Cookie Notice

Cookie 声明

About cookies and similar technologies

关于 cookies 和类似技术

Cookies are small data files that allow a web page to collect and store a range of data on your desktop, laptop, or mobile device. Cookies help us to provide important features and functionalities on our websites and mobile apps. We use them to improve your customer experience. With our permission, cookies from other companies may be placed on our websites and mobile apps. For example, we use cookies to:

Cookies 是一种小型数据文件，允许网页通过您的桌面、笔记本电脑或移动设备收集并存储一系列数据。Cookies 帮助我们提供网站和移动应用程序上的重要内容和功能。我们运用 cookies 来改进客户体验。经过我们许可后，其他公司的 cookies 可能被放置在我们的网站和移动应用程序上。例如，使用 cookies，我们可以：

IMPROVE THE OPERATION OF OUR WEBSITES AND MOBILE APPS.

改善我们网站和移动应用程序的运行。

Cookies allow us to evaluate and improve the operation of our websites and mobile apps so that we can personalise your experience and enable you to use and enjoy many of the useful features. For example, cookies help us track which pages you visit, what you choose to book as you

move through each stage of the booking process; they help us to adjust your preferences such as your recent searches, or remember listed vacation days and the content of your online shopping cart.

Cookie 允许我们对网站和移动应用程序的运行进行评估和改进，确保您可以享受到个性化的体验和有用信息。例如，Cookie 可以帮助我们对您所访问的页面、预订过程各阶段预订的内容加以跟踪；进而帮助我们根据您最近的搜索内容调整您的喜好或记住您的假期天数和购买内容。

IMPROVING THE PERFORMANCE OF OUR WEBSITES AND MOBILE APPS

提高我们网站和移动应用程序的性能

Cookies can help us to understand how our websites and mobile apps are used, for example, by telling us if you receive any error messages when using the site, so that we can then test various designs of our website and mobile apps

Cookies 可以帮助我们了解我们网站和移动应用程序是如何投入使用的，例如，在网站使用的过程中，告知我们是否收到任何错误信息，确保我们在收到错误信息时，可以针对我们网站和移动应用程序的各类设计开展测试。

Website analytics, including Google Analytics, provide information about the number of visitors to our website and mobile apps, which areas of our website and mobile apps are particularly popular, and whether there are trends such as, for example, a particular page is mostly viewed by

people in a particular country.

谷歌分析等网站分析可以提供有关我们网站和移动应用程序游客访问量的信息，从而知道网站和移动应用程序的哪些板块比较受欢迎，有哪些趋势，如：某个特定页面受到某个特定国家特定访客的多次关注。

These cookies ultimately help us to improve your visit to our website.

这些 cookies 最终可以帮助我们改进您在网站上的浏览体验。

PROVIDING RELEVANT ONLINE ADVERTISING

提供相关在线广告

We use cookies to provide online advertising that we believe to be of particular interest to you for visiting our websites, mobile apps, and visiting other websites. For example, these cookies help us to suggest flights from your nearest airport, a holiday at a destination that you are interested in, or products that you may like. These cookies may collect information about your online behaviour, such as your IP address, the website from which you came to ours, as well as information about your order history or the contents of your shopping cart. This means that you can see our advertising on our websites, mobile apps, and websites of other companies. You may also see advertisements for other companies on our websites and mobile apps. To help us provide only online advertising that's relevant to you, we also link data we've collected

through cookies in your device's browser to other data we collect.

我们使用 Cookie 来提供一些认为您在访问我们的网站、移动应用程序和其他网站时会特别感兴趣的在线广告。Cookies 可以为您建议附近机场出发航班，您可能感兴趣的度假目的地或您可能喜欢的商品。这些 cookies 可能会收集您的 IP 地址、您访问我们网站、您的订单记录或购物内容等信息。这意味着您可以在我们的网站和移动应用程序以及其他公司网站上看到我们的广告。同样地，您在我们的网站和移动应用程序上也可以看到其他公司的广告。为了帮助我们能够提供与您真正相关的在线广告，我们也会将浏览器中的 Cookie 收集的数据和我们收集的其他数据结合起来。

MEASURING THE EFFECTIVENESS OF OUR MARKETING COMMUNICATIONS, INCLUDING ONLINE ADVERTISING

衡量我们的在线广告等营销传播的有效性

Cookies can tell us if you have seen a specific advertisement, and how long ago that was.

Cookies 可以告诉我们，您是否浏览了某个特定广告，以及广告浏览时间。

This information enables us to measure the effectiveness of our online advertising campaigns and control how many times an ad has been shown to you. This will prevent us from constantly displaying the same advertisement. We also use cookies to measure the effectiveness of our marketing communications, such as opening a marketing email we sent you.

这些信息确保我们衡量我们线上广告的有效性，并控制展示广告的次数。这可以

防止我们连续不断地展示相同的广告。我们还使用 cookies 衡量我们营销传播的有效性，比如，您是否打开我们发送给您的营销电子邮件。

Your choices when it comes to cookies

看到 cookies 时，如何选择

You can use your browser settings to accept or reject new cookies and delete existing cookies.

通过浏览器设置，您可以接受或拒绝新 cookies 并删除现有的 cookies。

You can also set your browser to notify you each time new cookies are stored on your computer or other device. For more detailed information on how to manage cookies, visit the All About Cookies and Your Online Choices web pages.

