COOKIE POLICY

By browsing or using our website, you agree to this Cookie Policy (hereinafter referred to as the “Policy”). If you do not agree with the Policy, please do not use the website. By continuing to use our website, you accept the cookie terms outlined in this Policy.

1. Explanation of Cookies

Cookies are small text files stored on your device (such as a computer, smartphone, or tablet) when you visit our website. On your next visit, our website can recognize your browser using these cookies.. They help us identify which sections of the website are effective and which need improvement.

Besides, we allow third parties to use cookies on our website. This means that our website permits third-party companies to place their own cookies on the device you use to access our website.

We use cookies for the following purposes:

- To ensure the website operates and functions correctly
- To enhance the website by identifying your preferences, providing relevant information
- For marketing purposes

Cookies allow the website to remember your preferences, such as language, font size, and other personalized settings, so you don’t need to adjust them each visit. They enhance performance and improve the user experience.

Cookies are typically stored in your device’s browser automatically. However, you can manage or delete cookies yourself. The section below, titled “How to Manage and Delete Cookies”, outlines the methods available for controlling cookies. Disabling cookies and similar technologies may affect website functionality. If you refuse cookie processing, our website will only use strictly necessary cookies. Note that disabling or blocking cookies might limit your ability to fully use the website.

2. Cookies and Its Types

We use two types of cookies: session and persistent cookies.

- **Session Cookies** are temporary files created by the website to store information about your current session. They remain active while your browser is open and are deleted when you close it. These cookies help retain your choices from the previous page, so you don’t have to re-enter the same information.

- **Persistent Cookies** are stored on your device for a specified period, even after closing your browser. Created when you visit our website, they remain on your device until you delete them or they expire. Persistent cookies allow us to identify you as a unique user on return visits and help recall your previous actions.

Our website uses cookies created by us and third-party companies to analyze visitor activity and improve the website performance. The collected information may enhance the website's operation and its sections.

We provide the expiration time for each cookie based on available information. Please note that the expiration dates of third-party cookies are determined by the companies that collect these cookies and may be changed by them at any time.

Below is a list of the different types of cookies we use on our website.

Strictly Necessary Cookies
These cookies are essential for the website to function properly and cannot be disabled in our systems. The number of strictly necessary cookies used is minimal. They are required to ensure the smooth and uninterrupted operation of the website. Typically, these cookies are set only in response to actions you take that amount to a service request, such as adjusting privacy settings, logging in, or completing forms. While you can configure your browser to block or alert you about these cookies, doing so may cause some parts of the website to stop working correctly. These cookies do not store any personal information. Strictly necessary cookies are not used for marketing purposes or to track your behavior beyond the core functionality of the website. Their primary purpose is to enable you to use the website as intended. Because strictly necessary cookies are critical to the operation of the website, they cannot be disabled unless you choose to stop using the website altogether.

Performance Cookies
These cookies collect information about how you interact with the website and how our website performs. They help us identify areas that need improvement, track the number of visits and traffic sources, and measure and enhance the overall performance of the website. Performance cookies enable us to see which pages are most and least popular and understand how visitors navigate through the site. All data collected by these cookies is anonymous.

If you choose not to allow these cookies, we won't be able to track your visits or monitor the website's performance. You can disable performance cookies at any time using the cookie consent banner.

Functional Cookies
These cookies allow the website to remember your preferences and provide enhanced, more personalized features.They may be set by us or by third-party services that we have integrated into the website. If you choose to disable these cookies, some or all of these services may not

function correctly. You can manage your preferences and disable functional cookies at any time using the cookie consent banner.

Targeting and Analytics Cookies
These cookies are used to track your activities on and off the website, collecting information about how you interact with the site. This data helps us understand how you use the website and identify areas for improvement, enabling us to deliver more relevant and personalized advertising that is better suited to your interests.

These cookies also help third parties understand your preferences so they can show you ads that are more interesting and useful. Targeting and analytics cookies may be set by us or by third parties through our website. They may be used to create a profile of your interests and display tailored advertisements on our site or across other websites. These cookies work by uniquely identifying your browser and device. You can choose to disable targeting and analytics cookies at any time via the cookie consent banner.

To collect analytics data, we use the Yandex.Metrica platform. LLC “Yandex” processes this information to assess your use of the website, generate reports on site activity for us, and provide other related services. Yandex handles this data in accordance with the terms outlined in the Yandex.Metrica service agreement.

You can refuse the use of cookies by adjusting your browser settings. You can also use the tool available at https://yandex.ru/support/metrika/general/opt-out.html. However, this may affect the functionality of certain features on the website. By continuing to use this site, you consent to Yandex processing your data as described above and for the specified purposes.

For cookies placed by our advertising partners for marketing purposes, we refer you to the Privacy Policies of those third parties.

We use marketing cookies only with your explicit consent.

