

Cookie Policy

1. Introduction

This Cookie Policy explains how **Aurora Travel** uses cookies and similar technologies on our website, www.auroratravel.co.uk.

This policy should be read together with our **Privacy Policy**, which explains how we collect, use and protect personal information.

By using our website, you may encounter cookies and similar technologies that are necessary for the website to operate, as well as optional technologies used to improve website functionality or understand how visitors use our website.

Where applicable, we will ask for your consent before placing or using non-essential cookies.

2. What are cookies?

Cookies are small text files that websites can place on your computer, smartphone, tablet or other device when you visit a website.

They allow a website to recognise a device and can be used for a number of purposes, including making a website work properly, remembering preferences and understanding how visitors use the website.

Some technologies perform similar functions to cookies, including pixels, tags, scripts and other tracking technologies. Where relevant, this Cookie Policy also applies to those technologies.

3. Why we use cookies

We may use cookies and similar technologies for the following purposes:

Strictly necessary cookies

These cookies are necessary for the website to function correctly.

They may be used for purposes such as:

- website security;
- page and content delivery;
- maintaining website functionality;
- remembering choices necessary for the operation of the website; and
- protecting forms and other website features from misuse.

Because these cookies are necessary for the operation of the website, they generally do not require consent.

Functional cookies

Functional cookies may allow the website to remember choices you make and provide enhanced functionality. For example, they may help the website remember certain preferences or settings. Where consent is required, these cookies will only be used after you have provided consent.

Analytics cookies

Analytics cookies may help us understand how visitors use our website.

They can provide information such as:

- which pages are visited;
- how visitors navigate the website;
- how frequently pages are accessed;
- how long visitors spend on certain pages; and
- whether visitors encounter technical problems.

This information can help us improve the website and make it more useful to visitors.

Analytics cookies will only be used where legally required consent has been obtained.

Marketing and advertising cookies

Marketing or advertising technologies may be used to understand visitors' interests or measure the effectiveness of advertising campaigns.

These technologies may allow information about website visits or interactions to be associated with advertising or marketing activities.

We will only use non-essential marketing or advertising cookies and similar technologies where we have the appropriate legal basis and, where required, your consent.

4. Cookies used by our website

Our website is operated using **Wix**.

Wix may place cookies and similar technologies on your device in order to provide website functionality, security, performance and other services.

The exact cookies used can change depending on the features, applications and integrations enabled on our website.

We therefore do not provide a fixed list of individual cookie names in this policy where those cookies may change over time.

Where applicable, information about cookies and similar technologies used on the website will be available through our cookie-consent mechanism.

5. Third-party services

Some features or services available through our website may be provided by third parties.

Depending on the services and integrations in use, third parties may place cookies or use similar technologies on your device.

These third parties may include website technology providers, analytics providers, social-media platforms, advertising providers or other service providers.

Third-party providers are responsible for their own processing activities and may have their own privacy and cookie policies.

We recommend reviewing the relevant third party's privacy information where appropriate.

6. Managing your cookie preferences

Where required, you will be given the opportunity to choose whether to accept non-essential cookies when you first visit our website.

You can change or withdraw your cookie preferences at any time using the cookie settings or consent controls available on our website, where provided.

You can also control cookies through your web browser.

Most browsers allow you to:

- view cookies stored on your device;
- delete existing cookies;
- block cookies;
- allow cookies only from certain websites; or
- receive a warning before cookies are stored.

Please be aware that blocking or deleting certain cookies may affect the functionality of our website.

7. Consent

Where applicable under UK law, we will obtain your consent before using non-essential cookies or similar technologies.

You are not required to consent to non-essential cookies in order to browse our website.

Where you have given consent, you can withdraw it at any time.

Withdrawing consent will not affect the lawfulness of any processing that took place before your consent was withdrawn.

8. Cookies and personal information

Some cookies or similar technologies may collect information that can be associated with an individual or device.

Where cookie information constitutes personal information, we will process it in accordance with applicable data protection legislation and our **Privacy Policy**.

Our Privacy Policy explains:

- what personal information we collect;
- why we use it;
- our lawful bases for processing;
- who we may share information with;
- how long we retain information; and
- your data protection rights.

9. International transfers

Some third-party technology or service providers may process information outside the United Kingdom.

Where personal information is transferred outside the UK, we will take appropriate steps to ensure that the transfer is lawful and that appropriate safeguards are in place as required by applicable data protection legislation.

10. Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes to:

- the cookies and technologies used on our website;
- website functionality;
- third-party services or integrations;
- applicable legislation or regulatory requirements; or
- our privacy practices.

Any updated version will be published on this page together with the date on which it was last updated.

We recommend checking this page periodically for the latest information.

11. Contact us

If you have any questions about our use of cookies or similar technologies, please contact:

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