



# Cookie Policy

Tourism Holdings Limited

17 June 2026

## **1. INTRODUCTION**

This is the Cookie Policy for Tourism Holdings Limited accessible from:

<https://www.thlonline.com/privacy/cookiepolicy> and other sites that link to this Cookie Policy. This Cookie Policy is addressed to individuals located in the European Economic Area, the United Kingdom, and Switzerland.

## **2. WHAT ARE COOKIES?**

2.1 As is common practice with almost all professional websites our websites use cookies, which are tiny files that are downloaded to your computer, to improve your experience. This page describes what information they gather, how we use it, and why we sometimes need to store these cookies. We will also share how you can prevent these cookies from being stored however this may downgrade or 'break' certain elements of the site's functionality.

## **3. HOW WE USE COOKIES**

3.1 We use cookies for a variety of reasons detailed below. Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site.

## **4. DISABLING COOKIES**

4.1 You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of this site.

## **5. THE COOKIES WE SET**

### **5.1 Email newsletters related cookies**

This site offers newsletter or email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.

### **5.2 Forms related cookies**

When you submit data through a form such as those found on contact pages or comment forms cookies may be set to remember your user details for future correspondence.

### **5.3 Site preferences cookies**

To provide you with a great experience on this site we provide the functionality to set your preferences for how this site runs when you use it. To remember your preferences, we need to set cookies so that this information can be called whenever you interact with a page that is affected by your preferences.

## 6. THIRD PARTY COOKIES

In some special cases we also use cookies provided by third parties. The following section details which third party cookies you might encounter through this site.

- 6.1 Our sites use Google Analytics which is one of the most widespread analytics solutions on the web to help us understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

For more information on Google Analytics cookies, see the official Google Analytics page.

- 6.2 Third party analytics are used to track and measure usage of this site so that we can continue to produce engaging content. These cookies may track things such as how long you spend on the site or pages you visit which helps us to understand how we can improve the site for you.
- 6.3 From time to time, we test new features and make subtle changes to the way that the site is delivered. When we are still testing new features, these cookies may be used so that you receive a consistent experience whilst on the site whilst ensuring we understand which optimisations our users appreciate the most.
- 6.4 As we sell products it is important for us to understand statistics about how many of the visitors to our site make a purchase and as such this is the kind of data that these cookies will track. This is important to you as it means that we can accurately make business predictions that allow us to monitor our advertising and product costs to provide the best possible price.
- 6.5 The behavioural advertising cookies used by this site are designed to provide you with the most relevant adverts where possible by anonymously tracking your interests and presenting similar things that may be of interest.
- 6.6 We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work the following social media sites including; Facebook, YouTube, Instagram, and X, will set cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

## 7. LEGAL BASES FOR USE OF COOKIES

### Strictly Necessary Cookies:

**EEA:** The legal basis for the storage of and access to information on your end user device for us to be able to provide the digital service expressly requested by you is Article 5(3) of the ePrivacy Directive, as transposed into local law (e.g., in Germany, Sec. 25 (2) No. 2 German Digital Services Data Protection Act (Telekommunikation-Digitale-Dienste-Datenschutz-Gesetz "TDDDG")).

The further processing of personal data collected through the use of strictly necessary cookies is contract performance (Article 6(1)(b) General Data Protection Regulation) (if we concluded a contract with you or take steps at your request prior to entering into a contract) or our

legitimate interests (Article 6(1)(f) General Data Protection Regulation) to provide a functioning website.

**UK:** It is necessary for us to perform a contract with you or take steps at your request prior to entering into a contract per Article 6(1)(b) of the UK General Data Protection Regulation; or

It is necessary for us to realize a legitimate interest based on an assessment of that interest and your privacy and other fundamental interests per Article 6(1)(f) UK General Data Protection Regulation where our legitimate interests are to provide a functioning website.

**8. Optional Cookies (Performance and Marketing):** Your explicit consent is relied upon to process your personal data through optional cookies.

## **9. MORE INFORMATION**

9.1 Hopefully, that has clarified things for you. If there is something that you are not sure whether you need or not leaving cookies enabled is least likely to disrupt your browsing experience in case the cookies do interact with one of the features you want to use on our site.

9.2 If you are still looking for more information, please contact us at:

- Email: [privacy@thlonline.com](mailto:privacy@thlonline.com)