

# COOKIES POLICY

## *Analytics and third-party tools*

When visiting our website, statistical analyses may be made of your surfing behavior. This happens primarily using cookies and analytics. The analysis of your surfing behavior is usually anonymous, i.e. we will not be able to identify you from this data. You can object to this analysis. We will inform you below about how to exercise your options in this regard:

### a) Cookies

In order to ensure you a user-friendly experience, to help us improve our site and to analyse web traffic, like most websites, this one uses cookies too!

If you choose to disable cookies, you may lose some features and functionality and some contents of our website may not be displayed or may not function correctly.

#### 1a. What are cookies?

Some of our web pages use cookies. Cookies do not harm your computer and do not contain any viruses. Cookies help make our website more user-friendly, efficient, and secure. Cookies are small text files that are stored on your computer and saved by your browser.

Cookies which are necessary to allow electronic communications or to provide certain functions you wish to use (such as the shopping cart) are stored pursuant to Art. 6 paragraph 1, letter f of GDPR. The website operator has a legitimate interest in the storage of cookies to ensure an optimized service provided free of technical errors. If other cookies (such as those used to analyze your surfing behavior) are also stored, they will be treated separately in this privacy policy.

According to their function, cookies are divided in following categories:

•**Technical and analytics cookies:** According to greek privacy legislation following types of cookies are considered "technical cookies" and can be used without the explicit consent of the user:

•**Navigation cookies:** Navigation cookies are necessary to make the website work properly and to make users' experience easier and faster. They also make it possible to access secure areas of the website and to register i.e. to newsletters.

•**Function cookies:** These cookies make it possible for specific features of the site to function, in order to make the website and your online experience more user-friendly.

**•Analytics cookies:** These cookies monitor website usage statistics without personally identifying individual visitors. These cookies help us understand how visitors interact with our websites by providing information about the areas visited, the time spent on the website, etc. These cookies don't identify you as an individual. All data is collected and aggregated anonymously.

### **Third Party Cookies:**

This type of cookies can be set on your device by external suppliers on our behalf to allow them to deliver the services they are providing. You may receive cookies from third party websites when you use them on our site or if you are already logged in to them. Third parties cookies come for example from "social media plugins" such as Facebook, Google+, Twitter or from services of Google Analytics, Google Maps, YouTube, etc. and are generated and run by the external suppliers. We cannot control and have no authority on third party cookies and on their privacy settings. For this reason we herewith expressly declare that third party features implemented on our site are subject to the cookie and privacy policy of their owner.

To get more information about these cookies, see the links below.

Internet Explorer [/support.microsoft.com/kb/278835](https://support.microsoft.com/kb/278835)

Firefox [/support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored](https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored)

Chrome [/support.google.com/accounts/answer/61416?hl=en](https://support.google.com/accounts/answer/61416?hl=en)

Safari [/support.apple.com/kb/PH5042](https://support.apple.com/kb/PH5042)

Safari for iPad and iPhone [/support.apple.com/kb/HT1677](https://support.apple.com/kb/HT1677)

## **2a. What types of cookies do we use?**

### **Technical cookies**

that are necessary to show the pages correctly, to make the features of the website function properly and to access secure areas. Use this tool to check which cookies are set and used by our sites: [www.cookie-checker.com](http://www.cookie-checker.com)

According to the current greek legislation, not all types of cookies require a specific and express consent to be used. In the case of technical cookies express consent is not required, as the legislation recognises that technical cookies are indispensable for a website to work in a correct way.

### **Analytics cookies**

According to the greek Privacy Agency, analytics cookies are to be considered as

technical cookies used to collect anonymous data about website usage statistics. Analytics cookies help us improve our website and offers; thanks to them we can monitor which types of content, what links and features users enjoy most, for instance.

For our statistics we use the "Google Analytics" tool by Google Inc. Google Analytics may use a set of cookies to collect information and report website usage statistics without personally identifying individual visitors to Google. As a user navigates between web pages, Google Analytics provides website owners tags to record information about the page a user has seen, for example the URL of the page. The Google Analytics use cookies to "remember" what a user has done on previous pages / interactions with the website. These cookies provide only anonymous / aggregated information. Your IP address will not be joint with other information stored by Google.

The main cookie used by Google Analytics is the '`_ga`' cookie.

For more detailed information about "Google Analytics" read on for "c) Google Analytics"

### **Third party cookies and services**

Our website uses following third party services:

Google Maps, Google Analytics, if required Google Adwords, YouTube

### **3a. How can I control or disable cookies?**

In your browser you can disable cookies or delete the ones that have already been saved. By disabling cookies, some contents or features of our site may not function properly or may not be shown correctly.

