

| Cookie type | Cookie purpose | Life of cookie: persistent or session? | Category of cookie as defined in the ICC UK Cookie Guide | Privacy impact (low/mid/high) |
|--|---|---|--|--|
| | | First or third party cookie? | | |
| Essential transactional functionality | Essential for core shopping and booking functions, primarily to maintain navigation state and accommodation booking information during a browser session. Without this cookie the booking process on this website will not function. | Session | Essential and functionality | Low – Technical details only relating to shopping basket requirements. |
| | | First party | | |
| Supporting transactional functionality | Supports the core shopping and booking functions (see above). | Persistent for up to 24 months after a browser session is ended | Functionality | Low – Non personal. |
| | | First party | | |
| Navigation analytics | <p>To evaluate a user’s use of this website and compile reports on user activity. A third party (e.g. Google) stores the information collected by the cookie. It may disclose the information to third parties where required by law or where such third parties process the information on our behalf.</p> <p>The data collected is used for managing the performance and design of this website.</p> <p>See Section 2 for further information about Google analytics premium in particular.</p> | Persistent for up to 24 months after a browser session is ended | Performance | Mid – Non personal, |
| | | First party and third party | | |
| Marketing | <p>See ICC description of “Targeting or advertising” cookies above.</p> <p>See Section 2 for further information about how Google in particular displays adverts for Cumbrian Cottages Ltd on third party websites and how data collected by Google is combined and used with data about our adverts.</p> | Persistent for up to 24 months after a browser session is ended | Targeting or advertising | High – tracking of user behaviour across multiple third party website in order to tailor advertisements on this website to the user. |
| | | Third party | | |