

COOKIE POLICY

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1. OVERVIEW

Hotel is your personal data Controller as defined by applicable data protection laws. **EXELY**, a brand owned by **"HOTEL SALES WIZARD" FE LLC** duly established under the laws of the Republic of Uzbekistan with its company tax number 310463717 and its seat is at Republic of Uzbekistan, Tashkent city, Mirabad district, Movarounnaxr MFY, Istiqbol ko'chasi, 34-UY ("We," "our," or "us") understands and is committed to protecting the privacy and security of your Personal Data as processor of your Personal Data.

By visiting this Website, we can place cookies and other similar technology on your device in accordance with your preferences set on our cookie settings. Depending on your cookie settings, the following information may be collected through cookies or similar technology: your unique device identifier, device IP address, information about your device's operating system, mobile carrier and your location information (only to the extent permissible under applicable data protection laws). By visiting this Website, you consent to the use of cookies as described in this Cookie Policy ("Policy").

2. COOKIES AND ITS TYPES

Cookies constitute small text files that a website dispatches and retains within your web browser during your visit to this Website. They are unique to your account or browser. The "How to Manage Cookies" section explains the process for modifying your cookie preferences. It's important to be aware that completely disabling cookies and similar technologies could potentially disrupt your user experience on the Website, leading to unexpected issues with certain features.

- **Session-based cookies** last only while your browser is open and are automatically deleted when you close your browser.
- **Persistent cookies** last until you or your browser delete them or until they expire.

These cookies can also be classified as first-party or third-party cookies.

- First-party cookies are generated and placed on your device by the website you are visiting. Usually used to facilitate user experience and some core functionalities of the Website.
- Third-party cookies, while in use, are generated and placed on your device by a different website than the one you are visiting. These cookies are created when

you visit a website that includes elements from other sites, such as third-party images or ads.

By themselves, cookies do not identify you specifically. They identify your web browser.

We use cookies for the following purposes:

1. to ensure that the Website functions properly
2. to improve the Website based on how you got to the Website and what devices you use

Cookies on our Website generally fall into the following categories:

- **Strictly Necessary Cookies:** These are required for the operation of our Websites. These cookies and other technologies are essential in order to enable the Website to provide the feature you have requested. We are not able to operate without them. They are related to the core functionality of the Website and related services. For example, this allows the Website to verify your identity and provide secure access, maintain browsing activities in a single session, keep you logged in while using, allows searching through the Website and remember items saved in your cart. These cookies are session cookies which are erased when you close your browser.
- **Performance Cookies:** These cookies collect information about how you use the Website. These allow us to recognize and count the number of users of our Website and see how such users navigate through our Website. This helps to improve how our Website works and helps in creating an analytics report of how the website is doing, for example, the number of visitors, user interactions including mouse movements, clicks, or scrolls, diagnostic events such as script and image errors, page events such as page visibility and page dimensions, custom events, the sources of their visits, and the behavior of visitors on the Website. These cookies are used to understand how you get to our Website and highlight areas we can improve. These cookies are session cookies which are erased when you close your browser.
- **Functional Cookies:** These improve the functional performance of our Website and make it easier for you to use. For example, cookies are used to remember username and password, user choices and preferences, such as language selection, storing session related information, or to remember that you have previously visited the Website and asked to remain logged into it, and other features or performing tasks requested by you. These cookies are session cookies which are erased when you close your browser. Cookies are also used in the chatbot features of the Website.
- **Targeting Cookies:** These cookies record your visit to our Website, including the pages you have visited and the links you have followed, to recognize you as a previous visitor and track your activity on our Website and other websites you visit. As persistent cookies, they remain on your device for use during future visits to our Website. They collect information about your browsing habits to make the advertisements and content we provide more relevant to you and your interests. Additionally, they limit the number of times you see an advertisement or certain content and help determine the effectiveness of advertising or marketing campaigns. These cookies are usually placed by third-party advertising networks, and the information is shared with other parties, such as advertisers. They remember the websites you visit, and that information is shared with other

parties, such as advertisers. You can delete these cookies via your browser settings.

