

COOKIE POLICY

(translation from the original document in Latvian)

Effective from 1 September, 2013

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On the Latvia Tours Ltd (hereinafter – Latvia Tours) website of the www.latviatours.lv cookies are used to ensure and improve the operation of the website, provide you with the best information about Latvia tours services, and perform analysis and improve the quality of the website.

In accordance with the laws and regulations applicable to Latvia Tours, Latvia Tours is entitled to save cookies to your device if they are necessary to ensure the operation of this site. For other types of cookies usage, Latvia Tours needs your consent.

The website uses mandatory, marketing, statistical, and unclassified cookies, and hosts cookies from third-party providers.

You can revoke or change consent at any time by using the cookie settings management tool available on the website.

More information about the processing of personal data is available in our Privacy Policy.

The following cookies are used on Latvia tours website:

Cookie type	Term	Service provider	Purpose	Duration
Required cookie	latviatours_session	Latvia tours	Saves the state of the user session to all page requests.	session
Required cookie	XSRF-TOKEN	Latvia Tours	Security cookie used to protect the website against Cross-Site Request Forgery (CSRF) attacks.	session
Statistics cookie	_ga_#	Google	Uses Google Analytics to collect data about how many times a user has visited the site and the dates of the first and last visit.	2 years
Statistics cookie	_ga	Google	Registers a unique ID used to generate statistics about how a visitor uses the site.	2 years
Statistics cookie	_gid	Google	Registers a unique ID the is used to generate statistical data on how the visitor uses the website.	1 day
Marketing cookie	_fbp	Meta Platforms Ireland Limited	The Latvia Tours website uses Meta Pixel, provided by Meta Platforms Ireland Limited. This tool helps analyze website visits and measure the effectiveness of advertising campaigns on Facebook and Instagram platforms. Meta Pixel is activated only after the user has given consent to the use of marketing cookies.	3 months

Latvian Tours procurator Ieva Keisha