Cookie	Name	Purpose	Persistent/ Session	More information
Google Analytics	_utma _utmb _utmc _utmv _utmz	These cookies are used to collect anonymous information about how visitors use our site. We use the information to compile analytical reports which help us improve our website. The cookies collect information such as the number of visitors to our website, how they arrived there (e.g. directly from the internet or through linking from another website) and tracking which webpages they visited. Cookies are anonymous to us until the point of signing in or booking.	Persistent	**Click here for an overview of privacy at Google**
Adobe Dynamic Tag Manager		Allows us to make your browsing experience more personalised, for example, by saving your preferences and showing you targeted advertising should we change prices or availability.	Persistent	Further details can be found **here**.
DoubleClick		Allows us to track your usage of our website for the purposes of paid advertising so that we can ascertain if an advertisement we showed you caused you to visit the website.	Persistent	Further details can be found **here**.
YouTube		We will embed YouTube videos onto the website, YouTube will then track your usage of the video, how long you watch it for, your IP address and location.	Session	Further details can be found **here**.
Google Maps		We will embed Google Maps content onto the website, Google will then track your usage of maps, your IP address and location.	Session	Further details can be found **here**.