

The privacy of your data is extremely important to us. In this policy, we provide an overview of how we use cookies and what data is collected by those cookies.

By using any HonourThem New Zealand Limited website and mobile website you confirm that you agree to the use of cookies and similar technologies in accordance with this cookie policy. This cookie policy provides information about the cookies and similar technologies used on our website. This cookie policy should be read in conjunction with the HonourThem Privacy Policy.

If you would like to limit or control the type of cookies that are set on your computer or device, please refer to the section below title "How to control cookie settings on your computer".

### **What are cookies?**

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise the device you are using and provide you with a better website experience.

Cookies do many different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving your user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests. Cookies in themselves do not identify the individual user, just the computer or mobile device you are using via a randomly generated identifying tag.

A 'cookie' is a small text file that can be placed on your computer, mobile or other device, when browsing a website. Two kinds of cookies are used on our website: session cookies and persistent cookies.

**Session cookies** are used to remember selections made in the booking process, giving you a more seamless experience on our website. Session cookies are deleted automatically when you leave a website or close your browser.

**Persistent cookies** are used to help us identify customers when they return to our website and help us remember certain information about customer preferences on our website and customer online activity. These cookies also help us understand browsing behaviour within our website, which can assist us in customising content that we believe will be most relevant to your interests. Persistent cookies are stored on the user's computer or device and are not deleted when the browser is closed - these cookies must be 'manually' deleted if you want to remove them.

### **First and third party cookies**

HonourThem sets cookies (first party cookies) on web pages, however, where we require additional information and services we also allow other companies to host cookies on our web pages (third party cookies). These partner companies have been carefully selected by HonourThem and are monitored by us. Third party cookies that our partners set on our website will support the customisation of advertisements viewed elsewhere on the internet and are required to meet contractual obligations they have with us.

### **What does HonourThem use cookies for?**

HonourThem uses cookies and similar technologies for the following key purposes:

- To operate our website efficiently with a high level of functionality
- To measure the effectiveness of our marketing initiatives
- To learn about customer preferences so that we can present customers with web content and advertising that is relevant to them
- To measure the number of advertising referrals we have received to our website from other website
- To produce data for reporting on completed and abandoned shop purchases on our website
- To produce data on web traffic and customer web activity through our website

The cookies used by HonourThem are categorised into four groups (being those specified in the International Chamber of Commerce UK Cookie Guide published in April 2012):

**Strictly Necessary cookies** - these cookies are used for technical reasons and are necessary to enable our website to operate efficiently so that visitors can navigate around our website with ease and use specific features. These include, for example, cookies that enable you to log into secure areas of our website, make a purchase or use e-billing services. If these cookies are blocked or disabled, some of the website's functions will not be available to you and you may not be able to use our online services. These cookies do not gather information about you that could be used for marketing.

**Performance /Analytics cookies** - these cookies are used to obtain statistics about the number of visitors to our website and how our visitors use our website, for example which pages are most popular. This information is aggregated and is not used to identify individuals. Such information allows us to continuously improve our website to provide our customers with a better online experience (such as enabling users to find what they are looking for more easily). These cookies do not gather information about you that could be used for marketing.

**Functionality cookies** - these cookies are used to improve the functionality of our website and make them easier for visitors to use. They help us to identify you as a repeat visitor to our website and help us remember your preferences. These cookies help us remember your preferences and the previous information you have entered onto our website. The information collected by these cookies helps save you time and makes searching for the same flights easier and quicker. We use the information about the products you selected to present you with relevant offers next time you visit our website.

**Advertising/targeting cookies** - these cookies are used to recognise you online and to gather information about your online activity and browsing habits (including the pages you have visited and the links you have followed, including from a HonourThem electronic direct marketing message). We may combine such information with other personal information that we have collected about you (for example through our website) in order to create a user profile for you. These cookies, in combination with any user profile that we may create for you, assist us to make our website, and the advertising displayed on HonourThem and third party website more relevant to you (i.e. by helping us tailor our content, marketing communications, offers and advertisements to your interests). For example, we may use information about the previous products you selected to present you with relevant offers the next time you visit our website. These cookies may be placed on our website by us or by carefully selected third parties on our behalf (with our permission), in order to help us (with the assistance of carefully selected third parties where appropriate) to (i) track the effectiveness of advertising and online marketing campaigns, (ii) measure referrals from third party sites to our website, (iii) collect data about completed and abandoned bookings on our website and (iv) conduct market research. HonourThem may share the information we learn through advertising/targeting cookies with carefully selected third parties for these purposes, unless you disable or block cookies.

For more information about advertising/targeting cookies and to understand your options, please visit <http://www.aboutads.info>.

### **How we respond to 'Do Not Track' browser signals**

Some web browsers offer a "Do Not Track" signal that is a HTTP header field indicating your preference regarding tracking or cross-site user tracking.

Please be aware that our website do not recognise 'Do Not Track' signals. If you would like to block some or all of the cookies on our website, you can do this by manually adjusting the cookie settings on your internet browser. Please see the section below titled "How to control cookie settings on your computer".

We work with third parties that use online tracking technologies on our website in order to provide tailored advertisements on our behalf and on behalf of other advertisers across the internet. These companies may collect information about your activity on our website and your interaction with our advertising and other communications and use this information to determine which ads you see on third party website and applications.

### **How to control cookie settings on your computer**

If you would like to block some or all of the cookies on our website from being downloaded onto your computer or device, you can do this by manually adjusting the cookie settings on your internet browser. To learn how to manage the cookie preferences on your internet browser, click on the 'Help' menu on the internet browser.

If you choose to block some or all of the cookies on our website, parts of our website will not function correctly and may not function at all. This means that we may not be able to offer our web services to you. You may not be able to search or make changes on our website. Also, you may not be able to complete other online transactions that would normally be available on our website for your convenience.

In summary, most browsers will allow you to choose the level of privacy settings you want. You can block all cookies or accept all cookies or pick a setting somewhere in between. This range lets you control your cookie settings, so you can:

- See what cookies you've got and delete them on an individual basis
- Block third party cookies
- Block cookies from particular sites
- Block all cookies from being set
- Delete all cookies when you close your browser

Deleting cookies means that any preference settings you have made on a website will be lost. If you've set your preferences to opt out of cookies, this setting will be lost too, as that information is stored in a cookie. Blocking all cookies means functionality on our website will be lost, as described above. We don't recommend turning all cookies off when using our website.

If you want to reduce your cookie settings at any time – for example, if you accept all cookies, but later decide you don't want a certain type of cookie – you'll need to use your browser settings to remove any third-party cookies dropped on your previous visit. [www.aboutcookies.org](http://www.aboutcookies.org) gives full details of how to manage cookies on different types of web browser.

For more information on how to control your cookie settings and browser settings on your computer, and how to delete cookies on your hard drive, please visit [www.aboutcookies.org](http://www.aboutcookies.org)

**Changes to this cookie policy**

We may make changes to this cookie policy from time to time. When we make changes, we will update the cookie policy on our website. We will also specify the date of the last update.

**Translations**

Where a translation of this cookie policy is made available in a language other than English, in the event of a conflict between the English version of this cookie policy and any translation, the English version shall prevail.

**Contact Information**

If you have questions or comments about our Cookie Policy, want to opt out of any direct marketing activity, feel we have not adhered to this policy, or want to obtain more information about how we manage your persona information, please contact us on [hello@honourthem.com](mailto:hello@honourthem.com)