COOKIE POLICY

**GENERAL INFORMATION**

This policy describes how Kasos Tours (“we”, “us”, “our”) uses cookies when you interact with our website https://kasostours.com/. Our website uses cookies to improve your browser experience and to allow us to improve our website. This cookie policy provides you with clear and relevant information about the cookies we use and the particular purposes for using those cookies.

**YOUR CONSENT**

By continuing to use our website you are agreeing to us placing cookies on your computer.  Please read this cookie policy carefully for more details about the information we collect when you use these websites.

If you do not wish to accept cookies in connection with your use of one of our websites, you must stop using this website.

**WITHDRAWING CONSENT**

Once you have given us your consent to the use of cookies, we shall store a cookie on your computer or device to remember this for next time.  This will expire periodically.  If you wish to withdraw your consent at an earlier time, you will need to delete your cookies using your internet browser settings. For details on how to delete cookies, please see below.

**WHAT IS A COOKIE**

A cookie is a small file of letters and numbers that are placed on your browser or the hard drive of your computer.  There are many functions cookies serve. For example, they can help remember username and preferences, analyse how well websites are performing, or even recommend relevant content. Full details on the types of cookies we use are set out below.

**WHAT PERSONAL INFORMATION IS COLLECTED**

Certain cookies contain personal information. Most cookies won’t collect information that identifies you, and will instead collect more general information such as how users arrive at and use our website or a user’s general location.

**WHAT SORT OF COOKIES DOES OUR WEBSITE USE?**

This site uses different types of cookies. Generally, our cookies perform up to four different functions:

*Essential cookies*

Strictly necessary cookies are essential for the proper operation of the site, allowing you to browse and use functions such as access to secure areas or use of the shopping cart. These cookies do not do not store any personally identifiable information. Without these cookies, we cannot offer efficient operation of our website.

*Performance Cookies*

These cookies collect information about how visitors use the website, for example, what pages they visit most and if they get error messages. These cookies collect aggregated, anonymous information that does not identify the visitor. They are used solely to improve the performance of our website.

*Functionality Cookies*

These cookies allow the website to remember your user options such as user name, language or region to provide improved and personalized features. They can also be used to provide services requested by the user, such as viewing videos or using social media. The information collected by these cookies can be made anonymous and cannot watch the activity of browsing other websites. If you do not allow these cookies, the performance and functionality of the site and your access to services may be affected.

*Advertising/Targeting Cookies*

These cookies are used to deliver content that best suits you and your interests. It can be used for targeted advertising / offers, limiting ad serving or measuring the effectiveness of a promotional campaign.

If you do not wish to receive this behavioural advertising you may opt-out at <http://www.youronlinechoices.com/uk/your-ad-choices>. Opting out of behavioural advertising does not mean that you will no longer receive advertising when you are using our website. It simply means the advertising you see will not be customised for you.

*Third party Cookies*

Some cookies are placed by third party services that are embedded in our pages. As a result, when you visit a page with content embedded from third parties, you may be presented with cookies from that website that we do not control. For example, if you choose to view a video on our website or share content from our website on social media, cookies will be set by third party services. We have no control over these cookies or the privacy policy of these third party services. Our website may also contain links to other websites that are outside our control and are not covered by this Privacy Policy. As a result, if you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which differs from ours.

**HOW TO DELETE AND BLOCK COOKIES**

Cookies help you get the most out of our websites. However, if you do wish to disable our cookies then please follow the instructions below.

Please remember that if you do choose to disable cookies, you may find that certain sections of our website do not work properly.

You can easily remove any cookies that have been created in the cookie folder of your browser.

Further information can be found at the links below:  
[Cookie settings in Firefox](https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer?redirectlocale=en-US&redirectslug=Cookies)  
[Cookie settings in Chrome](https://support.google.com/chrome/answer/95647?hl=en)  
[Cookie settings in Safari](https://support.apple.com/en-gb/HT201265)[Cookie settings in Internet Explorer](https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies)

You can also block cookies by activating the settings on your browser that allows you to reuse the setting of all or some cookies initially. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all parts of our website.

If you use different computers in different locations you will need to ensure that each browser is adjusted to suit your cookie preferences.

**DO WE USE BEACONS (PIXELS)?**

We and certain third parties may also use technologies called “beacons” (or “pixels”) that send information from your device to a server. Beacons can be embedded in internet content, videos, and emails to allow a server to read certain types of information from your device. Beacons can also be embedded to determine when you have viewed specific content or a specific email message, the time and date on which the beacon was viewed, and the IP direction of your device. We and certain third parties use beacons for a variety of purposes, such as to analyse the use of our Services and (in combination with cookies) to offer you more relevant content and advertisements.

Verina EE uses beacons (pixels) to administer the following advertising services:

*Google AdWords*

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to this site. It could mean that we advertise to previous visitors who haven’t completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone’s past visits to our website. Any data collected will be used in accordance with our own privacy policy and Google’s privacy policy.

You can set preferences for how Google advertises to you using the [Google Ad Preferences page](https://adssettings.google.com/) and if you want to you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin:  
[Install Chrome plugin](https://chrome.google.com/webstore/detail/iba-opt-out-by-google/gbiekjoijknlhijdjbaadobpkdhmoebb)  
[Install Firefox plugin](https://dl-ssl.google.com/optoutplugin/google-optout-plugin.xpi?)  
[Install Internet Explorer plugin](https://tools.google.com/dlpage/optoutplugin/eula.html?)

*Facebook and Instagram*

This website uses Facebook custom audience targeting and Facebook conversion tracking to provide measurement services and information and target ads based on your behaviour on this website, including remarketing. Any data collected will be used in accordance with our own privacy policy and Facebook’s privacy policy. You can find out more information and learn how to manage your preferences [here](https://www.facebook.com/ads/preferences).

**DO WE TRACK WHETHER USERS OPEN OUR EMAILS?**

We automatically place single-pixel gifs, also known as web beacons, in email campaigns sent using third party email marketing tools. These are tiny graphic files that contain unique identifiers that enable us and our users to recognize when their subscribers have opened an email or clicked certain links. We may use this information for purposes including determining which of our emails are more interesting to users and to query whether users who do not open our emails wish to continue receiving them.

**CHANGES TO THIS POLICY**

Any changes we may make to this policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes.

**CONTACT US**

*Last update: 28/2/2021*