THE RITZ-CARLTON RESIDENCES

SOUTH BEACH

COOKIE POLICY

WEBSITE TERMS OF USE
AND
PRIVACY POLICY
WWW.RCBEACHHOUSES.COM

THIS WEBSITE USES COOKIES TO IMPROVE YOUR USER EXPERIENCE. TO LEARN MORE ABOUT THE COOKIES WE USE AND HOW TO MANAGE YOUR COOKIE SETTINGS, PLEASE READ THIS COOKIE POLICY. BY CONTINUING TO VISIT YOUR WEBSITE, YOU CONSENT TO COOKIE USE AS OUTLINED IN THIS COOKIE POLICY. THIS COOKIE POLICY IS PART OF OUR **PRIVACY POLICY**[1] WHICH YOU SHOULD ALSO REVIEW FOR INFORMATION REGARDING USE OF PERSONAL INFORMATION.

COOKIES ARE TEXT FILES, CONTAINING SMALL AMOUNTS OF INFORMATION, WHICH ARE DOWNLOADED TO YOUR BROWSING DEVICE (SUCH AS A COMPUTER OR SMARTPHONE) WHEN YOU VISIT A WEBSITE. COOKIES ALLOW US TO RECOGNIZE YOUR BROWSING DEVICE AND PREFERENCES AND GENERALLY HELP TO IMPROVE YOUR ONLINE EXPERIENCE, AS WELL AS TO PROVIDE US WITH ANONYMOUS INFORMATION TO CHECK THE USEFULNESS OF, AND MAKE IMPROVEMENTS TO, OUR WEBSITE. THE FUNCTIONALITIES FOR WHICH WE USE THESE TECHNOLOGIES MAY INCLUDE THE FOLLOWING:

- RECOGNIZING YOU WHEN YOU USE OUR WEBSITE. THIS ALLOWS US TO PROVIDE YOU WITH RECOMMENDATIONS, DISPLAY PERSONALIZED CONTENT AND PROVIDE OTHER CUSTOMIZED FEATURES AND SERVICES.
- KEEPING TRACK OF YOUR SPECIFIED PREFERENCES.
- CONDUCTING REVIEWS TO IMPROVE CONTENT ON OUR WEBSITE.
- PREVENTING FRAUDULENT ACTIVITY AND IMPROVING SECURITY.
- DELIVERING CONTENT, INCLUDING ADS, RELEVANT TO YOUR INTERESTS, AND MEASURE THE EFFECTIVENESS OF THE ADS.
- MEASURING AND ANALYZING THE PERFORMANCE OF OUR WEBSITE.

COOKIES MAY BE PLACED ON YOUR COMPUTER AND/OR MOBILE DEVICE BY BOTH US AND BY THIRD PARTIES WITH WHOM WE HAVE A RELATIONSHIP, SUCH AS WEB ANALYTICS SERVICES. BELOW IS A DESCRIPTION OF TYPES OF COOKIES.

TYPES OF COOKIES

WE MAY USE THE FOLLOWING TYPES OF COOKIES ON OUR WEBSITE:

NECESSARY COOKIES: THESE COOKIES ARE ESSENTIAL FOR BASIC WEBSITE FUNCTIONALITY AND CANNOT BE SWITCHED OFF IN OUR SYSTEMS. THEY ARE USUALLY ONLY SET IN RESPONSE TO ACTIONS MADE BY YOU, WHICH AMOUNT TO A REQUEST FOR SERVICES, SUCH AS SETTING YOUR PRIVACY PREFERENCES, LOGGING IN OR FILLING IN FORMS. YOU CAN SET YOUR BROWSER TO BLOCK OR ALERT YOU ABOUT THESE COOKIES, BUT SOME PARTS OF THE WEBSITE WILL THEN NOT WORK.

