

Cookies and Interest-Based Advertising

Sense Hotel Sofia works with third parties to track your activity on our website, as well as to serve you with relevant advertisements from Sense Hotel Sofia and other advertisers on unrelated websites.

These advertising services use pixel tags (aka; web beacons), cookies and other tracking technologies to collect and store non-personal information about your visit to our website. Should you visit our website using your mobile device, an advertising service may also collect your device's unique identifier, or location, and attempt to synchronize your mobile website visit with other website visits.

When a relevant advertisement is served to you on another website that uses data collected from this website, it's referred to as an 'Interest-Based' Ad and the advertisement should include a blue 'Adchoices' icon in the upper-right hand corner. If you click on the Adchoices icon, you can learn more about the facilitating advertising service, and your opportunity to opt-out of Interest-Based ads from that service. Sense Hotel Sofia does not have access to, nor control over, these advertising services use of cookies when Interest-Based ads are served to you. However, you may choose to opt-out of the use of this information by clicking here; <http://www.aboutads.info/choices/>

Please note that by opting out, you will continue to see ads, but they may not be as relevant based on your travel interests.