

Meili Travel Technology Cookie Policy

Effective Date: 27/05/2025

1. Cookie Statement

This Cookie Policy explains how Meili Travel Technology Limited ("Meili") ("we", "us", and "our") uses cookies to recognize you when you visit our website at <https://www.meili.travel/> ("Website"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

2. What are cookies

Cookies are files with small amounts of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Cookies are widely used by website owners to make their websites work or to work more efficiently, as well as to provide reporting information. Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

3. Why do we use cookies?

We use first-party and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Website. Third parties serve cookies through our Website for advertising, analytics, and other purposes. This is described in more detail below.

4. Types of cookies we use

The cookies used on our website are grouped into the following categories.

Necessary

Necessary cookies are essential for the website to function properly. These cookies ensure basic functionalities and security features of the website, anonymously.

Cookie	Duration	Description
fs-cc	6 months	Stores the user's cookie consent state for the current domain.
fs-cc-updated	6 months	Stores the user's consent status for various tracking categories.

Functional

Functional cookies help to perform certain functionalities like sharing the content of the website on social media platforms, collect feedbacks, and other third-party features.

Performance

Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
_ga	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gid	1 day	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.
ga#	2 years	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.

_gat	1 day	Used by Google Analytics to throttle request rate.
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Advertisement

Advertisement cookies are used to provide visitors with relevant ads and marketing campaigns. These cookies track visitors across websites and collect information to provide customized ads.

Others

Other uncategorized cookies are those that are being analysed and have not been classified into a category yet.

Cookie	Duration	Description
CONSENT	16 years 9 months 23 days 9 hours 8 minutes	No description
_gat_gtag_UA_109714532_1	1 minute	No description

5. How can you control cookies?

You can manage your cookies preferences by clicking on the “Settings” button and enabling or disabling the cookie categories on the popup according to your preferences. Should you decide to change your preferences later through your browsing session, you can click on the settings button on the bottom left of the screen at any time. This will display the consent notice again enabling you to change your preferences or withdraw your consent entirely.

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. To find out more out more on how to manage and delete cookies, visit www.allaboutcookies.org.

6. Changes to this Cookie Policy



We may update this Cookie Policy from time to time to reflect changes to the cookies we use or for other operational, legal, or regulatory reasons. Please revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.