COOKIE POLICY

Last updated: May 22, 2019

Inspirata ("us", "we", or "our") uses cookies on a http://www.inspirata.com (the"Service"). By using the Service, you consent to the use of cookies. Our Cookies Policy explains what cookies are, how we use cookies, how third-¬parties we partner with may use cookies on the Service, your choices regarding cookies and further information about cookies.

Introduction

Inspirata's goal is to provide a digital experience that is always as intuitive, fast, relevant and as informative as possible. To support in this endeavor, we deploy tracking technologies in the form of both cookies and web beacons/action tags. This cookie notice is designed to provide transparency into the types of technologies we use, together with the reasons why we use them with view to ensure that you are comfortable with the controls you have to protect your privacy.

More Information about Cookies

A cookie is a piece of script that is placed automatically on your computer's hard drive when you access certain websites that, in serving to identify your unique browser, provide a means to personalize and accelerate the speed of your onsite experience. Web beacons represent script written into the underlying code of the website and are designed to help inform the owner about site performance by recording the instances in which a given action is being undertaken by web visitors, e.g., it might record that you clicked on a video, filled out a form, entered the site via a certain page and left by another, etc.

While there are nuances in how they both work, with cookies and web beacons representing terms frequently used interchangeably, for the purposes of simplification we will refer to both technologies as "cookies" from this point forward.

Why are cookies used?

Cookies assist in different ways, but are typically categorized in the following ways based on the role they fulfil and the value they provide:

- Required Cookies – Used to ensure that the website functions properly. These would be used to ensure any preferences you have expressed in engaging with our site are properly recorded for your next visit.
- Analytics Cookies – Used to measure and analyze digital channel usage by visitors at an aggregate level so as to provide a basis for improving performance.
- Advertising Cookies – Used to enable online advertising, allowing Inspirata to potentially serve adverts when you leave Inspirata.com associated with an explicit or implicit interest you have expressed during your visit(s).
- Social Media Cookies – Used to enable integration of social media into the website, so that you can share or like Inspirata content via your preferred social network.

Third party cookies on the Sites

In some circumstances, we may work with third parties to provide services on our Sites. For example, we use analytics services supported by third party companies who generate analytics cookies on our behalf.

We may not have access to these cookies, although we may use statistical information arising from the cookies provided by these third parties to customize content and for the other purposes described above. These companies may also transfer this information to other parties where required to do so by law, or where such other parties process the information on their behalf. We may not control these third-party cookies and their use may be governed by the privacy policies of the third parties employing these cookies. To learn about these cookies and to disable or reject third-party cookies, please refer to the relevant third party's website and privacy policy.

Third Party	Description
Google Analytics	Google Analytics is an ad management and ad serving technology. Google Analytics places cookies on Inspirata.com so that Inspirata can better understand how visitors are engaging with their site. For information on how to reject or delete this cookie, please visit: https://tools.google.com/dlpage/gaoptout
Get Site Control	Get Site Control provides a mechanism for spotlighting important information through widgets overlays on Inspirata.com. As part of their service, Get Site Control also uses cookies to provide insights such as the IP address, location, OS,

	browser and device type of those who interact with Get Site Control widgets. For more information, please visit: https://getsitecontrol.com/privacy/
Multiview	Multiview is used by Inspirata for advertising, display ads and retargeting. Multiview also provide insights into how users interact with the advertisements they serve and user activity when on Inspirata.com. For more information on Multiview's privacy practices, please visit https://www.multiview.com/privacy-policy/
NetFactor	NetFactor VisitorTrack is an analytics technology designed to provide insights as to which companies have visited Inspirata.com. For more information on NetFactor, please visit http://netfactor.com/gdpr/
Albacross	Albacross is used by Inspirata for analytics on how users interact with our website. For more information on Albacross' cookie practices, please visit https://albacross.com/privacy-policy/
Hubspot	Hubspot is used by Inspirata for analytics on how users interact with our website and email communications. For more information on Hubspot's cookie practices, please visit https://legal.hubspot.com/data-privacy

For a full-list of the cookies deployed by Inspirata, please review the cookie declaration at the end of this notice. You can also learn more about controlling cookies below.

My choices in relation to cookies

For users originating from the EU, Inspirata affords you the ability to set your cookie preferences by clicking here. You can choose which types of cookies you would like our website to use. Furthermore, you can change your preferences at any time. You will also find a list of all cookies within each category—required, analytics, social media and advertising—so as to make an informed call as which you are happy to accept. Note that using the cookie settings may not result in the removal of any cookies that have already been set. However, this can be easily performed via your web browser settings after you have changed your cookie settings on Inspirata.com.

