

Cookie Management Policy

Updated on 21/10/2025

1. Preamble

The purpose of this policy is to provide you with clear and transparent information on the use of cookies on the site accessible at <https://www.hotel-bb.com> (hereinafter the "Site").

This allows the companies of the B&B HOTELS Group, whose list is available [here](#), to analyse page traffic and improve the Site and the performance of their online advertising campaigns. Cookies are used according to their nature and for the purposes indicated below.

Users can accept or refuse cookies by using the mechanism integrated into the banner or the tools described below.

To configure cookies, [click here](#). Users can also click on the link at the bottom of each page of the Site.

2. What is a cookie?

Cookies are small files stored by a server on a user's terminal (computer, phone, tablet, etc.) and associated with a web domain (i.e. all the pages on a single website). These files are automatically sent back when the user contacts the same domain again.

There are several types of cookies:

- session cookies, which disappear as soon as you leave the Site ;
- permanent cookies, which remain on your terminal equipment until they expire or until you delete them using your browser's functions;
- internal cookies set by **companies in the B&B HOTELS Group** ;
- third-party cookies, which are cookies placed on the Site by a third party that enable them to see which pages have been visited on the Site by a user and to collect information about that user.

The **companies in the B&B HOTELS Group** also use invisible pixels. These tracers take the form of tiny graphic images and may be placed on the Site. Their function is to collect technical information (via your IP address or the type of device you are using) and information on your activity (for example, the date and time you consulted a page or an e-mail).

3. What cookies and other tracking devices are used on the Site?

A. Categories of cookies and other trackers

There are several categories of cookies used on the Site, within which each cookie has a specific purpose.

a. Technical and security cookies

The technical and security cookies we use are necessary for the Site to function properly. Without them, services such as remembering your choice of language would not be able to function. They are therefore not subject to your consent.

b. Functionality cookies

These cookies are used to personalise the user's experience on the Site by memorising session data (such as the user's name, language or geographical area) and preferences, and in particular to :

- to adapt the presentation of the Site to the display preferences of the terminal during users' visits to the Site, depending on the hardware and browsers used;
- to store information relating to forms that the user has completed on the Site or to information that the user has chosen on the Site;
- offer Users access to their account or any other reserved area using their login details;
- to implement security measures, for example when the User is asked to reconnect to content or a service after a certain period of time has elapsed.

c. Audience measurement and advertising cookies

We use audience measurement cookies and advertising cookies to collect information on how you use the Site (number of visits and source of traffic) in order to improve the performance of the Site and offer you a relevant and personalised browsing experience.

B. List of cookies placed on the Site

Cookie Name	Cookie category	Host	Description	Expiry Duration

csrf_token	Audience measurement	analytics.trustyou.com	create online surveys to measure post-stays and onsite feedback	session
ANONCHK	Audience measurement	clarity.ms	This domain is associated with Microsoft Clarity, a web analytics product that provides insights on user behavior and website performance.	session
MR	Audience measurement	clarity.ms	This domain is associated with Microsoft Clarity, a web analytics product that provides insights on user behavior and website performance.	6 days
SM	Audience measurement	clarity.ms	This domain is associated with Microsoft Clarity, a web analytics product that provides insights on user behavior and website performance.	session
MUID	Audience measurement	clarity.ms	This domain is associated with Microsoft Clarity, a web analytics product that provides insights on user behavior and website performance.	12 months
_clk	Audience measurement	hotel-bb.com	This cookie is installed by Microsoft Clarity to store information of how visitors use a website and help in creating an analytics report of how the website is doing. The data collected includes the number of visitors, the source where	12 months

			they have come from, and the pages visited in an anonymous form	
_clsk	Audience measurement	hotel-bb.com	Microsoft Clarity The functionality is to store and combine pageviews by a user into a single session recording.	session
ABTastySession	Audience measurement	hotel-bb.com	AB Tasty is a tool that is used for A/B testing and personalization. The 'ABTastySession' cookie is used to track a visitor's session and behavior on the site for statistical and performance purposes.	13 months
bm_sz	Audience measurement	hotel-bb.com	This cookie is used by Akamai to optimize site performance and security. It is typically associated with the delivery of web content and services.	2 days
dtLatC	Audience measurement	hotel-bb.com	This cookie name is associated with, software from Dynatrace, an application performance management (APM) software company. Their software manages the availability and performance of software applications and the impact on user experience in the form of deep transaction tracing, synthetic monitoring, real user monitoring, and network monitoring.	session

