



Cookie Policy | Version 2.0

## COOKIE POLICY | PORTOBAY GROUP

VERSION 2.0

15-12-2021



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## 1. Commitment to Data Protection and Privacy

The Cookie Policy governs the processing of data, including personal data, of users ("User" or "Users"), collected when using electronic sites or applications through Cookies, by PortoBay - Hoteis e Resorts, S.A., Taxpayer number 511140916, as the entity responsible for processing, hereinafter referred to as "PortoBay".

This Cookie Policy sets out the types of Cookies used by PortoBay on its website [www.portobay.com](http://www.portobay.com), excluding other sites which may have specific Cookie Policies.

You may choose the types of Cookies that can be downloaded to your internet access device (computer, mobile phone, tablet, etc.) via the privacy settings in the options of the internet browser used (hereinafter referred to as "browser").

## 2. Cookie and Data Protection Policy

This Cookie Policy should be read by the User in conjunction with the Personal Data Protection Policy, accessible to the User via the link:

[https://www.portobay.com/media/4333/portobay\\_dataprotection\\_privacypolicy.pdf](https://www.portobay.com/media/4333/portobay_dataprotection_privacypolicy.pdf)

## 3. Contact Points

For any questions about the Cookie Policy, you can contact PortoBay through the following contact points:

- Email Address: [info@portobay.pt](mailto:info@portobay.pt)
- Postal Address: Rua do Gorgulho 2, 9004-537 Funchal
- Phone Contact: 291 703 711



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## 4. Definition of Cookies

Cookies are small information files created by the electronic sites that the User visits which are stored in the browsing system ("browser") of the device used to access the internet (for example, the computer or mobile phone). These files help the websites to remember information about the visit and facilitate the next visit, by storing Users' actions and preferences for a certain period of time. They retain or recognise the User's name, the language in which they want to browse the sites or other settings, as well as personalising the User experience through specific content or allowing the collection of information about the use of the websites.

## 5. Categorising Cookies

Cookies can be classified into three major categories, according to:

- Their purpose
- The organisation setting them
- Their lifespan or retention period



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## 6. Categorising Cookies by Purpose

Cookies are classified according to their purpose as follows:

- (a) **Strictly necessary cookies** - these are essential for the website to operate and/or to provide the features requested by the User, as well as for saving website browsing preferences whenever the User is on the same device and requests this.
- (b) **Analytics cookies** - these are optional and collect statistical information for the purposes of analysing use and managing visitor relationships by measuring interactions with the advertisements shown. All information collected by these cookies is bundled and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our site;
- (c) **Personalisation cookies** - these are optional and are not necessary for the functioning of the website or improving its performance. They enable the user to personalise their browsing experience.
- (d) **Advertising Cookies** - these are optional and seek to make advertising more attractive to users and advertisers. They select advertising based on the User's choices in order to improve reports on campaign performance and enhance the display of advertisements that the User has already seen or indicated as relevant.



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## 7. Categorising Cookies by Provider

Cookies are classified according to the provider as follows:

- (a) **Own Cookies** - Cookies that are sent to the User's device through equipment or domains managed by PortoBay and from which the service requested by the User is provided.
- (b) **Third-party Cookies** - these are sent to the User's device from a device or domain managed by a third-party organisation over which PortoBay has no control. In this case the third-party may process the data collected without PortoBay being able to configure its operation.

## 8. Categorising Cookies by Lifespan

Cookies are classified by lifespan as follows:

- (a) 'Session' cookies - temporary cookies that are usually deleted when the User leaves the website that generated them.
- (b) 'Persistent' cookies - these are Cookies that remain on the User's device at browser level until a certain date, and are used each time they visit the site again.

## 9. List of Cookies - Presentation

The following types of Cookies are used on this website:

- a) Strictly necessary cookies
- b) Analytics cookies
- c) Personalisation cookies
- d) Advertising cookies



## 10. List of Cookies - Description

Detailed information on the functionality and use of these Cookies is as follows:

Cookie	Domain	Type	Description	Duration
NID	.google.com	Advertisement	NID cookie, set by Google, is used for advertising purposes; to limit the number of times the user sees an ad, to mute unwanted ads, and to measure the effectiveness of ads.	6 months
_fbp	.portobay.com	Advertisement	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by	3 months



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fr	.facebook.com	Advertisements	Facebook advertising, after visiting the website. Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin.	3 months
_ga	.portobay.com	Analytics	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 recognise unique visitors.	2 years





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_gid	.portobay.com	Analytics	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day
_gat_UA-1554172-7	.portobay.com	Analytics	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity	1 minute



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ASP.NET_SessionId	www.portobay.com	Necessary	number of the account or website it relates to. Issued by Microsoft's ASP.NET Application, this cookie stores session data during a user's website visit.	session
ARRAffinity	.www.portobay.com	Necessary	ARRAffinity cookie is set by Azure app service, and allows the service to choose the right instance established by a user to deliver subsequent requests made by that user. The cookie is set by Wix website building platform on Wix website.	session
XSRF-TOKEN	messenger-services.com	Necessary	The cookie is used for security purposes.	2 hours
ARRAffinitySameSite	.www.portobay.com	Other	No description available.	session



