

## Cookies Notice

This site is operated by Toni Style. In this document, "we", "our", or "us" refer to Woodleys Farmhouse.

Our registered office is at Bow Brickhill Road, Woburn Sands, MK17 8DE.

### INTRODUCTION

Woodleys Farmhouse respects your data and your privacy is important to us. For more information on how we use and protect data please see our Privacy Notice.

To make our websites (including our mobile sites) and app work better and to distinguish you from other users, we use cookies and similar technologies, such as tagging.

Cookies and similar technologies can perform functions and personalise content.

### WHAT IS A COOKIE AND WHAT DO THEY DO?

A cookie is a small text file which sits on your device or browser and assists with information flow and functionality.

We use cookies to support our websites (including our mobile sites) and apps. For instance, some cookies help with site security or provide information to help us improve the site.

Information contained in certain cookies may be used to personalise content. Each cookie stores certain data that allows for specified purposes to be fulfilled.

For instance, cookies may store information about how the site or app is used, which can be used for maintenance and improvement. They simply log numbers and provide grouped information about site or app navigation – this tells us if people can find what they want.

**‘Session’ cookies**, which are used for various reasons, and expire after your visit, remember for example, certain information as you navigate from one page to another so you don’t have to keep entering it.

Cookies which remember things for longer, from one session to the next, are called “persistent” cookies. Persistent cookies can do things like remember preferences and adjust content to suit you (personalisation).

#### 1. Data collected informs personalised content such as advertisements.

The data collected by cookies and similar technologies may be used (on the basis of our legitimate interests) to provide personalised promotional offers to you.

For example we may do this in order to send you relevant offers and promotions by email (where you permit us to do so).

We may also use this data to provide you with personalised promotional offers on selected partner websites (for example, you might see an advertisement for our products on a partner site such as Facebook and Google).

## 2. Data collected informs personalised content such as advertisements (cntd.)

We also share some of your information with marketing service and ad technology providers and digital marketing networks, such as Facebook, Google, Adobe to present advertisements that might interest you.

For example, we may transfer information about you to such providers. The providers may then recognise your devices and send you interest-based content and advertisements.

We may send the providers information such as your name, email, device ID, or other identifier in encrypted form and they may process your information in hashed form.

These providers may collect additional information from you, such as your IP address and your browser or operating system.

Information may be combined with information from other companies in data sharing cooperatives, who may place or recognise their own unique cookie on your browser. These cookies may contain demographic or other data.

Further information on how we use your data, how you stop us sending you direct marketing communications such as emails and your other rights are set out in our Privacy Notice.

## 3. What are first and third party cookies?

Cookies can be sent by different parties. If the cookie comes from our site it is a first party cookie. If it comes from another site, such as our marketing services or ad technology providers or business partners, it is a third party cookie, specifically chosen by us to provide a service, such as a more personalised visit.

The third party cookies we use include those provided by Facebook, Google, Adobe and Wix.

## 4. Do I have to accept cookies?

You may reject cookies and disable similar technologies. However, site and app functions will be affected. Cookies and similar technologies help our sites and app to work properly and personalise your experience.

You'll be able to browse the sites and app without them but some standard functionality, preferences and certain features will not work.

By accepting them, you allow us to improve your experience and remember information about you, which can personalise your experience.

To withdraw consent, you can reject or delete cookies. Please see the **Managing Your Cookies** section below on how you can adjust your browser settings. Please contact third parties directly to withdraw consent.

## 5. Consent

By browsing or using our site or app you agree that we and the selected third parties in this notice can use (as described in this notice) data collected by the cookies you allow. If you do not agree, you can withdraw your consent by setting your browser to reject cookies, see below.

## 6. Managing your cookies

There are several ways to manage cookies. You can:

- Set your browser to prevent cookies from being accepted. More information should be in your browser's "help" menu. How to adjust your browser will depend on which browser you're using.
- Set some browsers to send you an alert when a website is trying to place a cookie on your browser.
- Block cookies by activating the setting on your browser to refuse all or some cookies. However, if you use your browser settings to block all cookies including strictly necessary cookies, site access and features can be limited or not available.
- Use an ad blocker to block any of the tools specifically or individually, including Google Analytics.
- Delete cookies stored in your browser by "clearing cookies". This will only delete cookies already stored. It won't prevent new ones being accepted unless you change the acceptance settings. Also, clearing your cookies on one browser of one device does not automatically clear them on another. You need to clear all browsers on all devices, independently.
- Refuse specific cookies, by using that cookies opt out process, in the table at the end of this notice.

More information about cookies is available on external websites such as <http://www.aboutcookies.org/>. For help with how to manage and delete cookies, visit <http://www.aboutcookies.org/>. Further information about advertising cookies, and how to manage them, can be found at [youronlinechoices.eu](http://youronlinechoices.eu) (EU based), or [aboutads.info](http://aboutads.info) (US based).

