

What Cookies Are

Cookies are small text files that are sent to your computer while you are on a website. They help us find out which website pages are effective and which of them need improvement.

We use cookies for marketing purposes:

- to ensure that the website functions properly
- to improve the website based on how you got to the website and what devices you use

The "How to Manage Cookies" section below describes how you can change your cookie preferences. Please note that if you turn off cookies and similar technologies completely, this may affect your user experience on the website, and some features might not work as expected.

What Types of Cookies We Use

Below you will find a list of different cookie types that can be used on this website. This Cookie Policy describes how we use all kinds of information that can be collected from cookies.

We provide an expiration period for each of these cookie types based on the information we have. However, the expiration dates for any third-party cookies are set by these companies and can be changed by them at any time.

1. Basic cookie files

Basic cookies allow you to navigate through our site and use our services and functions. Without these files, our website will not be able to work effectively.

See below for examples of each type of cookie:

| Cookie Name | Description | Expiry |
|-------------|--|-------------------|
| PHPSESSID | Preserves user session state across page requests. | User session time |
| BX_USER_ID | CMS Bitrix cookie | 10 years |

| | | |
|---------------------|---|-------------------|
| BITRIX_SM_TIME_ZONE | CMS Bitrix cookie | 20 years |
| _tl-agreement | Cookie policy agreement cookie | User session time |
| _tl-marketing | Cookie policy agreement cookie | User session time |
| user_key | Yandex.Metrics service analytics cookie | User session time |
| 1P_JAR | Google cookie. These cookies are used to collect website statistics and track conversion rates. | 1 month |

2. Analytics cookies

Analytics cookies collect information about your use of the site and help us to improve its functionality. For example, analytics cookies show us the most frequently visited pages on the site as well as analyze the site traffic. We use analytics cookies to look at the general trends of how people use the site, and not how a user interacts with the website.

We use two platforms for analytics: Google Analytics and Yandex.Metrics.

Because cookie standards are continuously evolving, we recommend that you take a look at this policy from time to time to see if there were any changes. The following parties place cookies and/ or other technologies on our website:

- [Google](#)
- [Yandex](#)

Google Analytics service.

Google Analytics service uses cookie technology. Google Analytics provides us with anonymous statistics. The service operates with IP-addresses, as well as information about

the cookies that are used on our websites, so we learn how many people visit our site, how many of them browse certain pages, what browsers they use (which allows us to improve the compatibility of our services for more people) and sometimes which countries and regions users live in. Sometimes IP addresses and information from cookies are processed outside the European Economic Area, and in this case, we guarantee that they are processed in accordance with the requirements of the Information Protection Act.

If you want to learn more about the cookies used in Google Analytics, you should go to the link below:

Google Analytics: <https://tools.google.com/dlpage/gaoptout>

We use the Yandex.Metrics web analytics service provided by Yandex LLC, 119021, Russia, Moscow, ul. L. Tolstoy, 16 (hereinafter referred to as Yandex).

Yandex.Metrics service.

The Yandex.Metrics service uses cookie technology. The information collected by the cookie can not identify you, but it can help us improve our site. Information about the use of this site by you, collected with the help of a cookie, will be transferred to Yandex and stored on the Yandex server in the EU and the Russian Federation. Yandex will process this information to evaluate the use of your site, compiling reports on the activities of our site, and providing other services. Yandex processes this information in the order established in the conditions of using the Yandex.Metrics service.

You can opt out of using cookies by selecting the appropriate settings in the browser. Also you can use the tool: <https://yandex.ru/support/metrika/general/opt-out.html> . However, this can affect the operation of some functions of the site. By using this site, you agree to the processing of data about you by Yandex in the manner and purposes indicated above.

See below for examples of each type of cookie:

| Cookie Name | Description | Expiry |
|--------------------|-----------------------------------|-------------------|
| TLV_[*] | TravelLine booking engine cookie. | User session time |
| TLBF_[*] | TravelLine booking engine cookie. | User session time |

| | | |
|-------------------------------------|---|-------------------|
| BLOGCP | TravelLine booking engine cookie. | User session time |
| TLE_loader-message-experiment-fixed | TravelLine booking engine cookie. | User session time |
| __gat | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | User session time |
| __utma | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | User session time |
| __utmz | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | User session time |
| __utmt | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | User session time |
| __utmb | Registers a unique ID that is used to generate statistical data on how the visitor uses the webUser session timesite. | User session time |
| __utmc | Registers a unique ID that is used to generate statistical data on how the visitor uses the webUser session timesite. | User session time |