dtPC	Audience measurement	hotel-bb.com	This cookie name is associated with, software from Dynatrace, an application performance management (APM) software company. Their software manages the availability and performance of software applications and the impact on user experience in the form of deep transaction tracing, synthetic monitoring, real user monitoring, and network monitoring.	session
dtSa	Audience measurement	hotel-bb.com	This cookie is used to save action names across pages so that performance can be monitored across pages.	session
FPGSID	Audience measurement	hotel-bb.com	This cookie name is associated with Google which is used to register statistical data on users' behavior on the website.	session
FPID	Audience measurement	hotel-bb.com	A cookie from Google that stores a value used for setting the Client ID in the request to Google's servers for the purpose of web analytics. For more information about Google's processing of your personal data, please consult Google's Privacy & Terms site.	12 months

JSESSIONID	Audience measurement	nr-data.net	This domain is controlled by New Relic, which provides a platform for monitoring the performance of web and mobile applications.	session
CLID	Audience measurement	clarity.ms	This domain is associated with Microsoft Clarity, a user behavior analytics tool that helps website owners to understand how users are interacting with their website.	12 months
ABTasty	Audience measurement	hotel-bb.com	AB Tasty is a tool that is used for A/B testing and personalization. The cookie is used to record the visitor's experience and performance metrics to conduct tests and improve the user experience.	12 months
dicbo_id	Audience measurement	hotel-bb.com	This cookie name is associated with Outbrain which is used for conversion attribution, collects statistics concerning the visitors' use of the website and its general functionality to optimize and compile reports on the website for comparison through a third party analysis service.	session
RT	Audience measurement	hotel-bb.com	The roundtrip (RT) Boomerang cookie is used by Akamai to measure page load time and/or other timers associated with the page.	6 days

rxvt	Audience measurement	hotel-bb.com	This cookie is used to store two timestamps to determine session length and the end of a session.	session
_tt_enable_cookie	Functional / technical	hotel-bb.com	his cookie name is associated with TikTok which is used to collect data about behavior and purchases on the website and to measure the effect of advertising. It is also used to track	3 months
FPAU	Functional / technical	hotel-bb.com	This cookie name FPAU is associated with Google which is used to collect information about the users and their activity	3 months
FPLC	Functional / technical	hotel-bb.com	This FPLC cookie is the cross-domain linker cookie	3 months
ttcsid	Functional / technical	hotel-bb.com	Cookie is associated with Google, which is used to collect information about users and their activity	3 months
ADVBIN	Functional / technical	adv_varnish	is mainly used by the AdvVarnish module for debugging and diagnostics, not for core functionality.	1 hour

ADVINF	Functional / technical	adv_varnish	is mainly used by the AdvVarnish module for debugging and diagnostics, not for core functionality.	1 hour
is_metasearch_triggered	Functional / technical	hotel-bb.com	set to true when user comes through a metasearch	session
is_search_triggered	Functional / technical	hotel-bb.com	set to true when user perform a search in the website.	session
uCountry	Functional / technical	hotel-bb.com	Set by geolocation service to store the user's detected country code.	session
ABTastyDomainTest	Functional / technical	hotel-bb.com	This cookie name is associated with ABTasty which is used by the website's operator in context with multi-variate testing to combine or change content on the website to find the best variation/edition of the site.	session
bbh_user_logged_in	Functional / technical	hotel-bb.com	Flags login attempt for UX/analytics.	1 hour

bbh_user_logged_out	Functional / technical	hotel-bb.com	logout event for redirect/analytics.	1 hour
check-in	Functional / technical	hotel-bb.com	Flags the OCI checkin	2 hours
confirmation	Functional / technical	hotel-bb.com	Flags the confirmation cookie.	1 hour
messageBanner	Functional / technical	hotel-bb.com	true when user close a message banner	session
rxVisitor	Functional / technical	hotel-bb.com	This cookie is used to store an anonymous ID for the user to correlate across sessions on the world service.	session
searchData	Functional / technical	hotel-bb.com	Load recent data search from cookie.	session
submittedSuggestion	Functional / technical	hotel-bb.com	Slags the autocomplete data when the user performs a search.	session

