

# COOKIE POLICY

Last updated: 12 November 2025

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## 1. Introduction

This Cookie Policy explains how **Prime Horizon Travel Ltd** (“we”, “us”, “our”) uses cookies and similar technologies on our website <https://www.primehorizontravel.com>.

This Cookie Policy should be read together with our **Privacy Policy**, which explains how we process personal data more broadly.

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## 2. What Are Cookies?

Cookies are small text files placed on your device (computer, tablet or mobile) when you visit a website.

They help websites function properly, improve user experience, analyse traffic, and deliver relevant content.

Cookies may be:

- **session cookies** (deleted when you close your browser), or
  - **persistent cookies** (stored for a defined period).
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## 3. Types of Cookies We Use

### a. Strictly Necessary Cookies

These cookies are essential for the operation of our website and cannot be switched off.

They are used for:

- website security
- session management
- form submission and consent handling

Without these cookies, the website cannot function properly.

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### b. Functional Cookies

These cookies allow the website to remember your preferences, such as:

- language selection
- form progress or user choices

They enhance usability but are not strictly required.

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### **c. Analytics Cookies**

We use analytics cookies to understand how visitors interact with our website, including:

- pages visited
- time spent on pages
- general usage patterns

These cookies help us improve website performance and user experience.

#### **Examples:**

- Google Analytics (`_ga`, `_gid`)

Analytics cookies are used **only with your consent**.

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### **d. Marketing Cookies**

Marketing cookies may be used to:

- measure advertising effectiveness
- deliver relevant promotional content

These cookies are set **only if you give explicit consent**.

#### **Examples:**

- Meta (Facebook) Pixel (`_fbp`)
  - Google Ads cookies
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### **e. Third-Party Tools and Embedded Content**

We use third-party platforms to provide travel-related services, including:

- **Travefy** – itineraries, travel proposals and client forms
- **TravelJoy** – lead capture and travel management
- **Mailchimp** – newsletter subscriptions and marketing communications

These providers may place cookies or similar technologies when you interact with embedded forms or content.

Where applicable, these providers operate under:

- the **EU-US Data Privacy Framework (DPF)**, and
- the **UK Extension to the EU-US DPF**,

which are recognised as providing an adequate level of data protection.

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#### **4. Cookie Consent and Control**

When you first visit our website, a cookie consent banner will appear.

- **Strictly necessary cookies** are enabled by default.
- **Functional, analytics and marketing cookies** are disabled until you give consent.

You may:

- accept or reject non-essential cookies,
- manage cookie preferences at any time via the “Manage Settings” option, or
- control cookies through your browser settings.

Please note that blocking certain cookies may affect website functionality.

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#### **5. Managing Cookies via Your Browser**

Most web browsers allow you to:

- view stored cookies,
- delete cookies, or
- block cookies entirely.

Instructions can usually be found in your browser’s help section.

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## **6. Updates to This Cookie Policy**

We may update this Cookie Policy from time to time to reflect legal or technical changes. The most recent version will always be published on our website.

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## **7. Contact**

If you have any questions about our use of cookies, please contact us:

**Prime Horizon Travel Ltd**

Email: [info@primehorizontravel.com](mailto:info@primehorizontravel.com)

Website: <https://www.primehorizontravel.com>

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