For visitors arriving at Inspirata from outside of the EU, you should set your cookie preferences directly at the browser level.

These settings will typically be found in the 'options' or 'preferences' menu of your browser. In order to understand these settings, the following links may be helpful; otherwise you should use the 'Help' option in your browser for more details.

Browser	Link to Change Cookie Settings
Chrome	http://support.google.com/chrome/bin/answer.py?hl=en-GB&answer=95647
Internet Explorer	http://support.microsoft.com/kb/196955
Safari	http://docs.info.apple.com/article.html
Firefox	http://support.mozilla.org/en-US/kb/Cookies
Flash	www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html#117118

For information on how to use the browser of your mobile device to amend cookie settings, you will need to refer to your mobile device manual.

Managing or Disabling Cookies at the Browser

In addition to using the cookie settings section on our website, you can also manage your cookie preferences in your browser settings at any time. Note that your browser settings may not offer you the same ease of use as the cookie settings available to you at Inspirata.com.

If you simply disable all cookies, you may experience issues with certain elements of our web experience as your browser may prohibit us setting functionality required cookies. On this basis, it is recommended that you use the cookie settings on our website instead of disabling all cookies via your web browser.

You may find further information on how to disable cookies or manage your cookie settings for the browser that you use from the following list:

- Google Chrome: https://support.google.com/chrome/answer/95647?hl=en
- Firefox: https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences
- Internet Explorer: http://windows.microsoft.com/en-GB/windows-vista/Block-or-allow-cookies
- Safari: http://help.apple.com/safari/mac/8.0/#/sfri11471

Required Cookies

Required cookies are used to ensure a functional site experience. They are used at Inspirata.com in the following ways:

- Storing preferences such as language, location, the number of search results to be displayed, etc.
- Storing settings for optimal video display, such as buffer size and your screen's resolution details
- Reading your browser settings so that we can display our website optimally on your screen
- Loading the website evenly so that it remains accessible
- Optimizing our website in real time depending on how you use the website, e.g. by making a field in a form blink after a period of inactivity

Analytics Cookies

Analytics cookies are used to measure website usage and might be in the form of:

- Recording the number of visitors to our web pages
- Keeping track of the length of time that each visitor spends on our web pages
- Determining the order in which a visitor visits the various pages on our website
- Assessing which parts of our site need to be improved
- Optimizing the website

Social Media Cookies

Cookies for sharing website content via social media enable users of selected social media to share and like certain content directly from Inspirata.com.

Please note that these social media companies may also collect your personal data. Inspirata has no influence over how these social media parties make use of this information. For more information regarding the cookies set by the social media parties and the data that they may collect, please refer to their own privacy and cookies policies. Below we have listed the privacy statements of the Social Media channels that are used the most by Inspirata:

- Facebook
- Google+
- Twitter

- [LinkedIn](#)
- [Vimeo](#)

Advertising Cookies

Advertising cookies are used to support the serving of targeted display advertisements on sites outside of Inspirata.com. To better understand your affinities and interests, Inspirata has an interest in keeping our brand top of mind with relevant content when you leave our website.

Targeted advertising cookies can also be used for:

- A check to be run to see if you have clicked on an advertisement
- Keeping track of how many visitors click on an advertisement
- Information about your surfing behavior to be passed to other websites
- Third-party services to be used to show you advertisements tailored to your needs, interests or preferences
- Determining which advertisements, ad technologies and ad networks are most effective
- Showing you advertisements about products you have previously clicked on, searched for or otherwise shown interest in (retargeting)
- Keeping track of which ads you have already been shown so that you are not always shown the same ones
- More interesting advertisements to be displayed based on your social media usage
- Determining which ads you clicked on, before initiating a sales engagement
- Tailoring direct marketing e-mails to your interests if you have opted-in to receive such emails.

Current Cookie Status

All visitors are opted into required, analytics, social media and advertising cookies by default.

To change your cookie consent preferences do so [here.](#)

To withdraw your consent to cookies do so [here.](#)

Summary

Inspirata may amend this Cookie Notice from time to time because our website or the rules relating to cookies change. We reserve the right to amend the content of the Cookie Notice and the cookies included in the lists at any time and without notice. The new Cookie Notice will be effective upon

posting. If you do not agree to the revised notice, you should alter your preferences, or consider stopping using the Inspirata website. By continuing to access or make use of our website after the changes become effective, you agree to be bound by the revised Cookie Notice. You can consult this web page for the latest version.

If you have any questions about this cookie notice or about the way Inspirata uses your personal data, please submit an enquiry here. Alternatively, you have the right to lodge a complaint with a supervisory authority competent for your country or region.

You can also contact us by telephone or by the postal address provided below.

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