SCOTLAND'S CANYONS

Cookie Policy

This Cookie Policy applies to www.scotlandscanyons.com our website operated by Adventure Logic LTD of Hartridge, Innerleith, Cupar, Scotland, KY15 7UP, ("Scotland`s Canyons", "we", "us", or "our") acting as the data controller.

This Policy sits in line with the UK`s Privacy and Electronic Communications Regulations ("PECR") and Data Protection Act ("DPA"). As well as the EU`s Privacy and Electronic Communications Directive ("PECD") and the General Data Protection Act ("GDPR").

If you have any questions about Cookies or about data protection in general, you can reach us per WhatsApp or Phone on 07868367180, through our Contact Form or per e-mail using info@scotlandscanyons.com.

What are cookies and other tracking technologies?
A cookie is a small text file that can be stored on your device and accessed from there to the extent you agree when you visit one of our sites. The other tracking technologies work similarly to cookies and place small files on your devices or monitor your web site activity to enable us to collect information about how you use our site. This enables our site to recognise your device as opposed to other users of the site. The information below about cookies also applies to these other tracking technologies.

You can find more information at www.allaboutcookies.org and www.youronlinechoices.eu.

What types of cookies do we use?

- *Necessary cookies:* these cookies are necessary for us to provide you with the basic features of our website and cannot be turned off in our systems.

- *Non-essential cookies:*
    - Performance and analytics cookies: these cookies allow us to track visits and traffic sources to measure and improve the performance of our website.
    - Functional cookies: These cookies are used to improve functionality and personalisation during your visit.

Below you will find a list of the non-essential cookies (Performance and analytics we use, with their name, description, lifetime, and type, so you know what you are consenting to. Please note that this list may be updated from time to time.

- _ga_*
    - Google Analytics sets this cookie to store and count page views.
    - 1 year 1 month 4 days
    - Analytics

- _ga
    - The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.
    - 1 year 1 month 4 days
    - Analytics

- _fbp
    - This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.
    - 3 months
    - Advertisement

Cookie Policy

- _p_hfp_client_id
  - Elfsight sets this cookie to implement social platforms on the website and enables the social platforms to track the users by assigning them a specific ID.
  - less than a minute
  - Performance

What is Google Analytics?

Google Analytics is a web analytics service offered by Google LLC that tracks and reports website traffic. When Google Analytics is used, interactions of website visitors are primarily recorded and systematically evaluated with the help of analytical cookies. The following data is processed through the use of Google Analytics:

- 3 bytes of the IP address of the called system of the website visitor (anonymized IP address),
- the website called up,
- the website from which the user reached the accessed page of my website (referrer),
- the subpages accessed from the website,
- the time spent on the website
- the frequency with which the website is accessed.

Google states that it will not associate your IP address with any other data held by Google. You can prevent the storage of cookies by setting your browser accordingly. You can also prevent the collection of the data generated by Google as well as the processing of this data by Google by downloading and installing the browser plugin available under the following link: http://tools.google.com/dlpage/gaoptout?hl=en.

What is Facebook Remarketing?

We use so-called "Facebook pixels" of the social network Facebook, which is operated by Meta Websites Inc. With the help of the Facebook pixels, it is possible for Facebook to determine the visitors of our website as a target group for the display of advertisements, so-called "Facebook ads".

You can object to the collection by the Facebook pixels and use of your data for the display of Facebook ads. To do so, you can visit the page set up by Facebook and follow the instructions there on the settings for usage-based advertising: https://www.facebook.com/settings?tab=ads or declare the objection via the US page http://www.aboutads.info/choices/ or the EU page http://www.youronlinechoices.com/.

How can you manage cookies?

a) Browser control

Most browsers allow you to control cookies through the cookie settings, which you can customise to consent to the use of cookies. You can also check and delete cookies with most browsers. To do so, please refer to your browser manufacturer's documentation by following the link relevant to you Google Chrome, Mozilla Firefox, Microsoft Edge, Opera, Safari.

b) Pop-up consent tool

When you visit our website for the first time, you will be presented with a pop-up cookie setting window. This pop-up is a consent tool and allows you to indicate your preferences regarding cookies. You can accept or reject them or view this Cookie Policy before giving your consent to cookies or rejecting them. This allows you to make an informed decision about the cookies we use. You are free to accept or reject cookies but note that browsing our website may be less user-friendly and relevant content may be affected after you reject them.

Regardless of your initial decision, you may from time to time withdraw your consent or adjust your preferences through browser control settings, clearing your cookie folder, or by changing your preferences in our Pop-Up Consent Tool.

The legal basis for the use of cookies

Cookie Policy

The legal basis for the use of technically non-essential cookies (cookies used to analyse your behaviour on a website (analytical cookies) or cookies used to display advertisements to you (advertising cookies)) is your consent given voluntarily when you first visit a website as part of our cookie banner.

Validity and questions
This Cookie Policy was last updated on Wednesday, 17th of January 2024, and is the current and valid version. However, we want to point out that from time to time due to actual or legal changes a revision to this policy may be necessary. If you have any data protection questions, please feel free to contact us.