FUNCTIONAL/PERFORMANCE COOKIES: THESE COOKIES TRACK USER BEHAVIOR TO HELP UNDERSTAND HOW VISITORS INTERACT WITH OUR WEBSITE. IN TURN, THEY CAN BE USED TO IMPROVE OVERALL USER EXPERIENCE AND WEBSITE PERFORMANCE. THESE COOKIES MAY INCLUDE COOKIES THAT ARE SET BY A RANGE OF MEDIA SERVICES THAT ENABLE THE DISPLAY OF MEDIA CONTENT. SOME OF THESE COOKIES ARE NECESSARY FOR THE PROPER DISPLAY OF THE MEDIA CONTENT. THIS MAY IMPACT THE CONTENT AND MESSAGES YOU SEE ON OTHER WEBSITES YOU VISIT. IF YOU DO NOT ALLOW THESE COOKIES YOU MAY NOT BE ABLE TO USE OR SEE SUCH MEDIA SERVICES AND WE MAY NOT KNOW WHEN YOU HAVE VISITED OUR SITE, AND WILL NOT BE ABLE TO MONITOR ITS PERFORMANCE.

ANALYTICS COOKIES: THESE COOKIES PROVIDE VALUABLE INSIGHTS INTO WEBSITE TRAFFIC AND USER BEHAVIOR. THESE COOKIES ALLOW US TO COUNT VISITS AND TRAFFIC SOURCES SO WE CAN MEASURE AND IMPROVE THE PERFORMANCE OF OUR SITE. THEY HELP US TO KNOW WHICH PAGES ARE THE MOST AND LEAST POPULAR AND SEE HOW VISITORS MOVE AROUND THE SITE. SOME MEDIA SERVICES ALSO PLACE COOKIES THAT ARE CAPABLE OF TRACKING YOUR USAGE OF THE MEDIA SERVICE AND BUILDING UP A PROFILE OF YOUR INTERESTS.

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[1] PRIVACY POLICY

THIS DATA MAY BE USED FOR MARKETING AND WEBSITE OPTIMIZATION PURPOSES, TO SHOW YOU RELEVANT ADVERTISEMENTS. THEY ARE BASED ON UNIQUELY IDENTIFYING YOUR BROWSER AND INTERNET DEVICE. IF YOU DO NOT ALLOW THESE COOKIES, YOU WILL EXPERIENCE LESS TARGETED ADVERTISING. YOU CAN SET YOUR BROWSER TO BLOCK OR ALERT YOU ABOUT THESE COOKIES.

ALL OF THE COOKIES DESCRIBED ABOVE ARE EITHER PERSISTENT COOKIES OR SESSION COOKIES. A PERSISTENT COOKIE HELPS US RECOGNIZE YOU AS AN EXISTING USER, SO IT'S EASIER TO RETURN TO THE WEBSITE OR INTERACT WITH OUR SERVICES REPEATEDLY. A PERSISTENT COOKIE STAYS IN YOUR BROWSER AND WILL BE READ BY THE WEBSITE WHEN YOU RETURN TO ONE OF OUR WEBSITES OR A PARTNER SITE THAT USES OUR SERVICES. SESSION COOKIES ONLY LAST FOR AS LONG AS THE SESSION (USUALLY THE CURRENT VISIT TO A WEBSITE OR A BROWSER SESSION).

YOU CAN FIND MORE INFORMATION ABOUT THE SPECIFIC COOKIES WE GENERALLY USE AND THE PURPOSES FOR WHICH WE USE THEM IN THE TABLE BELOW AND/OR IN THE COOKIE PREFERENCE POPUP SCREEN THAT APPEARS ON OUR WEBSITE. PLEASE NOTE THAT THE COOKIE LIST IS SUBJECT TO CHANGE.