We are not responsible for the content or cookies from external websites. If you follow a link from our website to a third party site, they will have their own privacy and cookie notice.

It's important to note that restricting or disabling the use of cookies can limit the functionality of our websites, or prevent them from working correctly at all. If you choose not to allow cookies you will still be able to browse the platform but your experience will not be as beneficial as if you have cookies enabled.

Without persistent cookies (see definition below) you will not be able to book a room or manage any existing bookings as cookies are required for these processes to be completed.

## 7. How long do cookies last?

Different cookies can last for different lengths of time.

**Session cookies** - last for that website visit. Information is kept from one page to another, so you don't have to keep entering it. We use session cookies to help improve your experience with us and to support key activities that you want to undertake on our websites.

**Persistent cookies** are on your browser and may last for a period of time or until you delete them. They can personalise the site and remember information each time you visit. We use them to see how people engage with our site. It helps us change and develop the site and improve your experience of it.

## 8. Cookies we use

www.woodleysfarmhouse.co.uk makes use of cookies for a variety of different purposes. These include those that:

- are 'strictly necessary' for technical reasons;
- enable a personalised experience for visitors and registered users; and
- allow selected third parties to collect personal data for advertising and direct marketing.

Some of these cookies may be set when a page is loaded, or when a visitor takes a particular action, such as clicking the 'continue' or 'book' button on a particular site.

**Strictly Necessary Cookies** - support our websites and app operation. They are essential when you move around our website or app and use its features. For example, they remember your details when you login. This allows you to access your account. Without such cookies certain services cannot be provided.

**Functionality Cookies** - remember when you return to the site or app and choices you have made on previous visits such as searches and which country you are from. This allows us to personalise our content for you such as enabling us to remember your preferences such as account name, and location.

**Analytical/Performance cookies** - collect information on how people use the site or app including the pages visited, which helps us develop these and improve how a site or app functions. We can see if people find things easily and improve site navigation.

**Targeting/Advertising Cookies** - These are cookies that record your visit to our sites, the pages you have visited and the links you have followed.

## 8. Cookies we use (cntd.)

They collect information about your browsing habits and track the volume of visitors and number of times an advert is displayed and clicks such adverts receive.

We will use this information to make our sites and the advertising sent to you and displayed on them more relevant to you and your interests.

We may also share this information with certain third party business partners for analytical purposes such as Google and to enable them (and other parties) to serve personalised advertisements to you.

These cookies are also used to limit the number of times you see an advert as well as help measure the effectiveness of advertising campaigns.

They are usually placed by third party advertising networks or technology providers. They remember the websites you visit and that information may also be shared with other parties e.g. advertisers.

**Social Media Cookies.** These cookies allow you to share what you've been doing on the sites on social media such as Facebook, Instagram and Twitter. These cookies are not within our direct control. Please refer to the privacy policy for the relevant social media platform(s) for how their cookies work.

## 9. What are similar technologies?

Tagging works in a similar way to cookies. We use a tag called a pixel. A pixel is an image that once embedded in an email connects to a file stored on our web server and allows us to determine customer interest in our marketing emails. Tags can also be known as beacons.

These allow us to see which promotions seem of interest to our customers, and if a particular offer seems to interest you. We may use this information to send offers which appear to be more relevant to you.

You can find more information about the individual cookies and similar technology we use and the purposes for which we use them in the tables below.

## 10. What Website cookies and similar technologies

The cookies and similar technologies we use are listed below. To opt out of these please see “Managing your cookies” above. Using an ad blocker enables you to individually block any cookies.

Some third parties will also drop first party cookies, normally ‘session’ ones, onto your device which may not be included in the table below.

### Cookies

#### FIRST PARTY

[woodleysfarmhouse.co.uk](http://woodleysfarmhouse.co.uk)

| Cookie Name  |
|--------------|
| TS01804fff   |
| TS01e85bed   |
| XSRF - TOKEN |
| bSession     |
| hs           |
| ssr-caching  |
| svSession    |

#### FIRST PARTY

[woodleysfarmhouse.co.uk.filesusr.co.uk](http://woodleysfarmhouse.co.uk.filesusr.co.uk)

| Cookie Name |
|-------------|
| _ga         |
| _gid        |
|             |
|             |
|             |
|             |
|             |

#### THIRD PARTY

[cloudbeds.com](http://cloudbeds.com)

| Cookie Name        |
|--------------------|
| acessa_session     |
| csrf_acessa_cookie |
|                    |
|                    |

#### THIRD PARTY

[hotels.cloudbeds.com](http://hotels.cloudbeds.com)

| Cookie Name |
|-------------|
| AWSALB      |
| AWSALBCORS  |
| HotelDefLng |
| HotelLng    |