3. USING COOKIES AND ITS PURPOSE

We use cookies for various purposes related to providing our global services, which include but are not limited to:

- **Authentication Cookies:** We use cookies to verify your account and track when you're logged in, making it easier for you to access the website and enjoy the appropriate experience and features.
- **Essential Cookies:** These cookies are necessary for the operation of this Website. They enable you to navigate through the Website and use its features.
- **Analytics and Performance Cookies:** We use these cookies to collect information about how visitors use and engage with this Website which allows us to understand usual interaction in our Website. This helps us improve the Website's functionality and performance and build better features that enhance your experience.
- **Personalization Cookies:** These cookies enable us to remember your preferences and choices, such as relevant to your local like language preferences, and provide enhanced, more personalized features.
- **Marketing and Advertising Cookies:** These cookies track online activity to help advertisers deliver more relevant advertisements or limit the number of times you will see them. We work with third-party advertising partners who may use cookies to deliver personalized advertisements that are relevant to your interests.
- **Security and integrity:** We use cookies to help us keep your Personal Data secure to prevent fraud, and protect you as you interact with our Website.

4. HOW TO MANAGE COOKIES

There are several ways to manage and adjust your cookie settings. However, if you choose to reject all optional cookies, you may experience inconvenience and limitations in the functionality we can offer. For instance, the live chat will not be automatically activated, or we won't be able to save your searches or recognize your computer, requiring you to log in each time you visit our Website. Please be aware that Strictly Necessary Cookies, necessary for our Website's operation, cannot be opted out of.

- **Browser Settings:** Your browser may provide tools to control cookies. The method depends on your browser and the type of cookie. Some browsers offer a "Do Not Track" feature, allowing you to indicate that you don't want your online activities tracked. These features are not yet standardized, so we do not currently respond to them.
- **Controlling Online Interest-Based Ads:** We collaborate with online advertising vendors to deliver relevant and valuable ads, including those on our Website and other websites. These ads may rely on data collected by us or third parties, such as your postal code or your activities on our Website and other third-party websites.

To manage cookies (basic, analytical, and marketing), access your browser settings. If you wish to clear all cookies installed by websites you've visited, you may refer to Section 6 of this Policy. Please note that clearing all cookie tracking files may still allow some other types of cookies to be used. Additionally, keep in mind that clearing cookies may occur when purchasing a new computer, installing or updating a browser, or making modifications to your browser settings.

5. HOW TO BLOCK COOKIES

Numerous web browsers offer the option to reject the use of cookies. You can explore the following links to gain a better understanding of how to manage cookies within your web browser. Keep in mind that disabling cookies affects not only this Website but also all other websites you visit.

- [Internet Explorer - Read here.](#)
- [Chrome - Read here.](#)
- [Firefox - Read here.](#)
- [Safari - Read here.](#)
- [Opera - Read here.](#)
- [iPhone, iPad and other equipment from Apple - Read here.](#)
- [Android phones and other equipment - Read here.](#)
- [Google cookies Opt-out - Read here.](#)
- [Third Party vendor's use of cookies Opt-out - Read here.](#)
- [Google Analytics Opt-out- Read here.](#)

It's important to note that blocking cookies can potentially impact the performance of many websites.

6. HOW TO DELETE COOKIES

You also have the choice to remove cookies stored on your computer. Simply follow your browser's instructions for doing so. However, be aware that deleting cookies may adversely affect the performance of numerous websites. Also note strictly necessary cookies, which are essential for the functioning of websites, cannot typically be deleted or disabled as they are required for core website operations.

For additional details on deleting cookies, you can refer to this resource: <https://allaboutcookies.org/>

7. CONSENT TO THE COOKIES

By visiting this Website, you consent to the use of cookies as described in this policy. If you do not consent to the use of cookies, please disable them in your browser settings or refrain from visiting this Website.

8. CHANGES TO THIS POLICY

We may update this Policy from time to time. Any changes will be posted on this page, and the "Effective Date" will be updated.

If we make any changes to this Policy that materially change how we process your Personal Data, we will provide the necessary notices on this Website, or as appropriately required by data protection laws. By continuing to visit this Website and obtain our services without consenting to the changes or opting out, it will be deemed that you have consented to such changes by your conduct.

We advise you to periodically check here for the most current version of our Policy to stay informed about how we are helping to protect the Personal Data that we collect. You acknowledge and agree that it is your responsibility to review this Policy periodically and become aware of modifications.

9. CONTACT US

By visiting this Website, you acknowledge that you have read and understood this Policy and consent to the practices described herein.

Hotel is your personal data Controller as defined by applicable data protection laws. Exely processes Personal Data in accordance with principles and provisions under Regulation (EU) 2016/679 the General Data Protection Regulation, and applicable data protection laws.

If you have any questions about this Policy or wish to exercise your rights, please contact the Hotel and you can find Hotel's contact details on the Contact page of this Website.