| | | |
|----------------|--|-------------------|
| caltat | TravelLine booking engine cookie. | User session time |
| _gac_[*] | TravelLine booking engine cookie. | 3 months |
| _ym_isad | Yandex.Metrics service analytics cookie. | User session time |
| _ym_uid | Yandex.Metrics service analytics cookie. | User session time |
| _ym_visorc_[*] | Yandex.Metrics service analytics cookie. | User session time |
| test_cookie | Check For Permission | User session time |
| IDE | Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user | 1 year |
| yabs-sid | Yandex.Metrics service analytics cookie. | User session time |

| | | |
|-------------------|--|-------------------|
| yandexuid | Yandex.Metrics service analytics cookie. | User session time |
| yp | Yandex.Metrics service analytics cookie. | User session time |
| yabs-frequency | Yandex.Metrics service analytics cookie. | User session time |
| i | Yandex.Metrics service marketing cookie. | 10 years |
| _ga | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 2 years |
| _gat_gtag_[*] | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | User session time |
| _gid | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | User session time |
| _gat_TIGaTracker1 | TravelLine booking engine cookie. | User session time |

| | | |
|---------|---|-------------------|
| NID | Google cookie for identification | 6 months |
| OGPC | Coogle cookie | 90 days |
| SAPISID | Used by Google to store user preferences and information of Google maps | User session time |
| APISID | Used by Google to store user preferences and information of Google maps | User session time |
| SID | Used by Google to store user preferences and information of Google maps | User session time |
| SIDCC | Google security cookie to protect users data from unauthorised access | User session time |
| SSID | Used by Google to store user preferences and information of Google maps | User session time |
| PMC | Tripadvisor cookie | 2 year |

| | | |
|------------|--------------------|-------------------|
| SRT | Tripadvisor cookie | User session time |
| ServerPool | Tripadvisor cookie | User session time |
| TACds | Tripadvisor cookie | User session time |
| TART | Tripadvisor cookie | 5 days |
| TACds | Tripadvisor cookie | 6 months |
| TASSK | Tripadvisor cookie | 5 months |
| TAUD | Tripadvisor cookie | 2 weeks |
| TASession | Tripadvisor cookie | User session time |

| | | |
|-------------------|--------------------|-------------------|
| TATravelInfo | Tripadvisor cookie | 1 month |
| User session time | Tripadvisor cookie | 1 month |
| TAUnique | Tripadvisor cookie | User session time |
| VRMCID | Tripadvisor cookie | 3 years |
| CM | Tripadvisor cookie | 10 years |
| PAC | Tripadvisor cookie | 10 years |
| __gads | Tripadvisor cookie | User session time |
| CONSENT | Coogle cookie | 20 years |

| | | |
|---------------------|---|-------------------|
| HSID | Used by Google to store user preferences and information of Google maps | User session time |
| __cfduid | Cookie is used to identify individual clients behind a shared IP address and apply security settings on a per-client basis. | 3 months |
| optimizelyBuckets | Cloudflare cookie | 10 years |
| optimizelyEndUserId | Cloudflare cookie | 10 years |
| optimizelySegments | Cloudflare cookie | 10 years |
| _biz_flagsA | Cloudflare cookie | 1 year |
| _biz_nA | Cloudflare cookie | 1 year |
| _biz_pendingA | Cloudflare cookie | 1 year |

| | | |
|---------------------|-------------------|----------|
| _biz_sid | Cloudflare cookie | 1 year |
| _biz_uid | Cloudflare cookie | 1 year |
| PAPVisitorId | Sendpulse cookie | 8 years |
| dv | Rambler cookie | 29 years |
| dvr | Rambler cookie | 29 years |
| geoid | Rambler cookie | 29 years |
| rambler_3rdparty_v1 | Rambler cookie | 45 days |
| ruid | Rambler cookie | 6 months |

| | | |
|------|----------------|----------|
| uuts | Rambler cookie | 6 months |
|------|----------------|----------|

3. Marketing cookies

Ad networks and media agencies act as intermediaries for websites and advertisers. The marketing cookies of these parties make the following possible:

- We can show you advertisements from third parties
- Our advertising partners can combine your preferences at bol.com with information they collect when you visit other websites

For the cookies that these parties place for marketing purposes, we refer to the statements on the websites of these parties. Because cookie standards are continuously evolving, we recommend that you take a look at this policy from time to time to see if there were any changes. The following parties place cookies and/ or other technologies on our website:

- [Facebook](#)

We only use marketing cookies if you have given permission for this. If you do not give permission, advertisements will still be shown, but these are random advertisements.

