

RoomKing Cookie Policy

This privacy policy sets out how this website uses and protects any information that you give RoomKing while using this website. RoomKing is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. RoomKing may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

1. What we collect

We may collect the following information:

- (a) Name;
- (b) contact information including email address;
- (c) demographic information such as postcode, preferences and interests;
- and
- (d) other information relevant to customer surveys and/or offers.

For the exhaustive list of cookies we collect see the List of cookies we collect section.

2. What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- (a) Internal record keeping.
- (b) We may use the information to improve our products and services.
- (c) We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- (d) From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

3. What are Cookies?

Internet cookies are commonplace and do not harm your device - they just store or gather website information. They help enhance your online experience, like remembering login details so you don't have to re-enter them when revisiting a website.

Cookies are small files that may be placed on your device when you visit a website. For more information about cookies.

4. Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

5. Types of Cookies and Cookies we use:

- (a) There are two main types of cookies:
- (b) Persistent cookies - these cookies are stored in the browser of your device and are used whenever you visit a website;
- (c) Session cookies - these are temporary cookies that remain in the cookies archive of your browser until you leave a website;
- (d) further to this, cookies may be:
- (e) 1st party - cookies are set directly by the website (or domain) you visit, or
- (f) 3rd party - cookies are set by a website other than the one you are currently on.
- (g) Cookies that are essential to make our website function and to enable you to use all its features;
- (h) We use cookies to temporarily store input information in our tools and forms to improve your experience on our website;
- (i) We use cookies to count visitors to our website and where they most like to go on the website. This helps us improve the overall functionality of the website;
- (j) We use 3rd party cookies to advertise on our website. No personal information is shared with any 3rd party to display these adverts i.e. we do not make use of remarketing services.

6. How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify

your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

7. Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

8. Links to third party Websites

- (a) Cookies that are essential to make our website function and to enable you to use all its features;
- (b) We use cookies to temporarily store input information in our tools and forms to improve your experience on our website;
- (c) We use cookies to count visitors to our website and where they most like to go on the website. This helps us improve the overall functionality of the website;
- (d) We use 3rd party cookies to advertise on our website. No personal information is shared with any 3rd party to display these adverts i.e. we do not make use of remarketing services.

9. Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- (a) whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.
- (b) if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by letting us know using our Contact Us information.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please email us this request using our Contact Us information.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

10. Updates to this Policy

We may occasionally make changes to this policy. When we make material changes to this policy, we will inform you by placing a notice on this website.