the session is ended _utmz - 6 months _utm - 2 years	<a href="http://www.google.com/intl/it_ALL/analytics/learn/privacy.html">http://www.google.com/intl/it_ALL/analytics/learn/privacy.html</a>
Google Adwords	<b>THIRD PARTY COOKIES</b>  Google saves a cookie on the user's computer that registers the user's visit to show in the future (through banners) advertisements of related products, through the browser and/or Google Inc. affiliated networks.	ads/ga - until the session is ended  collect - until the session is ended	<a href="https://www.google.it/adwords/">https://www.google.it/adwords/</a>  <a href="https://www.google.com/policies/technologies/types/">https://www.google.com/policies/technologies/types/</a>
Google Tag Manager	<b>THIRD PARTY COOKIES</b>  Google Tag Manager is a technology that allows you to add or remove tags for traffic analysis and marketing optimization Tags are small pieces of website code that allow you to analyse visitor traffic and behaviour, to check the effectiveness of online advertising and social channels, to use remarketing and audience targeting, to experiment with the website and optimize it.	_dc_gtm_UA – until the session is ended	<a href="https://www.google.com/intl/it/tagmanager/">https://www.google.com/intl/it/tagmanager/</a>
Sojern	<b>THIRD PARTY COOKIES</b>	See supplier Privacy Policy	<a href="http://www.sojern.com/">http://www.sojern.com/</a>

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	<p>Sojern is an online and offline travel advertisement network. It has direct partnerships with airlines and third-party companies that allow them to include advertisements based on the user's experience and marketing profile</p>		
Facebook Connect	<p><b>THIRD PARTY COOKIES</b></p> <p>Facebook Connect allows Facebook users to directly access the website without typing the credentials, already inserted during registration.</p>	<p>tr – until the session is ended</p> <p>fr - 3 months</p> <p>c_user – 3 months</p> <p>datr – 2 years</p> <p>fr – 3 months</p> <p>sb – 3 months</p> <p>sb – 2 years</p> <p>xs- 3 months</p>	<p><a href="https://www.facebook.com/policies/cookies/">https://www.facebook.com/policies/cookies/</a></p>
Triptease	<p><b>ANALYTICAL AND THIRD-PARTY COOKIES</b></p> <p>Triptease is a travel company SaaS that allows hotels to increase direct reservations and direct relationship with customers. The direct booking platform is integrated with Synxis Hotel booking engine to optimize conversion, improve price transparency and strengthen the relationship among the Hotel and Guests.</p> <p>Triptease communicate a limited number of information to Triptease Group, such as the room research, the email address and the name, if given) and gather data for analysis purpose.</p> <p>Moreover, Triptease is used as communication tool through direct chat or automatic messages, inside the website, and is also used for payments through the widget of live chat of Triptease Front Desk.</p> <p>Triptease doesn't keep any payment information and uses third-party services, PCI-Booking for those payments.</p>	<p>See supplier Cookie Policy</p>	<p>&lt;<a href="https://www.pcibooking.net/privacy-policy">https://www.pcibooking.net/privacy-policy</a>&gt;.</p> <p><a href="https://www.triptease.com/privacy-policy/">https://www.triptease.com/privacy-policy/</a></p> <p><a href="https://www.triptease.com/cookie-policy/">https://www.triptease.com/cookie-policy/</a></p>

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## 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 26 August 2020 and may be revised again in the future.