

Cookies Policy

Effective Date: 28th April 2025

This Cookies Policy explains how Sakura Adventures ("we", "us", or "our") uses cookies and similar technologies on our website, including those provided via our white label booking platform. By using our website, you consent to the use of cookies as described in this policy.

1. What Are Cookies?

Cookies are small text files that are stored on your device when you visit a website. They help the site remember your actions and preferences (like login, language, or items in a cart) so you don't have to re-enter them every time.

2. How We Use Cookies

We use cookies for a variety of reasons, including to:

- Ensure our website functions properly
- Improve user experience by remembering your preferences
- Analyze website traffic and performance to better understand how visitors use our site
- Support booking functionality through our white label booking platform
- Enable marketing and remarketing tools to offer relevant travel content

3. Types of Cookies We Use

a. Essential Cookies

These are necessary for the website to work properly. They enable basic functions like page navigation, secure areas, and booking system access.

b. Performance & Analytics Cookies

These cookies help us understand how visitors interact with our site (e.g., Google Analytics). The data is anonymized and used only to improve our services.

c. Functionality Cookies

These remember your choices (such as language or region) to personalize your experience.

d. Marketing & Third-Party Cookies

These cookies track your activity across websites to help deliver targeted ads and offers. This includes cookies set by third-party services, such as our white label booking partners, social media platforms, and advertising networks.

4. Cookies on Our White Label Booking Platform

When you access our booking engine, which is powered by a trusted white label partner, additional cookies may be used to:

- Manage your booking journey
- Save travel preferences
- Track completed transactions
- Support customer service tools

We recommend reviewing the cookie policy of the booking platform provider for full transparency.

5. Managing Cookies

You can control and/or delete cookies at any time. Most browsers let you:

- View what cookies are stored
- Block cookies from specific sites
- Delete all cookies

Note: Disabling cookies may affect the functionality of our website, including the ability to make bookings.

To learn more about managing cookies, visit:

<https://www.allaboutcookies.org>

6. Updates to This Policy

We may update this Cookies Policy occasionally. Any changes will be posted here with the revised effective date.

7. Contact Us

If you have any questions about this policy or how we use cookies, please reach out:

 [Email](#)

 www.sakura-adventures.com.au.com