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wg_XjpkB13fT7F5kn_hj_ut	.portobay.com	Other	rights to withdraw consent,	2 years
wg_XjpkB13fT7F5kn_hj_web	.portobay.com	Other	No description available.	2 years
hijiffy_track_uuid	messenger-services.com	Other	No description available.	1 month
hijiffy_track_uuid_8	messenger-services.com	Other	No description available.	1 month
hijiffy_track_wid_XjpkB13fT7F5kn	messenger-services.com	Other	No description available.	1 month
hijiffy_track_ts	messenger-services.com	Other	No description available.	1 month
hijiffy_session	messenger-services.com	Other	No description available.	2 hours

## 11. Accepting the Use of Cookies

It is not possible for websites to operate without the functional Cookies that are strictly necessary, and the User is obliged to accept their use. As regards the other types of Cookies, the User is free to consent to their use.

We always request the prior and express consent of the User, except where the use of certain Cookies is strictly necessary to provide the service that you have expressly requested or to provide access to a particular feature of that service, such as access to reserved areas, access to specific features or pages, etc.

## 12. Configuring Browsers

Browsers allow individualised control of the Cookies stored on your device, as well as their immediate deletion if the User wishes to stop allowing the local storage of Cookies.

Any User can change the settings of their browser to block the installation of Cookies or to notify them each time a Cookie is set.



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For more information on how to set "Private Browsing or No Data Logging" and on efficient Cookie management, please see:

- **Firefox**, click here;

<https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=enable-and-disable-cookies-website-preferences&redirectlocale=en-US>

- **Chrome**, click here;

<https://support.google.com/chrome/answer/95647?hl=en?hl=en>

- **Internet Explorer**, click here;

<https://support.microsoft.com/pt-pt/windows/eliminar-e-gestionar-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

- **Microsoft Edge**, click here;

<https://support.microsoft.com/pt-pt/windows/eliminar-e-gestionar-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

- **Safari**, click here;

<https://support.apple.com/en-us/HT201265>

- **Opera**, click here.

<https://help.opera.com/en/latest/security-and-privacy/#privateWindow>

You should be aware of the consequences of deactivating Cookies. This may have an impact on the functioning of the corresponding websites, as the settings panel of most modern browsers does not offer a level of detail that would allow Users to disable only those Cookies that are not strictly necessary to enable the use of the websites visited.

## 13. Privacy apps

On sites, devices or equipment that offer this type of functionality, the User may have greater control over their Cookies using free privacy protection applications that are available on various online platforms - some examples of such applications are the following:

- Ghostery;
- Privacy Possum;
- Cookie AutoDelete;



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- etc.

## 14. Changes to Cookie Policy

At its sole discretion and at any time, PortoBay reserves the right to modify, add to or repeal this Cookie Policy in part or in whole, without prior notice and with immediate effect.

All changes shall be immediately notified through the organisation's communication channels. Users may access this information and, depending on the specific type of cookie in question, consent in an informed way to its use, or, as the case may be, withdraw consent previously granted, by reconfiguring their browsers.

## 15. Exercise of Rights

As the subjects of personal data, users may, at any time, exercise their rights to data protection and privacy, in particular the rights to withdraw consent or of access, rectification, erasure, portability, limitation or opposition to processing, under the terms and limitations laid down in the relevant regulations.

Any request for the exercise of data protection and privacy rights should be addressed in writing by the data subject to the email address of the PortoBay Data Protection Officer below, or be submitted via the [Exercise of Rights Form](#) accessible at any service point or on [www.portobay.com](http://www.portobay.com).

## 16. Reporting Incidents

PORTOBAY has implemented an incident management system as part of its data protection and information security.

If any user wishes to report the occurrence of any violation of personal data that causes, accidentally or unlawfully, the unauthorised destruction, loss, alteration, disclosure or access to personal data transmitted, stored or otherwise processed, they may contact the Data Protection Officer or use PortoBay's general contact details.

The PortoBay Data Breach Incident Reporting Form is accessible at any service point.



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## 17. Suggestions, Complaints or Grievance

Users may submit suggestions on technical or organisational measures that they consider most appropriate for improving data protection and privacy conditions by emailing the PortoBay Data Protection Officer or using the Data Protection and Privacy Suggestions Form accessible at any service point.

Users also have the right to lodge a complaint, either by registering it in the complaints book or by filing a complaint with the supervisory authorities - in the latter case they may petition or complain directly to the national Supervisory Authority using the contacts available at [www.cnpd.pt](http://www.cnpd.pt).

## 18. Data Protection Officer

PortoBay has appointed a Data Protection Officer, whose contact points are as follows:

- Email address: [dpo@portobay.pt](mailto:dpo@portobay.pt);
- Postal address: Rua do Gorgulho 2, 9004-537 Funchal

## 19. Information Sheet on Data Processing

To view the Information Sheet on the Processing of User Data by Cookies please contact the Data Protection Officer.

## 20. Useful Links

For more information on Cookies, including applicable standards, browser settings, users' rights, etc., please see [www.politicasdecookies.com](http://www.politicasdecookies.com).

## 21. Version and Date of Cookie Policy

Date: 15.12.2021;



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For previous versions of the Cookie Policy, please contact the Data Protection Officer.