

Big Bus Tours Cookie Policy

Big Bus Tours Ltd (“we”, “us”, “our”) use a small number of cookies on our website (www.bigbuspartners.com) (the “Website”).

This policy sets out information to explain what cookies are, the types of cookies that we use and the purposes for which we use cookies.

What are cookies?

Cookies are small text files placed on your computer, tablet, mobile phone or other handheld device when you visit our Website. Cookies are then sent back to our Website each time you visit the Website. They enable the Website to recognise your devices and store certain information about you, including your browsing preferences. Importantly, they distinguish you from other users of our Website, enable us to optimise the service that we provide through the Website and provide you with a more tailored experience.

What types of cookies do we use and what do we use them for?

In general terms, we use both session cookies (which expire at the end of a particular browsing session) and persistent cookies, which will remain on your device and enable us to remember your actions or user preferences across multiple browsing sessions.

More specifically, the types of cookies used on the Website, and the purposes for using such cookies are follows:

	Purpose
_ga	This cookie is part of Google analytics, and is used to distinguish users.
__utma	Google Analytics tracking - this cookie is used to distinguish users and sessions.
__utmb	Google Analytics tracking - this cookie is used to determine new sessions/visits.
__utmc	Google Analytics tracking - this cookie is used to determine whether or not to establish a new session for the user.
__utmz	Google Analytics tracking - this cookie is used to store the traffic source or campaign that explains how the user reached our site.
__utmv	Google Analytics tracking - this cookie is used to store visitor-level custom variable data.
__utmt	This cookie is set by Google Analytics. As per their documentation it is used to throttle the request rate for the service. It expires after 10 minutes.
_gat	This cookie is part of Google analytics, and is used to throttle request rate, this cookie expires in 10 minutes.
_session	This cookie is an essential tracking cookie for securely providing access to the back-end of the website.

Disabling cookies

In your web browser settings you can control which types of cookies you allow. You can use your browser settings to receive notices of when new cookies are set, to turn cookies on or disable them entirely and to clear your browser's cache (history). If you change the cookies settings on your browser, we will ask for your consent to use cookies the next time you visit our Website.

Unless you have adjusted your browser settings to refuse cookies, we will issue cookies when you visit our Website, for the purposes set out above.

To find out more about cookies, including how to see what cookies have been set on your computer and how to manage and delete them, visit www.allaboutcookies.org.

Contact

For help or for further information in relation to this policy, please email bookingsupport@bigbustours.com.