sumbitAutoCompleteForm	Functional / technical	hotel-bb.com	Set the data of the auto-complete when the user make a search	session
sumbitAutoCompleteForm	Functional / technical	hotel-bb.com	1 when the autocomplete form is submitted	session
GUID	Functional / technical	Tradedoubler	Sometimes referred to as TDUID; The GUID Cookie holds an identifier to support server-side storage of the user event history	13 months
first_arrival	Functional / technical	hotel-bb.com	Technical cookies used to identify on which page users arrived on the website at first	12 months
hotelCode	Functional / technical	hotel-bb.com	Stores the selected hotel code from the URL once functional consent is granted.	1 day
hotelCountryCode	Functional / technical	hotel-bb.com	Stores the selected hotel country code from the URL once functional consent is granted.	1 day
prefLang	Functional / technical	hotel-bb.com	Technical cookies used to root user to the country page based on his preferred language, i.e language of operating system	session

			of his device, in order to make his navigation easier	
__Secure-xxxxx xx	Functional / technical	youtube.com	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	5 m on ths
_ga_xxxxxxxxxx	Google Analytics	hotel-bb.com	Used by Google Analytics to identify and track an individual session with your device.	12 m on ths
_gcl_au	Google Analytics	hotel-bb.com	This cookie is used by Google Analytics to understand user interaction with the website.	3 m on ths
ar_debug	Google Analytics	region1.google-analytics.com	This domain is owned by Google LLC which provides analytics services to measure and improve website performance.	2 m on ths
__cf_bm	Strictly necessary	adyen.com	This is a CloudFoundry cookie	se ssi on

_cfuvid	Strictly necessary	adyen.com	This domain is owned by Adyen N.V. which provides payment processing services.	session
dtCookie	Strictly necessary	hotel-bb.com	This cookie name is associated with, software from Dynatrace, an application performance management (APM) software company. Their software manages the availability and performance of software applications and the impact on user experience in the form of deep transaction tracing, synthetic monitoring, real user monitoring, and network monitoring.	session
dTValidationCookie	Strictly necessary	hotel-bb.com	This dTValidationCookie is used to determine the top-level domain and to decide whether the RUM JavaScript should be deactivated for cost and traffic control or overload prevention.	session
OptanonAlertBoxClosed	Strictly necessary	hotel-bb.com	Set by OneTrust cookie compliance solution. It is set after visitors have seen a cookie information notice and, in some cases, only when they actively close the notice. It allows the website to not display the message more than once to a user. The cookie has a lifetime of one year and does not contain any personal information.	12 months

OptanonAlertBoxClosed	Strictly necessary	hotel-bb.com	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down.	12 months
OptanonConsent	Strictly necessary	hotel-bb.com	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	13 months
_cfuvid	Strictly necessary	maxmind.com	This domain is owned by MaxMind, Inc. which provides IP address intelligence, fraud detection, and risk scoring services to businesses to prevent online fraud.	session
XTCsid	Strictly necessary	traumgutsc heine.com	Cookie necessary for the use of the order processing and	session

			shopping cart management functionality	
_abck	Strictly necessary	hotel-bb.com	The _abck cookie is associated with Akamai's Bot Manager, which is used to prevent fraud and abuse by safeguarding online interactions and detecting irregularities that could suggest malicious activity, such as bot-driven attacks or hacking attempts.	session
av-tp-gadx	Targeting / Advertising	.ads.avads.net	Used to retain if your browser's cookie synchronization status with Google Authorized buyers platform	13 months
DSID	Targeting / Advertising	.doubleclick.net	Used to identify a signed-in user on non-Google sites so that the user's ads personalization setting is respected accordingly	2 weeks
_fbp	Targeting / Advertising	hotel-bb.com	Set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website	3 months
_uetclid	Targeting / Advertising	hotel-bb.com	Used by Bing to collect anonymous information about how visitors use our website.	13 months

_uetvid	Targeting / Advertising	hotel-bb.com	Utilized by Microsoft Bing Ads and is a tracking cookie. It allows us to engage with a user that has previously visited our website.	13 months
tfpsi	Targeting / Advertising	hotel-bb.com	Registers user behaviour and navigation on the website, and any interaction with active campaigns. This is used for optimizing advertisement and for efficient retargeting.	session
obuid	Targeting / Advertising	.outbrain.com	Used for tracking user actions, such as pages visited, clicks on recommendations, and personalized advertising	3 months
cookie-consent	Targeting / Advertising	tiktok.com	Used for tracking user actions, such as pages visited, clicks on recommendations, and personalized advertising	13 months
msToken	Targeting / Advertising	tiktok.com	used to display personalized advertisements on TikTok	13 months
odin_tt	Targeting / Advertising	tiktok.com	Used for tracking user actions, such as pages visited, clicks on recommendations, and personalized advertising	13 months
tt_chain_token	Targeting /	tiktok.com	used to display personalized advertisements on TikTok,	13 m

