

Last modified: May 29, 2018

The Park Vista a DoubleTree by Hilton

COOKIE POLICY

The Park Vista a DoubleTree by Hilton (“HOTEL”) policy is to be transparent and open to its users about its privacy-related practices. This policy provides detailed information about how and when we use cookies. This Cookie Policy explains these technologies and, where applicable, how you can choose to control them. This Cookie Policy is part of our more comprehensive Privacy Policy and is a legally binding agreement between **The Park Vista a DoubleTree by Hilton** and you as a user of our Sites.

We may change this Cookie Policy at any time and will post a notice of such changes on our Sites. Please check back to review any updates to this Cookie Policy. The last modified date at the top of this page indicates when this Cookie Policy was last revised. Any changes in this Cookie Policy will become effective when we make the revised Cookie Policy available on or through the Sites.

1. DOES HOTEL USE COOKIES?

Yes. As described in our Privacy Policy, we use cookies and other technologies to ensure everyone who uses our Site has the best possible experience. By checking the “Agree and Proceed” button on our cookie pop-up notice on our Sites, or clicking to close the cookie pop-up notice on our Sites, you agree that you have affirmatively consented to and opted-in to our use of cookies as described in this Cookie Policy. Further, by using the Sites, you agree that we can use these technologies as described in this Cookie Policy. We hope that this Cookie Policy helps you understand our use of cookies and other tracking technologies. If you have any further questions regarding this Cookie Policy or requests, please contact us at our contact information provided below in Section 8.

2. WHAT IS A COOKIE?

A cookie is a small file placed onto your device from our servers. They are widely used in order to make websites and cloud-based services work in a better, more efficient way. For example, they can recognize you and remember important information that will make your use of a website or cloud-based service more convenient (e.g., by allowing you to enter a password less frequently or remembering your user preferences).

Taken alone, cookies do not personally identify you – rather, they merely recognize your Web browser. Unless you choose to identify yourself to HOTEL, such as filling out a web form or you have previously identified yourself to us, you remain anonymous.

3. WHAT COOKIES DO WE USE?

We use different types of cookies on our Sites to make your interaction with our Sites easy and meaningful – strictly necessary cookies, functionality cookies, analytics cookies, and advertising cookies. The Sites may include first-party cookies (i.e., cookies that send data directly to HOTEL and agents and contractors acting on our behalf, including cookies used to monitor, analyze, and administer the Sites) and third-party cookies (i.e., cookies that send data to our contractors for their commercial use).

We use cookies that are session-based and persistent-based. Session cookies exist only during one session. They disappear from your computer or device when you close your browser software or turn off your computer. Persistent cookies remain on your computer or device after you close your browser or turn off your computer. You can control the use of cookies at the individual browser level (see Section 5 below for instructions on how to do so), but note that if you choose to disable cookies, it may limit your use of certain features or functions on our services and websites.

Below we describe the different types of cookies we may use on the Sites and our purpose for using them. You have the ability to opt out and limit which cookies apply to your use of our Sites – more information on how to change your browser’s cookie settings are provided in Section 5 below.

A. Strictly Necessary Cookies.

Some cookies are essential to the operation of our services on the Sites. They are used to facilitate our log-in process, authenticate users, and enable you to navigate the Sites and to use their features. They are also used by our customer service team for in product messaging and analytics. Without these cookies, we may not be able to provide certain services or features, and the Sites may not perform as smoothly for you as we would like.

Because strictly necessary cookies are essential to operate our services on the Sites, if you choose to use a product on our Sites, there is no option to opt out of these cookies.

B. Functionality Cookies.

In some circumstances, we may use functionality cookies. Functionality cookies allow us to remember the choices you make while browsing on the Sites, and to provide enhanced and more personalized content and features, such as customizing a certain webpage or application page, remembering if we have asked you to participate in a promotion and for other services you request, like watching a video or commenting on a blog. In order to permit your connection to the Sites, our servers receive and record information about your computer and browser, potentially including your IP address, browser type, and other software or hardware information. All of these features help us to improve your visit and assist in navigation of the Sites’ features.

To manage the use of functionality cookies on our Sites, or to opt out of their use, follow the instructions in Section 5 of this Cookie Policy. Note that opting out may impact the functionality you receive when using our Sites.

C. Analytics Cookies.

We and our service providers may use analytics cookies, which are sometimes called performance cookies, to collect information about your use of the Sites and enable us to improve the way they work. Analytics cookies collect information about how you use the Sites, for instance, which pages you go to most. The information allows us to see the overall patterns of usage, help us record any difficulties users may have while using the Sites and show us whether or not our advertising is effective.

To manage the use of analytics cookies on our Sites, or to opt out of their use, follow the instructions in Section 5 of this Cookie Policy. Note that opting out may impact the functionality you receive when using our Sites.

