

Travelux Limited

Title: Cookie Policy	
Version: 1.0	Publication Date: 01 Jun 2021

How we use cookies

Travelux Limited collect and use cookies on our website for the following purposes:

Technical

Cookies allow our website to function at its most efficient, including but not limited to:

- Balancing website traffic to ensure all our users can enjoy consistent and reliable access
- Limiting traffic to key sections of our website to maintain consistent performance
- Storing our users' acceptance of our Terms and Conditions, Privacy Policy and Cookies Policy

Ease of use

Cookies make navigating our website easier for you, including but not limited to:

- Remembering your language and country preferences, and presenting relevant content
- Providing the most relevant departure airports for your location when you're booking a flight

Analytic

Cookies are used to gather statistics on how you navigate and perform transactions on our website, including but not limited to:

- Gathering feedback on your satisfaction through surveys
- Gaining insights into how you navigate and perform transactions on our website so that improvements can be made

Marketing

Cookies allow us to present appropriate marketing messages to you, including but not limited to:

- Allowing our website to serve up different versions of a page for marketing purposes
- Allowing third parties to display appropriate advertising to track its effectiveness
- Displaying relevant messages which offer a selection of products based on your viewing behaviour on our website and certain other websites
- Displaying our advertisements including on third party websites you visit.

We also use web analytics services, such as Google Analytics. Google utilises the data they collect to track and examine the use of toct-travelux.com and www.travelux.hk which is then used to prepare reports and its activities and share them with other Google services.

Google may use the data they collect to contextualise and personalise the advertising on its own network For more details, see Google's Privacy Policy.

Title: Cookie Policy	
Version: 1.0	Publication Date: 01 Jun 2021

Disabling the use of cookies

You may refuse to accept cookies by changing the settings of your Internet browser. If you do not want cookies to be placed on your device, you can control this through your browser's settings. Refer to the links below for each browser's guide on how to turn off or delete cookies.

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Safari](#)

If you choose not to allow the use of cookies, some areas of our website may not function properly or be accessible.

You'll find more information on behavioural advertising and about deleting or controlling cookies at:

- If you're in the EU: [aboutcookies.org](#) and [youronlinechoices.eu](#)
- If you're in the US: [networkadvertising.org](#) and [aboutads.info](#)

If you delete your cookies, we won't be able to know that you've opted out of behavioural advertising on our website; recognise that you've agreed to our Terms and Conditions, Privacy Policy and Cookie Policy; or remember your language and country preferences. This means that banners from our third-party websites will appear. You will need to accept the use of cookies and provide other cookie-related information again.

Online behavioural advertising

Online behavioural advertising is also known as interest-based advertising. It's a way of serving advertisements that are more relevant to your interests on websites visited by you. Shared interests are grouped together based on your previous web browsing activity. This allows us to display advertising that is relevant and useful to you. Advertising can also be delivered to you based on the website content you've just been viewing. This is called retargeting.

When you visit our website and navigate to other websites, we may leverage the cookies we have in place and our partnerships with online advertisers and social media networks in order to serve you with targeted advertising about Travelux Limited on these other websites and/or to limit the number of times you see a particular advertisement.

We collect the following information about you for such purposes: IP address or other unique identifiers, mobile carrier, time zone setting, operating system and platform, information about your customer journey on the website or mobile application, and information about any bookings you have made on the website or mobile application.

You may opt out of the use of cookies if you don't want to be retargeted or your advertising to be tailored. Opting out does not mean that you will no longer receive online advertising. It does mean that the company or companies from which you opted out will no longer serve you advertising that's

Travelux Limited

Title: Cookie Policy	
Version: 1.0	Publication Date: 01 Jun 2021

tailored to your web preferences and usage patterns. You may instead see more advertising that isn't as relevant to your preferences.

To opt out of the use of cookies by NAI members or DAA participants, visit

- [Network Advertising Initiative](#)
- [Digital Advertising Alliance](#)

To opt out of Google Analytics' use of cookies, a [Chrome browser add-on](#) is available.

Clickstream data

A clickstream records which parts of a website you click on when you use it. We may collect clickstream data when you use our website and track referrals from other websites to improve your online experience with us. This data will not be stored as part of your customer record, and will only be used to statistical analyses.

Cookies policy does not cover third party websites

Please note that this cookies policy does not apply to, and we are not responsible for, the privacy practices of third party websites which may be linked to this Website.

Changes to the Cookies Policy

We may update this cookies policy and we would encourage you to review the policy from time to time to stay informed of how we are using cookies.