

1. Introduction

Lemon Tree Hotels Limited (LTHL) together with its affiliates and subsidiaries (collectively referred to as the "Company" or "Lemon Tree" or "Us" or "LTH" and also indicated by "us", "we" or "our") use cookies across www.lemontreehotels.com and its related websites to improve performance and enhance the experience. This policy explains how we do that.

2. What are Cookies?

Cookies are small text files that a website downloads onto your computer or other internet-enabled devices (such as mobile phones and tablets) when you visit a website. The cookie will help the website recognize your device the next time you visit.

Cookies can be used for a variety of purposes such as remembering your preferences, measuring your activity and optimizing your user experience.

Most cookies won't collect information that identifies you. Instead, they will collect more general information such as your general location or how you arrive at and use our websites.

3. What sort of cookies does LTH use?

Generally, our cookies perform three different functions:

1. Enabling our websites to function properly

Some cookies are essential for the operation of our websites. For example, we use cookies to ensure that you are shown the correct webpages for your location, or to identify when we have broken links or other technical issues with the website.

2. Analysing visitor behaviour

We use cookies to analyse how our visitors use our websites and to monitor website performance. This allows us to provide a high-quality experience by making sure that our content and layout remains relevant to you. For example, we use cookies to keep track of which pages and links are most popular and which are not providing the information that's required by our visitors.

3. Optimising and personalising

Cookies are also used to optimise the webpages that you visit, and to personalise the content that we show you across all our digital assets, based on what we understand about your requirements.

Name of Cookie	Domain	Purpose of cookie	Type of cookie	Duration
_ga	www.lemontreehotels.com	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly	Analytics	2 years

		generated number to identify unique visitors.		
_gid	www.lemontreehotels.com	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	Analytics	1 day
_ga_QGQQBS873K	www.lemontreehotels.com	This cookie is used by Google Analytics. This collects data on the visits a user has visited the website as well as dates for the first and most recent visit.	Analytics	2 years
_gcl_au	www.lemontreehotels.com	This cookie is used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	Marketing	3 months
_fbp	www.lemontreehotels.com	This cookie is used by Meta. It is used to deliver a series of advertisement products.	Marketing	3 months

4. How can you block cookies?

You can control whether to accept cookies or not. If you decide to not accept cookies, some features and services on our websites will not function properly.

If you would prefer not to accept cookies you can either:

- Change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; or
- Set your browser to automatically not accept any cookies.

You can manage cookies in the privacy settings of the web browser you are using. Please see below for more information.

You can disable and/or delete cookies by using your browser settings. Please note that if you use your browser settings to block all cookies you may not be able to access parts of our or others' websites. The following pointers provide information on how to modify the cookies' settings on some popular browsers:

- **Apple Safari:**
 - ✓ <https://support.apple.com/en-in/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
- **Google Chrome:**
 - ✓ <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>
- **Microsoft Internet Explorer**

- ✓ <https://support.microsoft.com/en-in/help/17442/windows-internet-explorer-delete-manage-cookies>
- **Mozilla Firefox**
 - ✓ <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>