

Policy on cookies and other trackers

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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. 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)^[1] 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/maitriser-votre-navigateur>

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.

[1] Cnil Delib. Cnil n°2020-092 of 17-9-2020 adopting a recommendation proposing practical methods of compliance in the event of recourse to "cookies and other tracers".