Learn how to block, disable or delete cookies in the browser you use:

#### **Google Analytics opt-out browser add-on:**

If you want to prevent your data from being stored and used by Google Analytics, you can click on this link:

deactivate Google Analytics for this web site

#### **Third party cookies:**

You can disable or delete each of them separately. On the site of the European

Interactive Digital Advertising Alliance you find detailed instructions:

[www.youronlinechoices.eu](http://www.youronlinechoices.eu)

### **Google Maps**

This site uses the Google Maps map service via an API. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use Google Maps, it is necessary to save your IP address. This information is generally transmitted to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer.

The use of Google Maps is in the interest of making our website appealing and to facilitate the location of places specified by us on the website. This constitutes a justified interest pursuant to Art. 6 (1) (f) GDPR.

Further information about handling user data, can be found in the data protection declaration of Google at <https://www.google.de/intl/de/policies/privacy/>.

### **Google Analytics**

This website uses Google Analytics, a web analytics service. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.

Google Analytics cookies are stored based on Art. 6 (1) (f) GDPR. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising.

### **IP anonymization**

We have activated the IP anonymization feature on this website. Your IP address will be shortened by Google within the European Union or other parties to the Agreement on the European Economic Area prior to transmission to the United States. Only in exceptional cases is the full IP address sent to a Google server in the US and shortened there. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity, and to provide other services regarding website activity and Internet usage for the

website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with any other data held by Google.

#### **Browser plugin**

You can prevent these cookies being stored by selecting the appropriate settings in your browser. However, we wish to point out that doing so may mean you will not be able to enjoy the full functionality of this website. You can also prevent the data generated by cookies about your use of the website (incl. your IP address) from being passed to Google, and the processing of these data by Google, by downloading and installing the browser plugin available at the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>.

For more information about how Google Analytics handles user data, see Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=en> .

#### **Outsourced data processing**

We have entered into an agreement with Google for the outsourcing of our data processing and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

#### **d) Google AdWords and Google Conversion Tracking**

This website uses Google AdWords. AdWords is an online advertising program from Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, United States ("Google").

As part of Google AdWords, we use so-called conversion tracking. When you click on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that your internet browser stores on your computer. These cookies expire after 30 days and are not used for personal identification of the user. Should the user visit certain pages of the website and the cookie has not yet expired, Google and the website can tell that the user clicked on the ad and proceeded to that page.

Each Google AdWords advertiser has a different cookie. Thus, cookies cannot be tracked using the website of an AdWords advertiser. The information obtained using the conversion cookie is used to create conversion statistics for the AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, advertisers do not obtain any information that can be used to personally identify users. If you do not want to participate in tracking, you can opt-out

of this by easily disabling the Google Conversion Tracking cookie by changing your browser settings. In doing so, you will not be included in the conversion tracking statistics.

Conversion cookies are stored based on Art. 6 (1) (f) GDPR. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising.

For more information about Google AdWords and Google Conversion Tracking, see the Google Privacy Policy:<https://www.google.de/policies/privacy/> .

You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie.

Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. Disabling cookies may limit the functionality of this website.

### **Restriction of the processing of your personal data.**

The relevant data may be processed only subject to specific prior consent, i.e. their processing will be effectively limited.

Right to data portability: In accordance with art. 20 of the GDPR, you are entitled to request and receive the personal data provided by yourself in a structured, commonly used and machine-readable format, and you have the right to require their transmission to another controller.

In accordance with art. 77 of the GDPR, you have the right to lodge a complaint with the supervisory authority.

### **What are your rights?**

You have the rights to:

- Access to your data
- Correcting or Deleting your data
- Portability of your data
- Limit the processing of your data
- Objection to processing your data
- Withdrawing your consent to the use of some or all of the cookies and therefore to the processing of your data.

To exercise your rights above you can submit your request to the head office of MELENOS SA to the postal address Lindos Rhodes, 85107 Greece, or to the email address [reservations@melenoslindos.com](mailto:reservations@melenoslindos.com) as well as to submit, in the event that you believe that the processing of your personal data violates applicable data protection law, a complaint at the Personal Data Protection Authority (1-3 Kifissias Street, PO Box 115 23, Athens, tel. 210. 6475600, email address [contact@dpa.gr](mailto:contact@dpa.gr)).

If you would like to get in touch with any issues regarding the processing of your personal data and the exercise of your rights, you can contact the Data Protection Officer (DPO) of MELENOS S.A. to the postal address Lindos Rhodes, 85107 Greece, or to the e-mail address [reservations@melenoslindos.com](mailto:reservations@melenoslindos.com)

**This Cookie Policy may be modified at any time. We therefore consider it appropriate to refer to this Policy regularly. This entered into force on 25-5-2018. If it is amended, the date it took place will be indicated. Cookies Policy is always considered to be in force, as formulated by the most recent amendment.**