

# Cookie Notice

Website: 360privatetravel.com — Last updated: 2 September 2026

## 1. Introduction

This Cookie Notice explains how 360 Private Travel Ltd (“we”, “us”, “our”) uses cookies and similar technologies on 360privatetravel.com (the “Site”), what each one does, and how you can control them.

We only set cookies beyond those strictly necessary for the Site to work after you give your consent through the cookie banner shown on your first visit. You can change your choice at any time — see Section 6, “Managing Your Preferences”.

## 2. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work, work more efficiently, and to provide information to the site’s owners. Cookies may be “persistent” (remaining on your device until they expire or you delete them) or “session” cookies (deleted when you close your browser).

## 3. The Categories of Cookies We Use

We group cookies into two categories, matching the choices offered in our cookie banner:

- Technical (Always Allowed) — required for the Site to function correctly, remember your preferences, and keep it secure. These cannot be switched off and do not require your consent.
- Marketing (Requires Consent) — used for analytics and marketing purposes: understanding how visitors use the Site and, where relevant, measuring engagement with our content. These are only set once you actively consent.

### 3.1 Technical Cookies — Always Allowed

These cookies are set on every visit, regardless of your cookie choice, because the Site cannot function properly without them.

| Cookie Name                                                                                                                         | Set By                | Purpose                                                                                                                | Duration   | Party     |
|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| cookieconsent_status                                                                                                                | Cookie Consent Banner | Remembers whether you have interacted with the cookie banner (Allow / Deny / Save Settings).                           | Persistent | 1st party |
| cookieconsent_status_tech                                                                                                           | Cookie Consent Banner | Records your choice for the Technical category.                                                                        | Persistent | 1st party |
| cookieconsent_status_marketing                                                                                                      | Cookie Consent Banner | Records your choice for the Marketing category.                                                                        | Persistent | 1st party |
| wp_consent_statistics<br>wp_consent_statistics-anonymous<br>wp_consent_marketing<br>wp_consent_functional<br>wp_consent_preferences | WP Consent API        | Shared record of your consent level for each category, used by the site to check consent before running other cookies. | Persistent | 1st party |
| wp-wpml_current_language                                                                                                            | WPML                  | Remembers your selected site language (EN / FR / JA / NL).                                                             | Persistent | 1st party |

| Cookie Name                                              | Set By           | Purpose                                                                                              | Duration          | Party                  |
|----------------------------------------------------------|------------------|------------------------------------------------------------------------------------------------------|-------------------|------------------------|
| wp-wpml_current_admin_language_*                         | WPML             | Remembers the language of the site dashboard. Only ever set for logged-in staff, never for visitors. | Persistent        | 1st party              |
| _GRECAPTCHA and related reCAPTCHA cookies                | Google reCAPTCHA | Distinguishes humans from bots on our contact form, to stop spam submissions.                        | ~6 months         | 3rd party (google.com) |
| wordpress_logged_in_*, wp-settings-*, wp-settings-time-* | WordPress core   | Standard login-session cookies. Only set for logged-in staff/administrators, never for visitors.     | Session / 2 weeks | 1st party              |

### 3.2 Marketing Cookies — Requires Consent

These cookies are only set after you click “Allow” on the cookie banner, or tick “Marketing” under “Save Settings”. They help us understand how the Site is used and measure the effectiveness of our marketing.

| Cookie Name    | Set By                 | Purpose                                                                                                      | Duration   | Party     |
|----------------|------------------------|--------------------------------------------------------------------------------------------------------------|------------|-----------|
| _ga            | Google Analytics       | Distinguishes unique visitors, so we can understand how the site is used.                                    | ~2 years   | 1st party |
| _ga_YPJ0YRR796 | Google Analytics (GA4) | Persists your session state for our Google Analytics 4 property.                                             | ~2 years   | 1st party |
| _clck          | Microsoft Clarity      | Persists a Clarity user ID across visits, connecting session recordings and heatmaps to a returning visitor. | ~1 year    | 1st party |
| _clsk          | Microsoft Clarity      | Connects multiple page views by the same visitor into a single Clarity session recording.                    | ~1 day     | 1st party |
| __kla_id       | Klaviyo                | Unique visitor/profile identifier used for our email marketing and on-site tracking.                         | Persistent | 1st party |

## 4. Third-Party Cookies

Some cookies on the Site are set by third parties whose services we use. We do not control these cookies directly; each provider's own privacy and cookie policy explains how they process your data:

- Google (Analytics, Tag Manager, reCAPTCHA) — see Google's Privacy Policy.
- Microsoft (Clarity) — see Microsoft's Privacy Statement.
- Klaviyo — see Klaviyo's Privacy Policy.

We encourage you to review these third parties' own policies for further detail on how they use the information collected through these cookies.

## 5. How Long Do Cookies Last?

Cookie lifespans are shown in the “Duration” column of the tables above. “Session” cookies are deleted when you close your browser; “Persistent” cookies remain until they expire or you delete them manually through your browser settings.

## 6. Managing Your Preferences

You can change your cookie choice at any time:

- Use the cookie banner shown on the Site to select “Allow”, “Deny”, or open “Save Settings” to choose by category.
- Most browsers also let you refuse or delete cookies through their settings — check your browser's Help menu for instructions. Note that blocking all cookies, including Technical ones, may affect how parts of the Site work (for example, our contact form's spam protection).
- Where a cookie is set by a third party (see Section 4), you can also manage your preferences directly through that provider, where available.

## 7. Changes to This Notice

We may update this Cookie Notice from time to time to reflect changes to the cookies we use or for legal or regulatory reasons. We encourage you to review this page periodically. This notice was last updated on the date shown above.

## 8. Contact Us

If you have questions about this Cookie Notice or how we use cookies, please contact us at [tech@360privatetravel.com](mailto:tech@360privatetravel.com)