

## Cookie policy

This document defines the cookie policy of websites operated by MELIA HOTELS INTERNATIONAL S.A. A company located in Calle Gremio Toneleros nº 24, Palma de Mallorca 07009, Spain (hereinafter MELIA) . The terms "You" and "User" as used herein refer to all individuals and/or entities which visit MELIA websites or use their services for any reason. The use of these services implies full and unreserved acceptance of the cookie policy.

MELIA may collect information through cookies or log files on user navigation behaviour on its websites. These devices are exclusively associated with a unique user and the device they navigate the website with. Cookies are files sent by the website and stored on the user's browser by a web server, in order to maintain the browsing session, storing the user's IP address (of their computer) and other navigation data. MELIA also uses "beacons" or electronic images that allow the website to count the number of visitors and users who have accessed a particular website and to access certain cookies. Because of cookies use, it is possible that the MELIA server recognizes the computer browser used by the user in order to make navigation easier and to measure the audience and traffic patterns, monitor progress and number of visits, using the information contained in the cookies separately from any other personal data of the user that may be available.

MELIA uses cookies to customize the user navigation through the MELIA websites and user visit and session cookies for load balancing, excluded from the scope of Article 22.2 of the LSSI.

MELIA uses web analytics cookies to measure and analyze user navigation. Analytical cookies allow the monitoring and analysis of user behaviour. MELIA uses the data to make improvements based on the analysis of user behaviour. Web analytics does not provide information on the full name or email or postal address of users. The information obtained is related to the number of users accessing the site , number of page views , frequency and repetition of visits, duration, the browser used, the operator providing the service, the language, the terminal used or the city to which the IP address belongs.

MELIA uses cookies for behavioural advertising to manage advertising space based on certain criteria and plug-in cookies to share social contents. Behavioural advertising cookies allow the management of advertising space on the website in the most effective way possible. These cookies store information of users behaviour obtained through continued observation of their browsing habits, allowing the website to display advertising based on those habits.

In the following table you can see the cookies used on MELIA websites, the information obtained by them and their purpose:

Cookies		Information obtained	Use
Obligatory		User session, registration details, bookings.	Registration and management of user sessions, personalised browsing, load balancing.
Analytical	Google Analytics Foxmetrix	Sites visited, frequency, number and frequency of visits, time spent browsing, searches made, links clicked, browser used, operator providing the service, location of IP address.	Measure and analyse user navigation, tracking and analysis of user behaviour, creation of anonymous user profiles, make improvements based on the analysis of usage data.
Advertising	Acxiom Online AdForm Admeld Adspirit Adtech Amgdgt AppNexus Atemda Atlas Solutions Creative Serving Criteo DoubleClick Spotlight Emediate Himediadx Infojobs Rfihub Right Media Rubicon SMART AdServer Sojern Tribal Fusion ValueClick Mediaplex	User's browsing interests, preferences expressed, forms of interaction with the website, ads displayed and opened, web pages visited.	Optimizing of advertising space on websites to provide advertisements of greater interest to users, to identify the effectiveness of advertising campaigns and improve them.

To revoke consent, users may disable cookies by modifying their browser settings. The links listed below provide more information about what cookies are installed, how to allow, block or remove installation from your computer. Depending on which browser you use, the user may follow these links:

Firefox: <http://support.mozilla.org/es/kb/cookies-informacion-que-los-sitios-web-guardan-en->

Chrome: <http://support.google.com/chrome/bin/answer.py?hl=es&answer=95647>

Safari: <http://support.apple.com/kb/ph5042>

Explorer: <http://windows.microsoft.com/es-es/windows7/how-to-manage-cookies-in-internet-explorer-9>