D. Advertising Cookies.

We may also use cookies and similar tools to correlate your use of the Sites to personal information obtained about you. For example, if you have asked us to provide you information about our upcoming campaigns, our services or any promotions, we may utilize our cookie and/or clickstream data about your activities when you engage with us on the Sites. By evaluating this information, we may more clearly target the information we provide you to the specific items we think you will find interesting, based on your prior online activities and preferences.

We also use third party advertising cookies. We and our service providers may use advertising cookies to deliver ads that we believe are more relevant to you and your interests.

To manage the use of advertising cookies on our Sites, or to opt out of their use, follow the instructions in Section 5 of this Cookie Policy. Note that opting out may impact the functionality you receive when using our Sites.

4. THIRD PARTY COOKIES ON THE SITES.

In some circumstances, we may work with third parties to provide services on our Sites. For example, we use analytics services supported by third party companies who generate analytics cookies on our behalf. We may not have access to these cookies, although we may use statistical information arising from the cookies provided by these third parties to customize content and for the other purposes described above. These companies may also transfer this information to other parties where required to do so by law, or where such other parties process the information on their behalf.

We may not control these third-party cookies and their use may be governed by the privacy policies of the third parties employing these cookies. To learn about these cookies and to disable or reject third-party cookies, please refer to the relevant third party's website and privacy policy.

| Third Party | Description |
|------------------|--|
| Google Analytics | Google Analytics is an ad management and ad serving technology. Google Analytics places cookies on the HOTEL Sites so that HOTEL can record how many signups and leads originated from its marketing activity. |

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| | For information on how to reject or delete this cookie, please visit: tools.google.com/dlpage/gaoptout |
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You can also learn more about controlling cookies in Section 5 below.

5. HOW YOU CAN CONTROL COOKIES ON OUR SITES.

If you want to control the cookies that are placed on your computer or other device, you could view cookies stored on your hard drive, choose whether or not to permit cookies to be set by default by changing browser settings as provided in this Section, or delete the cookies stored on your hard drive.

Please be aware, however, that your decision to control cookies may affect your experience of our Sites – you may not be able to access all or parts of those Sites. Turning cookies off, for instance, will prevent you from registering for, signing in to, and using many of the services on our Sites.

The main Web browsers allow you to change your cookie settings directly through their sites. These settings will typically be found in the ‘options’ or ‘preferences’ menu of your browser. In order to understand these settings, the following links may be helpful; otherwise you should use the ‘Help’ option in your browser for more details.

| <u>Browser</u> | <u>Link to Change Cookie Settings</u> |
|-------------------|---|
| Chrome | support.google.com/chrome/bin/answer.py |
| Internet Explorer | support.microsoft.com/kb/196955 |
| Safari | docs.info.apple.com/article.html |
| Firefox | support.mozilla.org/en-US/kb/Cookies |
| Flash | www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html#117118 |

For information on how to use the browser of your mobile device to amend cookie settings, you will need to refer to your mobile device manual.

The following third party links contain additional information about cookies and other helpful information on your ability to control what cookies apply to you. Please note, however, that these links will take you to third party sites over which HOTEL has no control:

| <u>Link to Site</u> | <u>Description</u> |
|---------------------|--------------------|
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| www.allaboutcookies.org/ manage- cookies/index.html | offers comprehensive information on how to amend the settings of a wide variety of browsers, details on how to delete cookies from your computer, and more general information about cookies |
| www.aboutcookies.org | offers comprehensive information on how to amend the settings of a wide variety of browsers, details on how to delete cookies from your computer, and more general information about cookies |
| www.youonlinechoices.co m/uk | offers information about third party cookies generated by advertisers and how you can turn these off by going to the Internet Advertising Bureau's (IAB) consumer site |
| www.networkadvertising.o rg | offers a comprehensive listing of opt-outs for advertising platforms, however, note that there are many more networks listed on this site than those used by us at HOTEL |

6. “DO NOT TRACK” SIGNALS.

“Do Not Track” is a concept that has been promoted by regulatory agencies such as the U.S. Federal Trade Commission (FTC), for the Internet industry to develop and implement a mechanism for allowing Internet users to control the tracking of their online activities across websites by using browser settings. Some Web browsers may be configured to send Do Not Track signals to websites, or users may use similar mechanisms, to indicate a user’s preference that certain web technologies not be used to track the user’s online activity. The Sites do not accept or process such Do Not Track signals or similar mechanisms.

7. OUR PRIVACY POLICY.

This Cookie Policy only contains information about HOTEL’s use of cookies. Please see our Privacy Policy for a detailed description of how we collect, use, and disclose information about our users.

8. CONTACT US.

If you have any comments or questions about our Sites, including our use of cookies, please contact us at legal@matrixformedia.com or write to us at The Park Vista Attn: Legal, 705 Cherokee Orchard Road, Gatlinburg, TN 37738.