HOW TO MANAGE AND/OR REFUSE COOKIES

<u>COOKIE PREFERENCE SETTINGS</u>: YOU HAVE THE RIGHT TO DECIDE WHETHER TO ACCEPT COOKIES. IF YOU DO NOT WANT US TO DEPLOY COOKIES IN YOUR BROWSER, YOU CAN MODIFY YOUR SETTINGS BY MANAGING YOUR PREFERENCES FOR NON-NECESSARY COOKIES USING THE COOKIE SETTINGS LINK OR POPUP SCREEN THAT APPEARS ON OUR WEBSITE. IF YOU BLOCK OR DELETE TECHNICAL AND/OR FUNCTIONAL COOKIES, CERTAIN SERVICES OR FUNCTIONS OF THE WEBSITE MAY BECOME UNAVAILABLE. IN THIS CASE, YOU MAY HAVE TO MODIFY OR MANUALLY ENTER SOME INFORMATION OR PREFERENCES EVERY TIME YOU VISIT THE WEBSITE.

<u>BROWSER CONTROLS:</u> ALTERNATIVELY, YOU CAN SET OR AMEND YOUR WEB BROWSER CONTROLS TO REFUSE ALL OR SOME BROWSER COOKIES, OR TO ALERT YOU WHEN COOKIES ARE BEING SENT. YOU MAY REFUSE COOKIES BY ACTIVATING THE SETTING ON YOUR BROWSER. IF YOU DISABLE OR REFUSE COOKIES, PLEASE NOTE THAT SOME PARTS OF THIS SITE MAY THEN BE INACCESSIBLE OR NOT FUNCTION PROPERLY. TO LEARN MORE ABOUT HOW TO MANAGE COOKIES, VISIT WWW.ALLABOUTCOOKIES.ORG/MANAGE-COOKIES/ (PLEASE NOTE THAT THIS WEBSITE IS NOT CONNECTED TO US AND WE ARE NOT RESPONSIBLE FOR ITS CONTENT). TO LEARN HOW YOU CAN MANAGE YOUR FLASH COOKIE SETTINGS, VISIT THE FLASH PLAYER SETTINGS PAGE ON ADOBE'S WEBSITE. EXCEPT WHERE ALLOWED BY APPLICABLE LAW, WE PLACE COOKIES AFTER HAVING RECEIVED YOUR CONSENT.

<u>COOKIE LIST</u>

STARTING ON THE NEXT PAGE IS INFORMATION REGARDING COOKIES USED ON OUR WEBSITE, INCLUDING A DESCRIPTION OF THEIR FUNCTIONALITY AND DURATION.

COOKIE	DOMAIN	DESCRIPTION	DURATION	
_GCL_AU	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	GOOGLE TAG MANAGER SETS THIS COOKIE TO EXPERIMENT ADVERTISEMENT EFFICIENCY OF WEBSITES USING THEIR SERVICES.	3 MONTHS	ANALYTICS
CALLTRK_REFERRER	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	THIS IS A FUNCTIONALITY COOKIE SET BY THE CALLRAIL. THIS COOKIE IS USED TO STORE THE LANDING PAGE URL. IT HELPS TO ACCURATELY ATTRIBUTE THE VISITOR SOURCE WHEN DISPLAYING A TRACKING PHONE NUMBER	6 MONTHS	ANALYTICS
CALLTRK_LANDING	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	THIS IS A FUNCTIONALITY COOKIE SET BY THE CALLRAIL. THIS COOKIE IS USED TO STORE THE LANDING PAGE URL. IT HELPS TO ACCURATELY ATTRIBUTE THE VISITOR SOURCE WHEN DISPLAYING A TRACKING PHONE NUMBER.	6 MONTHS	ANALYTICS
CALLTRK_SESSION_ID	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	THIS COOKIE IS SET BY THE PROVIDER CALLRAIL. THIS COOKIE IS USED FOR STORING A UNIQUE IDENTIFIER FOR A USER BROWSER SESSION. IT IS USED FOR TRACKING THE NUMBER OF PHONE CALLS GENERATE FROM THE WEBSITE.	6 MONTHS	ANALYTICS
SSI	.SITESCOUT.COM	THIS COOKIE IS SET BY SITESCOUT AND STORES A UNIQUE ID THAT IDENTIFIES A RETURNING USER'S DEVICE. THE ID IS USED FOR TARGETED ADS.	1 YEAR	ANALYTICS
_SSUMA	.SITESCOUT.COM	THIS COOKIE IS SET BY SITESCOUT AND REGISTERS A UNIQUE ID THAT IDENTIFIES A RETURNING USER'S DEVICE. THE ID IS USED FOR TARGETED ADS.	1 MONTHS	ANALYTICS