Provider	Name	Active period	Purpose
Strictly Necessary Cookies			
Web server	PHPSESSID	Browser session	Internal PHP
TravelLine	TLV_undefined:	30 days	Used by the TravelLine booking engine to identify the source of visits to the website page

TravelLine	TLBF_ru	0.6 seconds	Used for preloading the booking engine
Hotel website	cookie_panel	1 day	Used to manage and display the cookie consent banner
Yandex	yabs-sid	Browser session	Visit identifier (Technical)
Yandex	yabs-dsp	Browser session	Visit identifier (Technical)
Hosting beget	beget	Browser session	Used by beget hosting to identify bots
Performance Cookies			
Hotel website	performance_cookies	1 day	Used to improve website performance and provide faster and more convenient access
Yandex	bh	12 months	Provides security measures against automated actions and provides analytics on user behavior
Functional Cookies			
Hotel website	functional_cookies	1 day	Support enhanced website functionality, such as saving user preferences
Browser	receive-cookie-deprecation	12 months	Notifies the website owner about the expiration of cookie files, ensuring compliance with web standards and privacy regulations

Targeting cookies			
Hotel website	targeting_cookies	1 day	Used by the consent banner to record user consent for processing targeted cookies
Yandex	spravka	12 months	Used by Yandex.Metrica to collect data about visitor profiles, on-site behavior, and conversion actions
Yandex	amcuid	12 months	The Yandex.Metrica cookie that helps recognize and differentiate visitors
Yandex	usst	12 months	Stores additional data to synchronize visitor identifiers across multiple Yandex domains.
Other cookies			
Yandex	yandex_expboxes	12 months	Used by Yandex.Metrica to collect data about visitor profiles, on-site behavior, and conversion actions
	maps_session_id	12 months	
	font_loaded	12 months	
	cycada	12 months	
	yp	12 months	
	ys	12 months	
	_yasc	12 months	

	i	12 months	
	ymex	12 months	
	yandexuid	12 months	
	_ym_uid	12 months	
	is_gdpr_b	up to 2 years	
	yuidss	24 months	
	yashr	12 months	
	yabs-vdrf	12 months	
	_ym_d	12 months	
	yandex_gid	12 months	
	_ym_visorc	1 hour	
	_ym_isad	24 months	
	is_gdpr	up to 2 years	

	gdpr	up to 2 years	

To learn how third parties use cookies, please review their privacy and cookie policies linked below.

Cookie	**Third party**	**Privacy and cookie policies**
amoCRM	AmoCRM JSC	https://www.amocrm.ru/confidence/
Beget	Beget LLC	https://beget.com/ru/personal-data-apps https://beget.com/ru/cookie-policy
Bitrix	1C-Bitrix LLC	https://www.bitrix24.ru/about/privacy.php https://www.1c-bitrix.ru/about/privacy.php
CallTouch	Calltouch Solutions LLC	https://www.calltouch.ru/privacy_policy.pdf https://www.calltouch.ru/upload/documents/cookie-policy.pdf
CoMagic	NOVOSISTEM LLC	https://main.comagic.ru/privacy_policy/
Hotbot	HotLabs LLC	https://hotbot.ai/privacy_policy https://hotbot.ai/cookies_policy_en
Mail	VK LLC	https://help.mail.ru/legal/terms/common/privacy/
Roistat	Business Analytics LLC	https://roistat.com/ru/privacy
TalkMe	Sofit LLC	https://talk-me.ru/policy2

TL	TravelLine Systems LLC	https://www.travelline.ru/support/privacy/politika-konfidentsialnosti-dlya-onlayn-servisov-kompanii-travelline-/
vk	VKontakte LLC	https://vk.com/data_protection?section=rules
Яндекс	Yandex LLC	https://yandex.ru/legal/confidential/ https://yandex.ru/legal/cookies_policy/

Our website may use additional cookies that are necessary for its functionality.

3. How to Manage and Delete Cookies

Our website offers a tool for managing cookies, implemented through a cookie consent banner that appears during your first visit to the site. With this tool, you can:

- Accept all cookies.
- Accept only the necessary cookies.
- Customize your preferences by selecting which types of cookies you want to allow

You can disable cookie storage and usage on your device or delete previously saved cookies through your browser settings. If you decline cookie processing, our website will use only the strictly necessary cookies.

For more detailed information about cookies, including instructions on how to manage and delete them on your device, you can visit AboutCookies.org. This resource provides clear explanations about what cookies are, how they are used, and how you can adjust your preferences in different browsers.

4. Policy Updates

We may update this Policy at any time. All changes will be posted on this page and will take effect as soon as they are published. This is a brief overview of our current use of cookies. If we make any changes to how we use cookies, we will update the Policy accordingly without additional notice. By continuing to use our website after any changes, you agree to the updated Policy.

5. Contact Information

The operator responsible for processing personal data in accordance with the Federal Law "On Personal Data" dated July 27, 2006, No. 152-FZ, as well as the processor under the EU Regulation 2016/679 dated April 27, 2016 (GDPR), is LLC « MARYHOTEL GROUP».

If you have any suggestions or questions regarding our Privacy Policy, please contact us by email at mary@maryhotelgroup.com or by mail at 197101, St. Petersburg, Sytninskaya, 14b, 2n.