	Advert ising		based on recent searches and previous interactions	on ths
tt_csrf_token	Targeti ng / Advert ising	tiktok.com	used to display personalized advertisements on TikTok, based on recent searches and previous interactions	13 m on ths
ttwid	Targeti ng / Advert ising	tiktok.com	Used to deliver a series of advertisement products such as real time bidding from 3rd party advertisers.	13 m on ths
HSID	Targeti ng / Advert ising	youtube.co m	Use to provide ad delivery or retargeting, provide fraud prevention	13 m on ths
LOGIN_INFO	Targeti ng / Advert ising	youtube.co m	Used for tracking user actions, such as pages visited, clicks on recommendations, and personalized advertising	14 m on ths
PREF	Targeti ng / Advert ising	youtube.co m	Used for tracking user actions, such as pages visited, clicks on recommendations, and personalized advertising	3 m on ths
SAPISID	Targeti ng / Advert ising	youtube.co m	used to display personalized advertisements on Google sites, based on recent searches and previous interactions	13 m on ths
SSID	Targeti ng /	youtube.co m	Contains digitally signed and encrypted records of a user's	13 m

	Advertisi ng		Google Account ID and most recent sign-in time	on ths
av-mid	Targeti ng / Advertisi ng	Antvoice	Used to store a unique technical identifier tied to your device. This identifier is used to detect and store your online	13 m on ths
av-sess-id	Targeti ng / Advertisi ng	Antvoice	Used as tracking usage behaviour, optimising experience, or enabling marketing functionality	13 m on ths
av-test-cookie	Targeti ng / Advertisi ng	Antvoice	Used as tracking usage behaviour, optimising experience, or enabling marketing functionality	13 m on ths
av-tp- adx	Targeti ng / Advertisi ng	Antvoice	Used as tracking usage behaviour, optimising experience, or enabling marketing functionality	13 m on ths
av-tp-bsw	Targeti ng / Advertisi ng	Antvoice	Used to retain if your browser's cookie synchronization status with Bidswitch platform	13 m on ths
MR	Targeti ng / Advertisi ng	bing.com	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.	6 da ys
MSPTC	Targeti ng /	bing.com	This cookie registers data on the visitor. The information is	13 m

	Advert ising		used to optimize advertisement relevance.	on ths
MUID	Targeti ng / Advert ising	bing.com	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.	12 m on ths
MR	Targeti ng / Advert ising	bing.com	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.	6 da ys
SRM_B	Targeti ng / Advert ising	bing.com	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.	12 m on ths
IDE	Targeti ng / Advert ising	doubleclick .net	Use to provide ad delivery or retargeting, provide fraud prevention	13 m on ths
receive-cookie- deprecation	Targeti ng / Advert ising	doubleclick .net	Used to identify whether a user's browser is part of specific test groups within Chrome's Privacy Sandbox initiative.	5 m on ths
test_cookie	Targeti ng / Advert ising	doubleclick .net	This domain is owned by DoubleClick (Google). The main business activity is: DoubleClick is Googles real time bidding advertising exchange	se ssi on

fbp	Targeting / Advertising	Facebook	Facebook Pixel browser identification cookie for ad tracking	3 months
gcl_aud	Targeting / Advertising	Google Ads	Google Ads conversion linking cookie	3 months
_aw_master_id	Targeting / Advertising	hotel-bb.com	Allows cookies to be restored to bypass ITP limitations	13 months
FPGCLGS	Targeting / Advertising	hotel-bb.com	This cookie is used to temporarily store information necessary for tracking Google Ads clicks. It makes it possible to link an ad click with a user session in order to measure and optimize conversions	3 months
bcookie	Targeting / Advertising	linkedin.com	Cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions.	24 months
li_gc	Targeting / Advertising	linkedin.com	Cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions.	13 months

li_sugr	Targeting / Advertising	linkedin.com	Cookies are set regardless of whether or not the visitor has an active Linkedin profile, or agreed to their terms and conditions.	3 months
lidc	Targeting / Advertising	linkedin.com	Cookies are set regardless of whether or not the visitor has an active Linkedin profile, or agreed to their terms and conditions.	session
uetsid	Targeting / Advertising	bing.com	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.	1 day
uetvid	Targeting / Advertising	bing.com	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.	12 months
_pangle	Targeting / Advertising	Pangle	To measure and improve the performance of the advertising campaigns and to personalize the user's experience (including ads) on Pangle ad network.	13 months
BBHotels_Teads_Universal	Targeting / Advertising	Teads	Used as tracking usage behaviour, optimising experience, or enabling marketing functionality	13 months
_ttp	Targeting /	tiktok.com	To measure and improve the performance of the advertising campaigns and to personalize the user's experience	13 m

