

# COOKIE POLICY

Last updated September 21, 2018

Like most web-based services, Inntopia ('we' or 'us') may automatically receive and record information on our server logs from your browser when you use INNTOPIA Websites. We may use a variety of methods, including clear GIFs (also known as 'web beacons') and 'cookies', to collect this information.

This Cookie Policy aims to inform you about our use of such cookies and clear GIFs but does not govern the use of INNTOPIA Websites nor the processing of your personal information on INNTOPIA Websites. The Cookie Policy should therefore be read in conjunction with our [Privacy Policy](#) and Terms of Service. Any capitalized terms in this Cookie Policy are defined in the Privacy Policy or, in lack thereof, in the Terms of Service.

## COOKIES AND OTHER AUTOMATED MEANS OF PASSIVE DATA COLLECTION

In this Cookie Policy, cookies and other automated means (e.g. web beacons) will be jointly referred to as 'Cookies' throughout this policy, except as set forth in this section.

This section provides more information about some of those technologies and how they work.

### Cookies

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Most major websites use cookies. Because the browser provides this cookie information to the website at each visit, cookies serve as a sort of label that allows a website to 'recognize' a browser when it returns to the website.

Cookies store information about your activities on a website or other platform. For example, cookies can store your session information for easy sign-in to a website or other platform you have previously visited. They enable us to make your use of INNTOPIA Websites more enjoyable and to improve its functionality.

### Clear GIFs.

Clear GIFs (also known as web beacons) are used in combination with cookies to help website operators understand how visitors interact with their websites. A clear GIF is typically a transparent graphic image (usually 1 pixel x 1 pixel) that is placed on a website. The use of a clear GIF allows the website to measure the actions of the visitor opening the page that contains the clear GIF. It makes it easier to follow and record the activities of a recognized browser, such as the path of pages visited at a website.

Clear GIFs, which can be embedded in web pages, videos, or emails, can allow a web server to read certain types of information from your browser, check whether you have viewed a particular web page or email message, and determine, among other things, the time and date on which you viewed the Clear GIF, the IP address of your computer, and the URL of the web page from which the Clear GIF was viewed.

### Other local storage.

We, along with our partners and vendors, use other kinds of local storage, such as Local Shared Objects, also referred to as 'Flash cookies', and HTML5 Local Storage (including IE local storage), also referred to as 'browser cookies'. These technologies are similar to the cookies discussed above in that they are stored on your computer and can be used to store certain information about your activities and preferences. However, these objects are stored in different parts of your computer from ordinary browser cookies.

## WHAT INFORMATION DO WE PASSIVELY COLLECT?

The information that we may collect with these automated methods may include, for example, your IP address, cookie information, a unique device user ID, browser type, system type, the content and pages that you access on INNTOPIA Websites, the frequency and duration of your visits to INNTOPIA Websites, and the 'referring URL' (i.e., the page from which you navigated to INNTOPIA Websites). We may also use cookies on INNTOPIA Websites and Services to store session validators on your hard drive.

If we directly combine any information gathered through passive means with your personal information, we treat the combined information as personal information under our Privacy Policy. Otherwise, we use information collected by passive means in aggregated forms.

## HOW DO WE USE PASSIVELY COLLECTED DATA?

### On INNTOPIA Websites

On INNTOPIA Websites, we may use passively-collected data to: (a) remember your information so that you will not have to re-enter it during your visit or the next time you visit INNTOPIA Websites; (b) monitor your participation in various sections of INNTOPIA Websites; (c) customize our service and products to you, including by providing you with recommendations; (c) monitor aggregate website usage metrics such as total number of visitors and pages viewed; and (d) administer, operate, and improve INNTOPIA Websites and our other services, products and systems, and to provide services and content that are tailored to you.

## WHAT COOKIES DO WE USE AND WHY? WE USE THE FOLLOWING TYPES OF COOKIES

- **Strictly necessary cookies** ' These cookies are used for the sole purpose of either (i) carrying out a transmission of a communication over an electronic communications network, or (ii) to allow a third party, with whom INNTOPIA has contract to provide services, to provide those services to you.
- **Performance cookies** ' These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies allow us to customize our offerings to you, and to help show the most relevant content.
- **Functionality cookies** ' These cookies allow the website to remember choices you make (such as your user name, language or region you are in) and provide enhanced, more personal features.
- **Social media cookies** ' These cookies are used based on social connect functionalities or when you make use of a social media add on button (e.g. clicking on the 'Like' icon on a webpage).
- **Advertising cookies** - These cookies help us show you advertising that is relevant to you and based on your interests. Whether a cookie is considered as a 'first' or 'third party' cookie refers to the domain placing the cookie. **First-party cookies** are those cookies set by a website that is being visited by the user at the time (e.g. cookies placed by [www.inntopia.com](http://www.inntopia.com)). **Third-party cookies** are cookies that are set by a domain other than that of the website being visited by the user
- **Session cookies** allow website operators to link your actions during a browser session. A browser session starts when you open the browser window and finishes when you close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.
- **Persistent cookies** on the other hand are cookies which remain on your device for the period of time specified in the cookie. We use both session and persistent cookies.

## HOW TO DISABLE OR REMOVE COOKIES

You can configure your Internet browser, by changing its options, to stop accepting cookies completely or to prompt you before accepting a cookie from the website you visit.

Please note that disabling these technologies may interfere with the performance and features of INNTOPIA Websites.

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- » Manage cookie settings in [Chrome and Chrome Android and Chrome iOS](#)
- » Manage cookie settings in [Safari and Safari iOS](#)
- » Manage cookie settings in [Firefox](#)
- » Manage cookie settings in [Internet Explorer](#)
- » Manage cookie settings in [Opera](#)

For all other browsers, please look for a 'help' function in your browser or contact the browser provider.

## DISABLING BEHAVIORALLY TARGETED ADVERTISING COOKIES

Behaviorally targeted advertising cookies serve you advertisements based on your use of INNTOPIA and other websites. To opt out:

- » Users in the European Union can visit [youronlinechoices.eu](http://youronlinechoices.eu)
- » Users in the US can visit [aboutads.info/choices](http://aboutads.info/choices)
- »

To opt out of tracking by Google Analytics visit <https://tools.google.com/dlpage/gaoptout>

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them visit, <https://www.aboutcookies.org/> or <http://www.allaboutcookies.org/>.

## CHANGES AND UPDATES TO THIS COOKIE POLICY

We may occasionally update this Cookie Policy. If we do, we will update the 'effective date' at the top of the Cookie Policy.

We encourage you to periodically review this Cookie Policy to stay informed about our use of passively collected data. Your continued use of INNTOPIA Websites constitutes your agreement to this Cookie Policy and any updates.

## CONTACT INFORMATION:

Inntopia Privacy Officer  
PO Box 309  
Stowe, VT  
05672

Or by e-mail:

**[privacy@inntopia.com](mailto:privacy@inntopia.com)**