

COOKIES, WEB BEACONS AND TRACKING TECHNOLOGIES

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- **What are cookies, web beacons and tracking technologies?**
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WHAT ARE COOKIES, WEB BEACONS AND TRACKING TECHNOLOGIES?

A cookie is a small text file that a website places on your browser. Cookies, web beacons and tracking technologies are widely used for security, to learn about and improve upon how users navigate a website, or to enable certain features. For example, cookies can allow a website to save your password, determine information about the duration of your visit to a site, or to serve you relevant advertising.

Cookies have a time limit for which they will be stored. “Session cookies” remain on your browser while you are logged on to a particular website and ‘expire’ or are deleted from your device when you leave the website, close the browser, or delete them. “Persistent cookies” remain on your device for longer periods of time, sometimes indefinitely, or until you delete them. Such cookies may be installed by either a first party (the site you are visiting) or by a third party (a partner or party other than the site, such as Google Analytics).

Web beacons or pixel tags function through the use of small files, such as a GIF or PNG, that are opened on a page or in an email. The request for these files from a server reveals to the operator of that server common information such as IP address, date, time, browser type, etc. Pixel tags can be used to create anonymous user profiles, to analyze site usage, or to improve the quality of advertisements delivered to users.

Tracking technologies include locally shared objects (also known as ‘Flash cookies,’) HTML cookies, or other tracking software that stores data on your device on behalf of third parties. These files may be installed through your browser or other software on your computer that is used by your browser. To control the storage of data through such software users may be required to change their preferences in the software itself, through a browser, or through the use of specialized add-ons or plug ins.

HOW CAN COOKIES, WEB BEACONS AND TRACKING TECHNOLOGIES AFFECT MY PRIVACY?

Information from cookies, web beacons and tracking technologies can be aggregated and used to determine patterns of behavior on websites, to save your preferences, to analyze a user's behavior when entering and leaving the site, or to deliver relevant advertising to a user on that site or on other sites on the web. Over time, cookies or data collected from web beacons and tracking technologies can be aggregated to create anonymous user profiles that identify and analyze your preferences. To learn more about how cookies or tracking technologies are used and how they can affect your privacy, visit www.allaboutcookies.org.

WHAT COOKIES, WEB BEACONS AND TRACKING TECHNOLOGIES DO YOU USE AND HOW DO YOU USE THEM?

We or our third party service providers may use cookies, web beacons and tracking technologies for several important reasons, such as ensuring our Sites function properly, to enhance the usability of our Sites, improve the design of our Sites, or to deliver ads or other content that may interest you, both on our Sites or elsewhere on the Internet. We do not, however, identify you personally or attempt to determine your identity through the use of cookies, web beacons, or other tracking technologies.

Please read below to learn more about the categories of specific cookies, web beacons and tracking technologies that we use. If you have any additional questions about any cookies, web beacons or tracking technologies that we use, please contact us at info@broadmoor.com.

Essential Technologies

Our Sites may also require certain cookies, web beacons and tracking technologies that enable various operations on the webpages. For example, our Sites may request the installation of a cookie to maintain an active session, or to keep you logged in to your account. We do not seek your consent to use these essential technologies.

Functionality-Related Technologies

Our Sites may also use cookies, web beacons and tracking technologies to further enhance the operation and functionality of our Sites. For example, our Sites may request the installation of a cookie if you would like to save your username or password, or stay logged in after a session has ended. Please note, if your browser does not accept cookies, these features may be unavailable and your ability to enjoy certain aspects of our Sites may be impaired.

Performance-Related Technologies

Our Sites may use cookies, web beacons and tracking technologies in order to improve the performance of our Sites, to see whether you view certain content, or to learn how users interact with the features of our Sites or other services. For example, when you arrive at one of our Sites, the Site may install several session cookies that analyze how you spend your time on the Site. Our Sites may also install persistent cookies that help us keep track of returning visitors and help us understand how users reach our Sites. While some of these cookies may use unique identifiers, the data is analyzed only in the aggregate and we never use cookies to identify you personally.

Advertising or Targeting-Related Technologies

Our Sites and our third party service providers may use cookies, web beacons and tracking technologies to deliver content or advertisements that may be of interest to you. These

advertisements may be delivered on our Sites or on third-party sites after you visit one of our Sites. For example, we may use cookies, web beacons and tracking technologies to determine the relevance of other products to you, by analyzing other advertisements or pages that you have clicked on.

USE OF COOKIES, WEB BEACONS AND TRACKING TECHNOLOGIES BY THIRD PARTIES

We have arrangements with various third parties who use cookies, web beacons or tracking technologies for purposes such as tracking user engagement when making online reservations, discovering which products or services are of interest to our visitors and providing relevant ads or other content on third party sites, monitoring user engagement with the Sites for interest validation, general Site analytics and usage tracking of our Sites, and other purposes.

HOW CAN I CONTROL COOKIES, WEB BEACONS AND TRACKING TECHNOLOGIES OR WITHDRAW MY CONSENT?

You can control cookies, web beacons and tracking technologies or withdraw your consent to their collection in several ways. First, many browsers allow you to change the settings such that the browser will either allow or block the installation of cookies. You may also delete all cookies stored by your browser using your browser's privacy menu. Other applications, such as Adobe Flash, may allow you to choose settings for locally shared objects and other items.

Many modern browsers include a "do not track" feature that may help protect your privacy, although there is no defined response by many websites (including our Sites) to a do-not-track request.

For more information about how to control cookies, please visit the following sites:

<http://www.allaboutcookies.org/manage-cookies>

<http://www.google.com/privacy/ads>

<http://www.youronlinechoices.eu/>

<http://www.aboutads.info/choices>

UPDATES TO THIS POLICY

We may update this policy from time to time. We will post the most current version of this policy with its effective date on our Site. Your continued use of the Site means you consent to the terms of this policy.

CONTACT

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