	Advert ising		(including ads) on TikTok ad network.	on ths
EH_0	Targeti ng / Advert ising	Tradedoubl er	The Event History Cookie contains information about up to tree latest tracks (clicks) and the ten latest closures per program. This information is used to be able to connect clicks with closures.	13 m on ths
OPT_OUT	Targeti ng / Advert ising	Tradedoubl er	Allows a user to disable cookie based tracking or targeting for the browser that the user is using	12 m on ths
PI	Targeti ng / Advert ising	Tradedoubl er	The Post Impression Cookie holds information about ad-views for those programs that have post impression tracking activated	13 m on ths
PL	Targeti ng / Advert ising	Tradedoubl er	Ad-pools have the feature of ad-rotation. To support this, pool based ad-views are stored in a cookie	13 m on ths
UI	Targeti ng / Advert ising	Tradedoubl er	The Unique Impression Cookie contains programs of viewed ads together with the time of the ad-view. This information is used to be able to identify unique ad-views.	13 m on ths

prefCountry	Targeting / Advertising	hotel-bb.com	Technical cookies are used to root the user to the country page based on their selected country	session
VISITOR_INFO1_LIVE	Targeting / Advertising	youtube.com	This cookie is used as a unique identifier to track viewing of videos	6 months
VISITOR_PRIVACY_METADATA	Targeting / Advertising	youtube.com	YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	13 months
YSC	Targeting / Advertising	youtube.com	YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	session

C. Details on the use of social plug-ins

The Site uses social plug-ins from the Facebook, Instagram, TikTok, LinkedIn and Youtube social networks. These social plug-ins can be recognised by their respective logos and allow you to access our pages directly on these networks.

In order to protect users' data as much as possible when they use the Site, we have integrated these plug-ins in such a way that the connection to the social network operator is only established when the user activates the plug-in by clicking on the corresponding icon. When the connection is established by activating the plug-in, we have no influence on the extent of the data collected by Facebook, Instagram, TikTok, LinkedIn and Youtube.

To the best of our knowledge, thanks to interaction with one of the social plug-ins, the operator of the social network concerned receives information about the web page of the site that the user has visited. If, at the same time, the user is connected to a social network, the operator of this social network may also associate the corresponding visits with the user's social network account. Even if the user is not a member of one of the aforementioned social networks, it is possible that the operators of these social networks may retrieve and, where applicable, record the user's IP address via the plug-in when the user clicks on it.

For further details on the scope and purpose of the processing, collection and use of data by Facebook, Instagram, TikTok, LinkedIn and Youtube, as well as users' rights in this respect and configuration options, we invite users to consult their respective privacy policies (see point 5 below).

If the user is a client of one of the social networks mentioned, but does not want one of the networks to be able to collect their data from the list and link it to their user account, they must disconnect from the social network concerned before clicking on a plug-in.

D. Details of the Google reCAPTCHA solution

The Google reCAPTCHA solution is used to protect the Site against automatic or semi-automatic software and the risks of intrusion into the Site. This is a protection service for form entries on our Site.

This solution makes it possible to distinguish between individuals and automated software (known as bots) by analysing their behaviour on the Internet. This technology is used to protect certain forms on the Site from bots that scan the web and send spam or phishing messages.

This service uses several cookies and sends information, such as the user's IP address or the language used, to Google so that it can improve its services.

Users may withdraw their consent to the use of these cookies by using the cookie management tool and deactivating the reCAPTCHA.

Users are invited to [visit the pages dedicated to Google cookies](#) for information on how Google uses cookies and other tracking devices.

As part of the use of Google's services, data is transferred to the United States, a country recognised as partially adequate by the European Union, for the provision of the service of analysing Site traffic and combating automatic software and automatic semis (bot). In fact, only transfers of personal data to entities certified under the Data Privacy Framework do not require the use of transfer tools, which is the case with Google LLC.

