

Cookies Policy

COOKIE POLICY

The purpose of this document is to establish the cookie policy of websites pertaining to the Relais Santa ChiaraHotel, with registered office in Via G. Matteotti n. 15, 53037 San Gimignano (SI).

The terms “You” and “User” are employed here to refer to individuals and / or companies that access for any reason the Relais Santa ChiaraHotel websites or use their services.

Use of these services implies the user’s full, unconditional acceptance of this cookie policy.

The Relais Santa ChiaraHotel may gather information through files such as cookies or log files on the browsing habits of users on its websites.

These devices are associated exclusively with one user and his or her own access device.

Cookies are files by the website and stored on the user's browser through a web server for the maintenance of the browsing session by storing the IP address of the user (of his or her computer) and other possible browsing data.

The Relais Santa ChiaraHotel also uses “beacons”, electronic images that allow a website to count the number of visitors and users that have entered a particular website as well as to access certain cookies.

Thanks to cookies, a Relais Santa ChiaraHotel server is able to recognize the browser of the computer being used by the user in order to simplify browsing.

It is also able to measure audience and traffic parameters and to control the progress and number of entries by using the information contained in the cookies independent of any other user data of a personal nature.

The Relais Santa ChiaraHotel uses cookies to personalize user browsing within the Websites under its ownership, user entry cookies and session cookies to balance the load, which are excluded from the realm of application of article 22.2 of the LSSI (Law of Information Society Services and Electronic Commerce).

The Relais Santa ChiaraHotel uses web analytics cookies to measure and analyze user browsing on the Websites.

Analytics cookies permit the person in charge of them to monitor and analyze the behavior of users on the websites to which they are linked.

The Relais Santa ChiaraHotel uses the data obtained to implement improvements based on analysis of the usage data.

Web analysis does not allow information about the name, surname(s), email address or mailing address of the user to be obtained.

The information obtained is relative to the number of users that access the website, the number of pages seen, the frequency and repetition of the visits, their duration, the browser used, the operator providing the service, the language, the device used or the city to which the IP is assigned.

The Relais Santa Chiara Hotel uses behavioral advertising cookies for the management of publicity spaces based on specific criteria and plugin cookies for the exchange of social content.

Behavioral advertising cookies permit the management of advertising spaces that website editor has included on the website in the most effective possible way.

These cookies store information on user behavior obtained through ongoing observation of users’ browsing habits, which enables us to show advertising depending on the user.

In the following table you can consult the cookies used on the Relais Santa ChiaraHotel websites, the information obtained by the cookies and their purpose:

For more information about cookies used on the Relais Santa ChiaraHotel websites, email info@rsc.it.

COOKIES	Information stored	PURPOSE
Strictly necessary	Users session, preferences	Entry management and maintenance of the user session, personalization of browsing, load balance
Analitici: <ul style="list-style-type: none"> • Google Analytics 	Websites visited, frequency, number and repetition of visits, browsing time, searches made, links accessed, browser used, operator providing the service, location linked to the IP address.	Measurement and analysis of user browsing, monitoring and analysis of user behavior, creation of anonymous user browsing profiles, integration of improvements based on the analysis of users' usage data.
Publicitari: <ul style="list-style-type: none"> • Facebook • Tripadvisor 	User browsing interests, preferences shown, form of interaction with the website, advertisements shown and opened, websites visited.	Optimization of advertising spaces available on the website to offer interesting advertisements to users, identification of the effectiveness of advertising campaigns and improvement thereof.

To revoke consent, the user can deactivate cookies by modifying the configuration of his or her browser. In the pages shown below, the user can find more information about which cookies he or she has installed, how to permit their installation, how to block them or how to remove them from their device.

Depending on the browser being used, the user can consult the following links:

- Firefox: <http://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>
- 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>