

COOKIE POLICY

This Cookie Policy is an integral part of the Legal Notice and Privacy Policy of the website www.hotelbenalma.com (hereinafter the "**Website**").

In order to make browsing the Website easier, **SELENTA BENALMÁDENA, S.L.U.** (hereinafter «**hotel BENALMA**»), as its owner, with registered office at Carretera nacional 340, km 217 (29630) Benalmádena, Málaga, (España) hereby informs you that it uses cookies or other data storage and recovery devices with a similar functionality (hereinafter "**cookies**").

In this sense, and in order to guarantee that the user has all the necessary information for correct browsing, we provide the user with the following information on what cookies are, what type of cookies are used on our website and how they can be configured or disabled.

1. WHAT IS A COOKIE?

Cookies are files sent from a web server that obtain information from users' devices, for example, about their preferences and browsing patterns.

Cookies are essential for the functioning of the Internet, as they offer technical solutions that allow the user to navigate through various websites; they cannot damage the user's equipment/device and can be used to identify and resolve possible errors in the functioning of the Website. They may also be used for advertising or analytical purposes.

2. USE OF COOKIES

Specifically, Hotel BENALMA uses its own cookies generated directly by this domain and third-party cookies generated from other websites not related to Hotel BENALMA, belonging to third parties, for the specific purposes described below. If in the future Hotel BENALMA uses other cookies in order to provide more and better services, the user will be informed of this.

(i) Own or required technical cookies.

These allow the user to browse the website and use the different options or services that exist on it, such as, for example, managing traffic and data communication, identifying the session, accessing restricted areas, controlling fraud linked to the security of the service, counting visits for the purposes of billing licences for the software with which the service works (website, platform or application), using security elements during browsing, storing content for the broadcasting of videos or sound or enabling dynamic content (for example, text or image loading animation).

Hotel BENALMA does not require your consent to install the cookies that are necessary to activate the functionalities of the Website on your device, and their use is based on the need to provide the services requested. If you disable or block all cookies in your browser, your browsing of the Website may not be optimal and some of the utilities available on the Website may not work properly.

(ii) Personalisation cookies

These are cookies that allow information to be remembered so that the user can access the service with certain features that may differentiate their experience from that of other users, such as, for example, the language, the number of results to be displayed when the user performs a search, the appearance or content of the service depending on the type of browser through which the user accesses the service or the region from which they access the service, etc. If it is the user themselves who choose these features (for example, if they select the language of a website by clicking on the flag icon of the corresponding country), the cookies will be considered as a service expressly requested by the user, and will therefore be used exclusively for the selected purpose and without requesting their express consent.

Provider	Cookies	Purpose	Expiry
Microsoft	ANONCHK	These cookies are installed by the configuration script you installed to run Clarity. When the script is installed, Clarity's cookies send us non-identifiable information about its users.	1 day
	SM		session
	_clsk		1 day
	_clck		1 year
The Hotel Networks	thn_visitor_uid	Used by The Hotels Network to identify the user with a unique ID, and to recognise the user on their next visit to the website of the hotel or other hotels in the network.	1 year
	thn_id		2 years
	__thn_ss		Session
Cloudflare	__cf_bm	This cookie is part of Cloudflare's bot management service and helps manage incoming traffic that matches the criteria associated with bots.	1 day
hotelbenalma.com	lookToBookSession	Logs the user's session	Session
	_icl_visitor_lang_js	Records the user's language	1 day

(iii) Analytical or measurement cookies.

Statistical cookies help website owners understand how visitors interact with the website by gathering and providing aggregate information.

The information obtained by these cookies is unlikely to represent a risk to the privacy of users, as they are analysed in aggregate form, for the purposes of obtaining statistics and reports that enable the Website to function better.

Below are the analytics Cookies used on the Website:

Analytical cookie providers and information	Purpose	Expiry
Google Analytics	Google Analytics is a web analytics tool that uses the information from cookies to analyse the number of visitors and visits to the platform, the average duration of the visit, the average number of pages viewed by each user, geographical and socio-demographic reports (based on language, location, Internet provider, mobile device, etc.).	2 years

(iv) Advertising cookies

These cookies are used to show advertisements that are relevant to the user. They are also used to limit the number of times a user sees an advertisement, as well as to help measure the effectiveness of advertising campaigns. They remember that you have visited a website and this information is shared with other organisations such as advertisers.

These cookies are only installed on the user's device when the user accepts them.

Name	Link to the third party's privacy policy	Purpose of the cookie	Expiry
MUID	Bing.com	Used by Microsoft Ads to measure the performance of advertising campaigns across its network of advertisers.	16 days
_uetsid	Microsoft Ads	Used by Microsoft Ads to identify users who have visited our website and display advertising accordingly.	1 day
uetvid			1 year
_fbp	Facebook	Facebook uses this cookie to display relevant advertising on Facebook and its network of advertisers.	6 months
IDE	Google	Personalised advertising cookie DoubleClick uses cookies to improve advertising.	1 year and a half

3. RETENTION PERIODS

The cookies used by Hotel BENALMA will be kept on your device for the time required for the purpose for which they were installed, and for a maximum of 2 years, unless you decide to delete them through the configuration options in your browser (see section 5 of this policy).

The specific duration of each cookie is shown in this privacy policy.

4. INTERNATIONAL TRANSFERS

Some of the personal data obtained through third party cookies will be subject to international transfers, in which case we guarantee that the necessary guarantees will be adopted to protect their confidentiality, integrity and accessibility. For more information on the international transfers made by each third party, please visit their privacy policies listed in this cookie policy.

5. HOW TO ACCEPT, REJECT, BLOCK OR DELETE COOKIES

You can accept or decline cookies at any time by logging back into our preferences panel.

You can block or delete cookies through your browser's configuration tools, or you can set your browser to warn you when a server wants to install a cookie:

- a) If you are using **Microsoft Edge**, you will find the option in the Tools > Internet Options > Privacy > Settings menu. To find out more, visit: <http://windows.microsoft.com/es-es/windows-vista/block-or-allow-Cookies> and <http://windows.microsoft.com/es-es/windows7/how-to-manage-Cookies-in-internet-explorer-9>.
- b) If you use **Firefox**, you will find the option in the menu Tools > Options > Privacy > Cookies. To find out more, visit: <http://support.mozilla.org/es/kb/habilita-y-deshabilita-Cookies-que-los-sitios-we>.
- c) If you are using **Chrome**, it is in Options > Advanced > Privacy. To find out more, visit: <https://support.google.com/accounts/answer/61416?hl=es>
- d) If you use **Opera**, you can configure your browser in the Security and Privacy. To find out more, visit: <http://help.opera.com/Windows/11.50/es-ES/cookies.html>
- e) If you use **Safari** you will find the option in the Preferences/Privacy menu. For more information, visit http://support.apple.com/kb/HT1677?viewlocale=es_ES

6. USERS' RIGHTS AND ADDITIONAL INFORMATION

You can obtain more information on the processing of your data by Hotel BENALMA, as well as on how to exercise your rights in our [Privacy Policy](#).

You can also contact Hotel BENALMA by e-mail at: dpo@selentagroup.com.

Last updated: February 2023

© SELENTA BENALMÁDENA, S.L.U. All rights reserved.