

# DOHOP

## Cookie Policy

This Cookie Policy is meant to explain how cookies and similar tracking technologies (“cookies”) are deployed on a device, either when a user (“you, your”) visits Dohop ehf. (“Dohop, we, our”) web properties (i.e. [www.dohop.is](http://www.dohop.is), [www.dohop.com](http://www.dohop.com) and [www.waya.travel](http://www.waya.travel)), or when you are visiting a website based on our solution (“Partner Microsite”). The policy explains what these technologies are and why we use them, as well as your rights to control our use of them. Except as otherwise stated in this policy, our [Privacy Policy](#) will apply to our processing of the data that we collect via cookies and explains our principles when it comes to the collection, processing and storage of your information.

### 1. What are cookies and other storage technologies?

Tracking technologies such as cookies help us provide, protect and improve our websites and provide you with the best possible experience when using our websites. When you visit any website, it may store or retrieve information on your computer or other devices, mostly in the form of a small file called cookies. They are widely used to “remember” you and your preferences, either for a single visit (through a so-called session cookie) or for multiple repeat visits (using a persistent cookie). A session cookie is a temporary file that is erased when you close your browser. Persistent cookies on the other hand are permanently saved on your device until you erase them manually or they expire according to the expiration date issued by us, usually between 30 minutes and two years from the date they are first stored on your device.

Cookies may be set by the website that you are visiting (known as “first-party cookies”), or by third parties (“third-party cookies”). Third-party cookies enable third-party features or functionality to be provided on, or through, the visited website (e.g., advertisement, interactive content and analytics).

### 2. Cookies set on this site

Session-based and persistent cookies are used for a number of different purposes, but the main purpose for using cookies is to ensure that the website works properly and to improve user experience.

The persistent cookies on this website may contain information that might be about you, your preferences or your device and are used to make the website function as expected. The information does not directly identify you, but it can give you a more personalised web experience. This can include the following: Your anonymized or shortened IP address, your device type, the domain, browser type, language, operating system, country, time zone or information about your interaction with our websites.

The different categories of first and third-party cookies that may be set on this website are outlined below:

- **“Essential”** cookies are required for technical and security reasons for the website to function properly and cannot be switched off in our systems. Essential cookies do not store any personally identifiable information and are, therefore, not subject to users' consent. The collection and processing of such data is based on our legitimate interest.
- **“Functional”** cookies enable the website to provide enhanced functionality and personalisation but are non-essential to the website's use. These cookies are subject to the user's consent, and you may at any time choose to disable their functionality and revoke your consent to their use. However, if you do not allow these cookies then some or all of these services may not function properly.
- **“Performance”** cookies are used to enhance the performance of the website, e.g., by counting visits and traffic sources and collecting information on how users interact with the websites. Other analytical data is also collected through cookies set by trusted third-party networks (e.g. Google Analytics and Smartlook) to track details such as the number of unique visitors, and pageviews to help improve the user experience. These cookies are non-essential to the site use and are subject to the user's consent. You can always choose to disable the use of performance and analytics cookies. However, without these cookies, certain functionalities may become unavailable.

- **“Targeting”** cookies may include advertising cookies and/or social media cookies and are deployed by third parties, such as Google, Twitter, LinkedIn, Facebook and advertising companies. Advertising cookies are specifically designed to gather information from you on your device to build profiles of your interests to make advertising messages more relevant to you. Social networking cookies may also be used for advertising purposes e.g. to measure the effectiveness of our advertising done on such social network platforms and/or to enable you to share pages and content that you find interesting on our websites through third-party social networking and other websites. Please be aware that we have no direct control over the information that is collected by these cookies. The use of targeting cookies is subject to the user’s consent at any given time, and you may always choose to refuse their use.

### 3. Cookies set by our Partners

If you are visiting our Partners’ Microsite, the site’s representative (i.e., our Partner) may employ cookies and/or use technology from tracking utility companies, such as cookies or web beacons. Dohop may not have any access or control over such cookies placed by third-party scripts on a Microsite. The use of these technologies by our Partners is not covered by this Cookie Policy or Dohop’s Privacy Policy. We do not have control over third-party cookies or trackers our Partners use. Please visit [\*\*our Partner Cookie Policy and Privacy Policy\*\*](#) for further information in relation to this.

You can control what cookies our Partners may set by opting in or out of the non-essential cookies on the cookie banner that appears when you visit the Microsite.

### 4. Cookie set by third parties

Third-party cookies enable third-party tools, features and/or functionality to be provided on or through the website that you are visiting (e.g., for advertising, measurement service, interactive content and analytics). When you visit this website, those third-party organisations that support our services may place their own unique cookies on your browser to collect information for their own purposes, even if you are not a logged-in member of those organisations. This is because third-party cookies do not require you to actively engage with the third party’s content or visit their site, just load a page on which the third party’s technology sits. These cookies may inform the third-party organisation about your visit to our site which may be used by those organisations to deliver targeted messages and advertising to you. The third parties that set these third-party cookies onto your browser can recognise your computer both when you visit the website in question and also when you visit other websites.

Please be aware that In all cases, we do not set these cookies and we have no access to the information that they gather. Therefore we are not responsible for the collection, use or disclosure of information collected through third-party cookies and expressly disclaim any liability related to such collection, use or disclose. Such cookies and collection of information are subject to the third party organisations’ own cookie and privacy policy. You should make sure you are aware of how third parties will use cookies and whether your cookie data will be transferred to a third country outside the EU/EEA by checking the third party’s cookie and privacy policy.

We do offer you the opportunity to control third party cookies from trusted third parties we work with by opting in or out of the non-essential cookies on the cookie banner that appears when you visit this site.

### 5. Controlling Cookies

We respect your privacy and you have the right to accept or restrict the use of cookies, or even completely prevent them from being set.

When you first visit our websites, a pop-up window/cookie banner will appear, explaining the use of cookies by us, our Partners and third parties. There you can exercise your cookie preferences and alter your consent preferences – including withdrawing consent from non-essential cookies which you have previously given – at any time by moving the on/off toggle on the cookie banner. The cookie banner also has a link to this cookie policy for further information. Any selections you make will be automatically saved until the expiry of the cookie’s lifespan or if you choose to deactivate or restrict the use of cookies.

Essential cookies are strictly necessary to deliver the websites to you, and therefore the cookie banner doesn't allow you to refuse them. However, you can block or delete them by changing your browser settings, as described below.

You can set or amend your web browser controls to accept or refuse cookies at any time, and thereby revoke your consent to their use. As the means by which you can refuse cookies through your web browser controls vary from browser to browser, you should visit your browser's help section for more information or visit [aboutcookies.org](http://aboutcookies.org). If you choose to reject cookies, you may still be able to use this website although your access to some functionality and areas of our website may be restricted or hindered.

Some specific opt-out programs are available here:

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

Smartlook - <https://www.smartlook.com/opt-out/>

Details on advertising cookies and how to manage them – <http://www.youronlinechoices.eu> (EU based) / <http://www.aboutads.info> (US based).

## 6. Policy review and further information

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. An updated policy takes effect when it is made available on our websites. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

If you have any questions about our use of cookies or other technologies, please email us at [notice@dohop.com](mailto:notice@dohop.com).

The policy was last revised in April 2024.