

COOKIES POLICY

Updated: 1-11-2024

I. DEFINITION OF THE TERM "COOKIES"

The term "**Cookies**" is defined as small text files with information that the server of a website (web server) stores on the terminal device (computer, mobile phone, etc.) of a user/visitor during navigation on it, so that every time the user connects to the website, the latter retrieves the information in question and offers the user relevant services with them. A typical example of such information is the user's preferences on a website, as indicated by the choices he/she makes on that website (eg selection of certain "buttons", searches, advertisements, etc.).

This policy is complied fully with the General European Data Protection Regulation 2016/679/EU (GDPR) and the applicable Greek legislation. We apply, regarding the processing of your personal data, all the principles defined in GDPR, i.e. lawfulness, fairness, transparency, purpose limitation, data minimization, accuracy, storage limitations, integrity, confidentiality, accountability.

II. "COOKIES" USED ON OUR WEBSITE

Our website: <https://brownhotels.com/> uses cookies to make our website work better and to improve your navigation on it. Your privacy, as users - visitors of our website, is our primary concern and for this we take the appropriate organizational and technical measures to protect it.

Please firstly read this "**cookies**" Policy carefully and if you accept its terms and conditions, then use our website.

We use a consent management platform [CMR] for the administration of the cookies. This platform allows you to check your consent for the use of cookies that are not necessary, according to the guidelines of GDPR.

Our website: <https://brownhotels.com/> uses the following cookies :

- ❖ "**Strictly Necessary Cookies**", i.e. "**cookies**", which are necessary for the proper functioning of the website, allowing navigation and access to secure areas of the website. The website cannot function without these cookies.

- ❖ **"Temporary Cookies"**, i.e., **"cookies"**, which are deleted after leaving/removing the website.
- ❖ **"Permanent Cookies"**, i.e., **"cookies"**, which remain on the user's device for a longer period of time or until they are deleted by the user.
- ❖ **«First - Party Cookies"**, i.e., the **"cookies"**, which are installed by the provider of the website visited by the user.
- ❖ **«Third - Party "Cookies "**, i.e., **"cookies"**, which are installed by a third party, through the provider of the website (third party cookies), visited by the user.
- ❖ **"Cookies Tracking and Efficiency"** i.e., **"cookies"**, which are used to collect information about the analysis of traffic on the website and how users use it.
- ❖ **"Functionality Cookies"**, i.e., **"cookies"**, which help the website remember the choices of its visitors when they used the relevant website and provide personalized functions.
- ❖ **"Targeting/Advertising and Statistics Cookies"**, i.e., the **"cookies"**, which are used to capture the preferences and interests of users and then display only relevant advertisements or for the statistical analysis of traffic within a website.

Our website uses cookies of third parties, as Google Analytics (`_ga`, `_gid`), Facebook (`_fbp`) and Vimeo (`vuid`) for monitoring and marketing purposes. The use of these cookies is subject of the relevant privacy policy of these third parties, accessible via links in our cookie consent banner.

For the users of EU, cookies are only installed after their prior consent. A consent management platform [CMR] is displayed to manage non - essential cookies in compliance with the GDPR.

Please find the link of the privacy policy of Google, regarding how it uses the data:

<https://business.safety.google/privacy/>

Please find the link of the private policy by Vimeo, regarding how it uses the data:

<https://vimeo.com/privacy>

Please find the link of the privacy policy of Facebook, regarding how it uses the data:

https://www.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0

If you do not wish third parties, as google, facebook etc to receive information from your navigation section, when you visit our website, you can withdraw your consent

[regarding the users of EU], or to request to opt out of the terms provided by such third party's usage policy on the website.

III. CONTROL OF COOKIES BY USERS - VISITORS OF OUR WEBSITE

You have the possibility at any time to withdraw your consent for cookies use, as well you can change the settings on your computer by choosing not to accept cookies or being asked to accept each of them separately or you can change the setting in your browser and not allow certain types of "cookies" to be stored on your computer or to delete the cookies that are stored on your computer, but you should take into account that deleting cookies may prevent you from using parts of our website.

Also you can choose either to allow all the "cookies" or to allow the use of some of the "cookies" and to reject some of the cookies or to reject all the cookies.

It is mentioned that if you delete the absolute necessary cookies, which are functional and are not for advertisements, this may prevent you from using our website.

We use cookies that help analyze our website traffic, collect information for advertising and promotional purposes, as well as cookies that are used to personalize the user experience and optimize our services. These cookies are installed only with your previous consent.

The use of "cookies" regarding advertisement or the statistic analysis or the use of the third-party cookies, such as the Google Analytics service, for the purpose of statistical analysis, can only take place after your previous written consent, as users of the website.

It is at your discretion, as users - visitors of our website, to withdraw your consent in written whenever you want or oppose the use of cookies on your device (computer, mobile phone, etc.), to check or delete "cookies".

IV. AMENDMENT OF THE "COOKIES" POLICY

We reserve the right to amend this cookies policy by implementing the new provisions of EU and Greek legislation and at our discretion. If we make any changes, we will

record these changes here so that you can have immediate access. Please monitor and review it regularly for any amendment of the present policy in the future.

V. INFORMATION FOR THE “COOKIES”

For more information regarding the “cookies” you can visit:

https://commission.europa.eu/cookies-policy_en

<https://allaboutcookies.org/>

VI. METHODS OF CONTACTING REGARDING THE “COOKIES” POLICY

For any question or clarification regarding this Privacy Policy “COOKIES” or and its use, as well as for the exercise of your rights, please contact us at the email address of our **Data Protection Officer**: dpo.greece@brownhotels.com (Mrs. Afroditi Th. Makedona, Attorney at Law, Associate of the Law Firm: “ELEFThERIOU & ASSOCIATES LAW FIRM).