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_GCL_AU	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	GOOGLE TAG MANAGER SETS THIS COOKIE TO EXPERIMENT ADVERTISEMENT EFFICIENCY OF WEBSITES USING THEIR SERVICES.	3 MONTHS	ANALYTICS
CALLTRK_REFERRER	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	THIS IS A FUNCTIONALITY COOKIE SET BY THE CALLRAIL. THIS COOKIE IS USED TO STORE THE LANDING PAGE URL. IT HELPS TO ACCURATELY ATTRIBUTE THE VISITOR SOURCE WHEN DISPLAYING A TRACKING PHONE NUMBER	6 MONTHS	ANALYTICS
CALLTRK_LANDING	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	THIS IS A FUNCTIONALITY COOKIE SET BY THE CALLRAIL. THIS COOKIE IS USED TO STORE THE LANDING PAGE URL. IT HELPS TO ACCURATELY ATTRIBUTE THE VISITOR SOURCE WHEN DISPLAYING A TRACKING PHONE NUMBER.	6 MONTHS	ANALYTICS
CALLTRK_SESSION_ID	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	THIS COOKIE IS SET BY THE PROVIDER CALLRAIL. THIS COOKIE IS USED FOR STORING A UNIQUE IDENTIFIER FOR A USER BROWSER SESSION. IT IS USED FOR TRACKING THE NUMBER OF PHONE CALLS GENERATE FROM THE WEBSITE.	6 MONTHS	ANALYTICS
SSI	.SITESCOUT.COM	THIS COOKIE IS SET BY SITESCOUT AND STORES A UNIQUE ID THAT IDENTIFIES A RETURNING USER'S DEVICE. THE ID IS USED FOR TARGETED ADS.	1 YEAR	ANALYTICS
_SSUMA	.SITESCOUT.COM	THIS COOKIE IS SET BY SITESCOUT AND REGISTERS A UNIQUE ID THAT IDENTIFIES A RETURNING USER'S DEVICE. THE ID IS USED FOR TARGETED ADS.	1 MONTHS	ANALYTICS

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COOKIE	DOMAIN	DESCRIPTION	DURATION	
_FBP	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	FACEBOOK SETS THIS COOKIE TO STORE AND TRACK INTERACTIONS.	3 MONTHS	ANALYTICS
CALLTRK_FCIDCALLTRK_	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED TO STORE AND TRACK INTERACTIONS.	6 MONTHS	ANALYTICS/ PERFORMANCE
TAPAD_TS	.TAPAD.COM	TAPAD SETS THIS COOKIE TO TRACK USERS ACROSS DEVICES TO ENABLE TARGETED ADVERTISING.	2 MONTHS	ANALYTICS
TAPAD_DID	.TAPAD.COM	TAPAD SETS THIS COOKIE TO OFFER PERSONALIZED CONTENT, SOCIAL MEDIA FEATURES, AND TRAFFIC ANALYSIS FOR ITS RETARGETING OF ONLINE ADVERTISING.	2 MONTHS	ANALYTICS
DEMDEX	.DEMDEX.NET	THE DEMDEX COOKIE, SET UNDER THE DOMAIN	6 YEAR	ANALYTICS
		DEMDEX.NET, IS USED BY ADOBE AUDIENCE MANAGER TO HELP IDENTIFY A UNIQUE VISITOR ACROSS DOMAINS.		
DPM	.DPM.DEMDEX.NE	THE DPM COOKIE, SET UNDER THE DEMDEX DOMAIN, ASSIGNS A UNIQUE ID TO EACH VISITING USER, HENCE ALLOWING THIRD-PARTY ADVERTISERS TO TARGET THESE USERS WITH RELEVANT ADS.	6 MONTHS	ANALYTICS