您还可以将浏览器设置为：计算机或其他设备每次存储新 cookie 时通知您。有关如何管理 Cookie 的详细信息，请访问关于 Cookies 以及您的在线选择网页。

If you choose to disable some or all cookies, you may not be able to fully use our web pages or mobile apps. For example, you may not be able to add items to your cart, checkout, or use any of our products or services that otherwise require that you log in.

如果您选择禁用部分或全部 Cookie，则可能无法使用我们网站或移动应用程序的完整功能。例如，您可能无法将商品添加到购物车、无法结帐或使用任何需要账号登录的产品或服务。

If we display personalised advertisements on other companies' websites, the AdChoices icon is usually displayed. Clicking on this icon will provide you with a special tutorial on how to control your online advertising settings. More information is available on the [YourAdChoices website](#).

如果其他公司网站上展示了我们的个性化广告，通常会显示 AdChoices 图标。单击此图标，将会显示如何控制在线广告设置的特殊教程。更多信息，请访问 [YourAdChoices 网站](#)。

Changes to our Cookie Notice

Cookie 声明的更改

This cookie notice replaces all previous versions. We may change the notice at any time, so please check it periodically on our website(s) for any updates. If the changes are significant, we will provide clearly identifiable notifications on our website(s). In addition, we will send you an electronic notification of changes to our Cookie Notices, if we deem this appropriate.

此 cookie 通知将取代所有之前的版本。鉴于我们可能随时对声明进行更改，请定期查阅我们网站是否存在任何更新。如有重大变更，我们将会在网站上给出清晰显眼的通知。此外，在我们认为适当的情况下，我们将向您发送一份有关 Cookie 声明变更的电子通知。

Last Update: **SEPTEMBER 2017**

Key terms

关键术语

WEBSITE ANALYSIS:

网站分析：

We use different website analytics, such as Google Analytics, to help us to understand how visitors use our website. We can see a number of reports on how visitors interact with our website and mobile apps. This helps us to constantly improve the website visit for the benefit of the visitors.

我们使用谷歌分析等不同网站分析软件，了解访客如何使用我们网站。我们可以通过查看一些报告，了解访客与我们网站和移动应用程序之间的互动。这将帮助我们持续提高网站访问量，确保访客受益。

Website analyses use so-called first-party cookies to track visitor interactions.

通过第一方 cookies，网站分析软件可对访客的交互进行跟踪。

In our case, they are used to gather information about how visitors use our website and mobile apps. We then use the information to generate reports that help us to improve our website.

在我们的案例中，这类 cookies 主要用于收集访客如何使用我们网站和移动应用程序等相关信息。然后，我们根据这些信息生成报告，对我们网站进行改进。

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google").

本网站使用一种由谷歌公司（"谷歌"）提供的谷歌分析服务

Google Analytics uses "cookies", text files that are stored on your computer and that allow an analysis of how you use the website. The information generated by the cookie about your use of this website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators, and providing other services related to website activity and internet usage. Google may also pass on this data to authorised third parties in line with the relevant legislation. Google will never link your IP address to other Google data. Our website uses the anonymisation feature of Google Analytics. IP addresses are thus only shortened stored and further processed, so that no personal reference can be produced.

谷歌分析使用保存在您电脑文本文件中的"cookies"来分析经您同意的网络使用行为。您使用本网站的相关信息（包括您的 IP 地址）将由 cookie 生成，由谷歌发送并储存到位于美国的服务器上。通过这些信息，谷歌将对您的网站使用情况进行评估，为网站运营商编写网站活动报告，并提供网站活动以及互联网使用等相关其他服务。谷歌也有可能会根据相关法律将这些数据传送给授权第三方。

谷歌绝不会将您的 IP 地址关联到谷歌的其他数据。我们网站使用了谷歌分析的匿名功能，因此 IP 地址仅作储存优化使用并进行了进一步的处理，故而不能作为个人参考。

This website also uses Adobe Analytics, which stores a cookie on your computer.

本网站还使用了 Adobe Analytics，可以在您的计算机上保存 cookie。

If the information generated by the cookie about the use of the website is transmitted to an Adobe server, the settings ensure that the IP address is anonymised before geolocation and replaced with a generic IP address before being stored.

Cookie 生成了网站使用情况的信息并传输到 Adobe 服务器，这些设置将确保在实现地理定位之前对 IP 地址进行匿名化处理，并在保存之前替换为通用 IP 地址。

On behalf of the operator of this website, Adobe will use this information to evaluate visitors' use of the website, to compile reports on website activity, and to provide other services related to website activity and internet usage to the website operator. The IP address transmitted by Analytics from your browser will not be merged with any other data from Adobe. If the information generated by the cookie about the use of the website is transmitted to an Adobe server, the settings will ensure that the IP address is anonymised prior to geolocation and replaced with a generic IP address before being saved.

Adobe 将代表本网站的运营商，运用这些信息对访客使用本网站的情况进行评估，形成网站活动报告，并为网站运营商提供网站活动及互联网使用相关的其他服务。来自浏览器且经过分析的 IP 地址不会与 Adobe 的任何其他数据合并。如果 cookie 生成与网站使用相关的信息，并传输到 Adobe 服务器，这些设置将确保在实现地理定位之前对 IP 地址进行匿名化处理，并在保存之前替换为通用 IP 地址。

On behalf of the operator of this website, Adobe will use this information to evaluate visitors' use of the website, to compile reports on website activity, and to provide other services related to website activity and internet usage to the website operator. Analytics' IP address submitted by your browser will not be merged with other data from Adobe.

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ONLINE ADVERTISING: Marketing messages you might see on the web.

在线广告： 您可能在网上看到的营销信息。