See below for examples of each type of cookie:

| Cookie Name | Description | Expiry |
|-------------|--|----------|
| fr | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 3 months |
| remixlang | VK.com marketing cookie. | 1 year |

| | | |
|---------------------|----------------------------|-------------------|
| rtrg | VK.com retargeting cookie. | User session time |
| tr | Facebook marketing cookie. | User session time |
| 1kvcu24 | LiveTex.ru cookie. | 13 days |
| lt_uid | LiveTex.ru cookie. | User session time |
| jv_enter_ts_[*] | Jivosite cookie. | User session time |
| jv_pages_count_[*] | Jivosite cookie. | User session time |
| jv_utm_[*] | Jivosite cookie. | User session time |
| jv_visits_count_[*] | Jivosite cookie. | User session time |

| | | |
|--------|-------------------------|-----------|
| c_user | Facebook cookie user id | 3 months |
| datr | Facebook cookie | 11 months |
| sb | Facebook cookie | 6 months |
| xs | Facebook cookie | 3 months |

How to Manage Cookies

You can disable cookies — basic, analytical and marketing — in the settings of your browser. Information about frequently used browsers can be found here: <http://www.allaboutcookies.org/manage-cookies/index.html>. To delete cookies set by our site and other sites, you can follow the instructions on the help pages of your browser or sites. You can also block the installation of cookies in the future by our site and other sites.

If you want to clear all cookies installed by the websites that you visited, here is the link to the program to clear the cookie tracking files: http://www.lavasoftusa.com/products/ad-aware_se_personal.php. Should you decide to clear all cookie tracking files, some other types of cookies may still be used. Please note that if you purchase a new computer, install or update a browser, erase or otherwise modify your browser's cookies, it may also result in the clearing of cookies.

How to Block Cookies

Many browsers allow you to refuse the use of cookies. The links below will help you to learn more about how you can control cookies in your web browser. However, remember that disabling cookies extends not only to this, but to all other websites.

- Internet Explorer <http://support.microsoft.com/kb/278835> (All versions of IE: Information about the mobile version can be found here: www.microsoft.com/windowsphone/en-us/howto/wp7/web/changing-privacy-and-other-browser-settings.aspx)

- Chrome: <http://support.google.com/chrome/bin/answer.py?hl=en-GB&answer=95647>
- Safari: <http://docs.info.apple.com/article.html?path=Safari/5.0/en/9277.html> (or <http://support.apple.com/kb/HT1677> for mobile browser versions)
- Firefox: <http://support.mozilla.org/en-US/kb/Enabling%20and%20disabling%20cookies>
- Opera: <http://www.opera.com/browser/tutorials/security/privacy/>

Blocking cookies can have a negative impact on the performance of many websites.

How to Delete Cookies

You also have the option to delete cookies that are stored on your computer. Just follow the instructions of the browser. Again, deleting cookies can have a negative impact on the performance of many websites.

More information about deleting cookies can be found here:

<http://www.aboutcookies.org/page-2>.

Policy Updates and Feedback

This is a brief description of how we use cookies today. If we change our use of cookies, we can also change this policy for cookies. The designation "Last revision date" at the top of this page indicates the date on which it was last modified. If you have any questions or suggestions regarding this policy, please let us know by contacting:

Contact Details

Novy Arbat Hotel Leasing LLC is the personal data processing operator as defined by the Federal Law *On Personal Data* No. 152-FZ (Russia) dated the 27th of July, 2006.

Novy Arbat Hotel Leasing LLC processes personal data in accordance with this Privacy Policy.

If you have any suggestions or questions regarding our Privacy Policy, please email us at mskarbat.fo@activhotels.ru or at the following address: «ARBAT STARS» HOTEL AND APARTMENTS 5*, 32, Novy Arbat street, Moscow, 121099, Russian Federation.

Or simply go to our contacts page: <https://arbatstars.activhotels.ru/en/contacts/>

«ARBAT STARS» HOTEL AND APARTMENTS 5* is your personal data Controller as defined by the GDPR dated the 25th of May, 2018.

TravelLine GROUP LLC is the personal data processor as defined by the GDPR dated the 25th of May, 2018.

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