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COOKIE	DOMAIN	DESCRIPTION	DURATION	
TAPAD_3WAY_SYNCS	.TAPAD.COM	TAPAD SETS THIS COOKIE FOR DATA SYNCHRONIZATION WITH ADVERTISING NETWORKS.	2 MONTHS	ANALYTICS/ PERFORMANCE
_GA	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	THE _GA COOKIE, INSTALLED BY GOOGLE ANALYTICS, CALCULATES VISITOR, SESSION AND CAMPAIGN DATA AND ALSO KEEPS TRACK OF SITE USAGE FOR THE SITE'S ANALYTICS REPORT. THE COOKIE STORES INFORMATION ANONYMOUSLY AND ASSIGNS A RANDOMLY GENERATED NUMBER TO RECOGNIZE UNIQUE VISITORS.	1 YEAR 1 MONTH 4 DAYS	ANALYTICS
_GA_*	.RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	GOOGLE ANALYTICS SETS THIS COOKIE TO STORE AND COUNT PAGE VIEWS.	1 YEAR 1 MONTH 4 DAYS	ANALYTICS
TEST_COOKIE	.DOUBLECLICK.NET	THE TEST_COOKIE IS SET BY DOUBLECLICK.NET AND IS USED TO DETERMINE IF THE USER'S BROWSER SUPPORTS COOKIES.	15 MINUTES	ANALYTICS/ PERFORMANCE
CALLTRK-INTEGRATION-DATA-TTL	RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED IN DATA INTEGRATION.	NEVER	PERFORMANCE
CALLTRK-CALLTRK_REFERRER	RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED IN PROCESSING INTERACTIONS.	NEVER	PERFORMANCE

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COOKIE	DOMAIN	DESCRIPTION	DURATION	
CALLTRK-CALLTRK_SESSION_ID	RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED IN PROCESSING INTERACTIONS.	NEVER	PERFORMANCE
CNTR_ATTR	RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED IN PROCESSING INTERACTIONS.	NEVER	PERFORMANCE
CALLTRK-281939408-ASSIGNS-08D53104-CF44-4FC9-9304-C74531286DA9	RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED IN PROCESSING INTERACTIONS.	NEVER	PERFORMANCE
CALLTRK-CALLTRK_FCID	RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED IN PROCESSING INTERACTIONS.	NEVER	PERFORMANCE
LASTEXTERNALREFERRER	RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED IN PROCESSING INTERACTIONS.	NEVER	PERFORMANCE
LASTEXTERNALREFERRERTIME	RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED IN PROCESSING INTERACTIONS.	NEVER	PERFORMANCE
CALLTRK-CALLTRK_LANDING	RITZ-CARLTON-RESIDENCES-SOUTH-BEACH.VERCEL.APP	USED IN PROCESSING INTERACTIONS.	NEVER	PERFORMANCE

LINKS TO OTHER WEBSITES

THIS WEBSITE MAY CONTAIN LINKS OR REFERENCES TO OTHER WEBSITES. PLEASE BE AWARE THAT WE DO NOT CONTROL THE COOKIES/TRACKING TECHNOLOGIES OF OTHER WEBSITES AND THIS COOKIE POLICY DOES NOT APPLY TO THOSE WEBSITES.

HOW TO CONTACT US

IF YOU HAVE ANY QUESTIONS, COMMENTS, OR CONCERNS ABOUT THIS COOKIE POLICY OR THE INFORMATION PRACTICES OF THIS WEBSITE, PLEASE CONTACT US BY EMAIL AT INFO@RCBEACHHOUSES.COM OR YOU MAY CONTACT US BY OTHER MEANS USING THE CONTACT INFORMATION INCLUDED IN OUR **PRIVACY POLICY**[2].

CHANGES TO THIS COOKIE POLICY

IF THIS COOKIE POLICY CHANGES, THE REVISED POLICY WILL BE POSTED ON THIS WEBSITE. THIS COOKIE POLICY WAS LAST UPDATED IN FEBRUARY, 2025.

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[2] PRIVACY POLICY