



THE GOODENOUGH

HOTEL LONDON

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Information on cookies

Some services on this website require us to collect personal information from you. To comply with data protection legislation, we must tell you how we store the information we collect and how it is used. Any information you submit will be stored securely and will never be passed on or sold to any third party.

This information on cookies and privacy applies to www.thegoodenough.co.uk and to websites within the goodenough.ac.uk domain.

User anonymity and personal information

When you visit the Hotel's websites, you may be asked to provide certain information about yourself. Information collected is owned by Goodenough Hotel (including any subsidiary companies). We will not sell, share or rent this information to others in ways other than what is stated in our privacy policy.

During visits to the Hotel's websites some information is gathered automatically.

Log files are maintained and analysed to monitor website usage. Log files do not capture personal information but do capture your IP address, which is automatically recognised by our web servers.

Aggregated analyses of these log files may be made available to Goodenough staff and partner agencies to allow us to measure (for example) overall popularity of the site and typical user paths through the site.

The Hotel will not attempt to identify individual users. You should be aware, however, that access to web pages will generally create log entries in the systems of your ISP or network service provider. These entities may be in a position to identify the client computer equipment used to access a page. Such monitoring would be done by the provider of network services and is beyond the responsibility or control of the Hotel.

Goodenough Hotel will make no attempt to track or identify individual users, except where there is a reasonable suspicion that unauthorised access to systems is being attempted. In the case of all users, the Hotel reserves the right to attempt to identify and track any individual who is reasonably suspected of trying to gain unauthorised access to computer systems or resources operating as part of Goodenough Hotel's web services.

As a condition of use of this site, all users must give permission for the Hotel to use its access logs to attempt to track users who are reasonably suspected of gaining, or attempting to gain, unauthorised access.

All log file information collected by the Hotel is kept secure, and no access to raw log files is given to any third party.

Cookie usage

When you visit some pages on our websites, your computer may be issued with a small file – a “cookie”. A cookie is a piece of information in the form of a very small text file that is placed on the hard drive of your computer. The information the cookie contains is set by the server (this website) and it can be used by that server whenever you visit this website. The server uses cookies to recognise your browser session if you visit multiple pages during your interaction with this website.

You can set your browser to refuse cookies or warn you before accepting them. However, some parts of our websites may not function properly without accepting cookies. Knowcookies.com provides some helpful information about how to adjust your browser settings in relation to cookies.

Website operators are required by law – specifically the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 (UK Regulations) – to provide clear and comprehensive information about the use of cookies, and ensure that users have consented to this use.

Session cookies

Goodenough Hotel’s websites will primarily set “session cookies”. Session cookies allow you to proceed from webpage to webpage quickly and easily so you don’t get asked for the same information you’ve already given to the site. The cookie is then automatically deleted when you leave the website.

Persistent cookie

These remain in your browser’s subfolder and are activated again when you re-visit the same website. It helps us to remember your information and settings when you visit one of our websites again, resulting in a faster online experience for you.

Functional cookie

These enable additional functionality to improve your experience on a website. For example, recording settings for future visits in order to save you having to repeat making the same choices.

Strictly necessary cookie

These are technically essential to the provision of the Goodenough websites. Necessary cookies enable core functionality such as security, network management and accessibility. You may disable these by changing your browser settings, but this may affect how the website you are visiting functions.

Analytics cookies

These monitor and assess the Goodenough websites and their use. For example, recording visits to reveal how a website is being used and which parts are most popular.

Some parts of our websites use Google Analytics which also place cookies on your computer. These cookies generate non-personally-identifiable information about your website use, which will be transmitted to and stored by Google.

The Hotel will not use the statistical analytics tools to track or to collect personally identifiable information of visitors to its websites. We will not associate any data gathered with any personally identifying information from any source as part of our use of the statistical analytics tools.

If you do not wish us to do this, you can opt out of the Analytics service by installing an extension for your browser.

Alternatively you can delete/restrict the cookies as for any other cookie.

Advertising cookies

By better understanding what our audiences are interested in, we can promote the Hotel more efficiently. The technology to do this is made possible by cookies and as such we may place a 'remarketing cookie' during your visit.

The tracking we have in place is for Facebook, Instagram and Google remarketing.

The process is anonymised, so the Hotel and its advertising partners can't gain personally identifiable information from these cookies. You can opt out of these cookies at any time.

Sharing information via social media platforms

Goodenough Hotel's websites and applications may have links embedded into pages on various social media platforms such as Facebook and YouTube. Cookies generated by these sites are outside of the Hotel's control and may change without notice. When you share a page or link those sites you may set cookies on your device or browser, which may result in information about you being publicly available or stored elsewhere.

For more information about privacy and the cookies used by these services, as well as information on how to opt-out, please visit the respective social media platforms.

How can I manage my cookies

You can use your website browser to:

- Delete all cookies
- Block all cookies
- Allow all cookies
- Block third-party cookies
- Clear all cookies when you close the browser
- Open a "private browsing" / "incognito" session (allows you to browse the internet without storing local data)
- Install add-ons and plug-ins to extend browser functionality, for example Google has created a Google Analytics Opt-Out Browser Add-On for Chrome

Information about cookies

More information can be found on the Information Commissioner's Office website, <https://ico.org.uk>, <http://aboutcookies.org/> and <http://www.allaboutcookies.org/>