



**Hellene**  
School Travel



# COOKIE NOTICE

This Cookie Notice explains how Hellene School Travel Limited ("Hellene", "we", "us") use cookies and similar technologies to recognise you when you visit our website at [www.helleneschooltravel.com](http://www.helleneschooltravel.com). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

## 1. What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Website owners can use cookies for a variety of reasons that can include enabling their websites to work (or work more efficiently), providing personalised content and advertising, and creating website analytics.

Cookies set by the website owner (in this case, Hellene) are called "first party cookies". Only the website owner can access the first party cookies it sets. Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and social sharing). The parties that set these third party cookies can recognise your device both when it visits the website in question and also when it visits other websites that have partnered with them.

## 2. Why do we use cookies?

We use first party and third party cookies for several reasons. Some cookies are required for technical reasons that are strictly necessary for our Website to operate, and we refer to these as "essential" cookies. Other cookies also enable us to provide Website functionality, or to enhance visitors' experience on our Website by providing them with personalised content and advertising. This is described in more detail below. The specific types of first and third party cookies served through our Website and the purposes they perform are described in the table below



| Types of cookie   | Who serves these cookies           | Change cookie settings   |
|---|------------------------------------|--|
| <p>Essential website cookies: These cookies are strictly necessary to provide you with services available through our Website and to use some of its features, such as access to secure areas.</p>  | <p>Facebook.com and Google.com</p> | <p>Because these cookies are strictly necessary to deliver the Website to you, you cannot refuse them.</p>   |
| <p>Performance and functionality cookies: These cookies are used to enhance the performance and functionality of our Website but are non-essential to their use. However, without these cookies, certain functionality (like videos) may become unavailable.</p>  | <p>Facebook.com and Google.com</p> | <p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?" Alternatively, please click on the relevant opt-out link below:<br/>           Google: <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a> Facebook: <a href="https://www.facebook.com/policy/cookies/">https://www.facebook.com/policy/cookies/</a></p> |
| <p>Analytics and customisation cookies: These cookies collect information that is used either in aggregate form to help us understand how our Website are being used or how effective are marketing campaigns are, or to help us customise our Website for you.</p>   | <p>Google.com</p>                  | <p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?" Alternatively, please click on the relevant opt-out link below:<br/>           Google: <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a></p>   |
| <p>Advertising cookies: Advertising cookies: These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.</p> | <p>Facebook.com and Google.com</p> | <p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?" Alternatively, please click on the relevant opt-out link below:<br/>           Google: <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a> Facebook: <a href="https://www.facebook.com/policy/cookies/">https://www.facebook.com/policy/cookies/</a></p> |
| <p>Social networking cookies: These cookies are used to enable you to share pages and content that you find interesting on our Website through third party social networking and other websites. These cookies may also be used for advertising purposes too.</p>   | <p>Facebook.com</p>                | <p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?" Alternatively, please click on the relevant opt-out link below:<br/>           Facebook: <a href="https://www.facebook.com/policy/cookies/">https://www.facebook.com/policy/cookies/</a></p>   |



### 3. What about other tracking technologies, like web beacons?

Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our Website or opened an e-mail that we have sent them. This allows us, for example, to monitor the traffic patterns of users from one page within our Website to another, to deliver or communicate with cookies, to understand whether you have come to our Website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will often impair their functioning.

### 4. How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by changing your cookie settings in the cookie table above. You can also set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information. In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit

Google.com: <https://tools.google.com/dlpage/gaoptout> Facebook.com: <https://www.facebook.com/policy/cookies/>

### 5. How often will you update this Cookie Notice?

We may update this Cookie Notice from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Notice regularly to stay informed about our use of cookies and related technologies.

This Cookie Notice was last updated on 6 October 2020.

### 6. Where can I get further information?

If you have any questions about our use of cookies or other technologies, please email us at [info@helleneschooltravel.com](mailto:info@helleneschooltravel.com)