E. Cookie lifetime

The **companies of the B&B HOTELS Group** undertake to comply with the recommendations of the Commission Nationale de l'Informatique et des Libertés (French Data Protection Authority) concerning the lifespan of cookies and the retention period of the data stored by them.

4. Processing of personal data by companies in the B&B HOTELS Group

A. Joint processing of cookie deposit and read data by companies in the B&B HOTELS Group

The processing of personal data relating to the management of the deposit and reading of cookies on the Site is carried out jointly by the companies of the B&B HOTELS Group, the list and information of which can be consulted at [here](#). As such, these companies are jointly responsible for the processing of data relating to the deposit and reading of cookies on the Site.

B. Details of Criteo's cookies

B&B HOTELS Germany GmbH autonomously uses data from Criteo cookies to improve the user experience and performance of its online advertising campaigns:

Targeted advertising: collect user browsing and interaction data (pages visited, clicks, products viewed, etc.); create audience segments based on the data collected; deliver personalised advertising to users based on the audience segments;

Measuring and optimising advertising campaigns: Monitoring the performance of advertising campaigns (clicks, impressions, conversions, etc.); Analysing conversion data to understand the impact of advertising campaigns;

Optimising advertising campaigns based on the results obtained.

Improving the user experience: Personalising the content of the Website according to users' centres of interest; Offering relevant products and services to users; Improving navigation on the Website.

5. Which third-party companies place cookies on the Site?

The following companies place third-party cookies on the Site:

Meta ([privacy policy](#)) ;
Google ([privacy policy](#)).
Youtube ([privacy policy](#))
Instagram ([privacy policy](#))
Linkedin ([privacy policy](#))
TikTok ([privacy policy](#))
Bing ([privacy policy](#))
Amazon Web Services ([privacy policy](#))
Criteo ([privacy policy](#))
Hotjar ([privacy policy](#))
Outbrain ([privacy policy](#))
Zeta ([privacy policy](#))
Index Exchange ([privacy policy](#))
Mediavine ([privacy policy](#))
Xandr/Microsoft Advertising ([privacy policy](#))
Antvoice ([privacy policy](#))
Adyoulike ([privacy policy](#))
Akamai ([privacy policy](#))
Adobe Inc ([privacy policy](#))
Evolok ([privacy policy](#))

Magnite ([privacy policy](#))
Tradedoubler ([privacy policy](#))
Teads ([privacy policy](#))
Dynatrace ([privacy policy](#))

Within this framework, the companies of the B&B HOTELS Group act as joint data controller for the collection and transmission of data to these third-party companies, but only insofar as this is technically necessary. Beyond the collection and technical transmission, they have no control over the cookies and other third-party tracers of these companies.

We therefore recommend that users consult the privacy policies and general terms and conditions of these third-party companies, which are available on their respective websites, before accepting the deposit of the cookies concerned.

6. How can users manage cookies?

When users visit the Site for the first time, they are asked to accept or refuse the use of cookies and other tracking devices. Users can manage and modify their choices at any time in the following ways:

- directly on the Site, using the user consent management module, or ;
- from the user's browser, or ;
- from inter-professional opposition platforms.

Please note: taking into account the user's consent or refusal is based on a cookie. Consequently, if the user deactivates all cookies on their terminal or changes

terminal, we will no longer be able to know whether the user has chosen to accept or refuse cookies.

A. The consent management module

A module allows the user to choose which cookies to accept and which to reject on the Site. Users can access this module at any time by clicking [here](#) or on the link at the bottom of the Site page.

B. Through the user's browser software

Users may configure their browser software so that cookies are stored on their terminal equipment or rejected, either systematically or depending on the sender.

Users can also regularly delete cookies from their terminal via their browser.

But don't forget to configure all the browsers on the various terminals (tablets, smartphones, computers, etc.).

Please note that the configuration of each browser is different. It is described in the help menu of the user's browser, which will enable them to find out how to modify their choices with regard to cookies. By way of example :

- for the Safari browser, [click here](#) ;
- for the Google Chrome browser, [click here](#) ;
- for the Microsoft Edge browser, [click here](#) ;

for Firefox browser, [click here](#) ;
for the Opera browser, [click here](#).

For further information, users are invited to consult the website of the Commission Nationale de l'Informatique et des Libertés:

<https://www.cnil.fr/fr/cookies-et-autres-traceurs/comment-se-proteger/m...>;

7. Policy update

We may update this policy to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. We therefore invite users to consult this policy regularly in order to remain informed about the use of cookies.

The date at the top of this cookie management policy is the date of the last update.