

Cookie Policy

What is a cookie?

A cookie is a small amount of data that is placed in the browser of your computer or on your mobile device. This Privacy and Cookies Policy applies to cookies and similar technologies (hereafter together referred to as “cookies”).

Why are cookies used?

Web pages have no memory. If you are surfing from page to page within a website, you will not be recognized as the same user across pages. Cookies enable your browser to be recognized by the website. So cookies are mainly used to remember the choices you have made – choices such as the language you prefer and the currency you use. They will also make sure you are recognized when you return to a website.

Do all cookies do the same thing?

No, there are different types of cookies and different ways of using them. Cookies can be categorized according to their function, their lifespan and according to who places them on a website.

How are cookies used?

Our website uses the following types of cookies:

Technical cookies: We try to provide our visitors with an advanced and user-friendly website that adapts automatically to their needs and wishes. To achieve this, we use technical cookies to show you our website, to make it function correctly, to create your user account, to sign you in and to manage your bookings. These technical cookies are absolutely necessary for our website to function properly.

Functional cookies: We also use functional cookies to remember your preferences and to help you use our website efficiently and effectively. For example, we remember your preferred currency and language, your searches and the property you viewed earlier. These functional cookies are not strictly necessary for the functioning of our website, but they add functionality for you and enhance your experience.

Analytics cookies: We use these cookies to gain insight on how our visitors use the website, to find out what works and what doesn't, to optimize and improve our website and to ensure we continue to be interesting and relevant. The data we gather includes which web pages you viewed, which referring/exit pages you entered and left from, which platform type you used, date and time stamp information and details such as the number of clicks you make on a given page, your mouse movements and scrolling activity, the search words you use and the text you type while using our

website. We also use analytics cookies as part of our online advertising campaigns to learn how users interact with our website after they've been shown an online advertisement, which may include advertisements on third-party websites. We will not know who you are, and we only obtain anonymous data.

Commercial cookies: We use these to show you Traveler advertisements on other websites. This is called "retargeting" and it aims to be based on your browsing activities on our website, such as the destinations you've been searching for, the properties you've viewed and the prices you've been shown.

How long do Budget Tours Jamaica cookies stay active?

The cookies we use have varying lifespans. The maximum lifespan we set on some is five years from your last visit to our website. You can erase all cookies from your browser any time you want. To remove Budget Tours Jamaica cookies from your browser, go to the following link (please note that when you click on this link, all Budget Tours Jamaica cookies will be removed immediately): [Purge Cookies](#).

How can you recognize Budget Tours Jamaica cookies?

You can find our cookies in your browser settings.

Does Budget Tours Jamaica use third-party marketing and analytics cookies?

Yes Budget Tours Jamaica uses the services of trusted and recognized online advertising and marketing companies. Budget Tours Jamaica may also use third-party providers for analytical purposes. To enable their services, these companies need to place cookies.

The providers we use are committed to building consumer awareness and establishing responsible business and data management practices and standards.

When it comes to online advertising and marketing companies, we strive to only work with companies that are members of the Network Advertising Initiative (NAI) and/or the Interactive Advertising Bureau (IAB). Members of NAI and IAB adhere to industry standards and codes of conduct. NAI and IAB members allow you to opt out of the behavioral advertising. Visit www.networkadvertising.org and www.youronlinechoices.com to identify the NAI members that may have placed an advertising cookie file on your computer. To opt out of an NAI or IAB member's behavioral advertising program, simply check the box that corresponds to the company from which you wish to opt out.

In order to control the collection of data for analytical purposes by Google Analytics, you may want to visit the following link: [Google Analytics Opt-out Browser Add-on](#).

Who has access to Budget Tours Jamaica cookie data?

Only Budget Tours Jamaica has access to Budget Tours Jamaica cookies. Cookies placed by third parties can be accessed by these third parties.

How can you manage your cookie preferences?

Using your browser settings in, for example, Internet Explorer, Safari, Firefox or Chrome, you can set which cookies to accept and which to reject. Where you find these settings depends on which browser you use. Use the “Help” function in your browser to locate the settings you need.

If you choose not to accept certain cookies, you may not be able to use some functions on our website. Plus, opting out of an online advertising network doesn't mean that you won't receive or be subject to online advertising or marketing analysis. It means that the network you opted out of will no longer deliver ads tailored to your web preferences and browsing patterns.

Does Budget Tours Jamaica use web beacons?

In addition to using cookies, Traveler sometimes uses web beacons. A web beacon is a tiny graphic image of just one pixel that's delivered to your computer either as part of a web page request or in an HTML email message. Either directly or through service providers, we use these pixels as part of our online advertisements either on our website or on third-party websites to learn whether a user who is being shown an online advertisement also makes a reservation; to track conversion with partner websites and to analyze a user's traffic patterns in order to optimize the travel-related services we bring to you.