

June 1, 2020

1. About This Cookie Policy

(1) General Provisions

JR Shikoku Hotels Co., Ltd. (hereinafter referred to as "the Company") uses cookies on its corporate website (hereinafter referred to as "this Site") to enhance security and convenience. Cookie information is primarily used to retain login information for users of this Site (hereinafter referred to as "Users"), track cart information, and improve convenience. When using this Site, please ensure your browser's cookie settings are enabled. Please note that if cookies are not enabled, some websites or services may not function properly.

The types of cookies used on this site and the methods for Users to configure the settings mentioned above are detailed within this Cookie Policy.

(2) Relationship with the Privacy Policy

In relation to this Cookie Policy, our company has established a separate Privacy Policy regarding the handling of personal information. For details, please refer to [the "Privacy Policy"](#) on this site.

2. What are Cookies?

Cookies are small data files that a website writes to your hard drive when you visit it. They are used to recognize your visit history and other information. Cookie information is exchanged via your browser. Using cookies enables websites to provide user-friendly services, such as remembering past purchase history or user account details. They may also be used for targeted advertising based on your website visit history.

(1) About First-Party Cookies and Third-Party Cookies

Cookies belong to a predefined domain. First-party cookies refer to cookies issued by our domain. Third-party cookies refer to cookies issued by domains belonging to third parties other than our company.

(2) About Session Cookies and Persistent Cookies

Cookies are categorized as "session cookies" or "persistent cookies" based on their expiration period. Session cookies are temporary and are automatically deleted when you leave the website or close your browser. Persistent cookies remain stored for a set period until they expire or are deleted from your browser.

3. About the Cookies Used on This Site

This site uses the following types of cookies.

(1) Essential Cookies

Essential cookies are necessary for the services and features provided on this site to function properly. They help maintain the site's optimal performance, enhancing security and convenience. Users can disable or delete these cookies via their browser settings. However, please be aware that doing so may cause some pages or services on this site to not function correctly.

(2) Performance Cookies

Performance cookies collect information about how this site is used and user access patterns. These cookies help us understand user communication patterns, such as which pages users visit, how long they stay, and whether they encounter error messages or other issues. This information is used to improve the site's performance.

This site uses services provided by third parties, such as Google Analytics, to analyze user usage patterns and employs these cookies to enhance site performance. For details on how Google Analytics handles data, please refer to [the Google Analytics Help page.](#)

(3) Targeting Cookies

Targeting cookies are used for marketing purposes, such as content personalization and targeted advertising. These cookies record information about your access to this site and attributes during login. By using these cookies on this site, your information may be associated with access information from other websites and used by third-party advertising services.

4. User Cookie Settings

(1) Browser Settings

Users can accept or disable cookies, or change cookie settings within their browser. Cookies can also be deleted from the device via the browser. For detailed settings, please refer to your browser's help menu.

[Example Settings for Each Browser]

- For Microsoft Edge™:
<https://support.microsoft.com/ja-jp/help/4534105/microsoft-edge-configure-your-privacy-settings>
 - For Internet Explorer™:
<https://support.microsoft.com/ja-jp/help/17442/windows-internet-explorer-delete-manage-cookies>
- *Microsoft Edge and Internet Explorer are registered trademarks of Microsoft Corporation in the United States and other countries.
- For Safari™:
<https://support.apple.com/ja-jp/guide/safari/sfri11471/mac>
*Safari is a trademark of Apple Inc., registered in the U.S. and other countries.
 - For Google Chrome™:
<https://support.google.com/chrome/answer/95647?hl=ja&hlrm=en>
*Google Chrome is a trademark or registered trademark of Google LLC.
 - For Opera™ (English page):
<https://help.opera.com/en/latest/web-preferences/>
*Opera is a trademark or registered trademark of Opera Software ASA.

Users can disable cookies used on this site through the browser settings listed above. However, please be aware that disabling cookies may affect the functionality of this site. We shall not be liable for any effects arising from changes to user settings, unless such effects result from our intentional act or negligence.

- (2) Selection in the "Cookie Settings" Menu
This site provides functionality allowing users to choose whether to allow or block cookies based on their consent. For details, please check the "Cookie Settings" section on the relevant site page.

5. Changes to This Cookie Policy

We may revise or improve this Cookie Policy in response to changes in laws, regulations, or social conditions. Any changes will be notified by posting the updated content on this website.

6. Contact for Inquiries Regarding This Cookie Policy

For inquiries regarding this Cookie Policy, please contact the following:
JR Shikoku Hotels Co., Ltd. Cookie Policy Inquiry Desk Address: 1-1
Hamano-cho, Takamatsu City, Kagawa Prefecture 760-0011