

# Cookie policy

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## Purposes of data processing

SIXT has implemented a variety of technical and organisational measures in order to protect your personal data, in particular against random or intentional manipulation, loss, destruction and access by unauthorised persons. These security measures will be continually adapted in accordance with technological developments. The transfer of personal data between your computer and our server invariably takes place by encrypted connection (Secure Socket Layer (SSL)).

Visits to our website may result in information being stored on your computer in the form of "Cookies". Cookies are small text files that are copied from a web server onto your hard disk. Cookies contain information that can later be read by a web server within the domain in which the cookie was assigned to you. Cookies cannot execute any programmes or infect your computer with viruses. The cookies used by us neither contain personal data nor are they connected to any such data.

Most of the cookies used by us are so-called session cookies, which are required in order to maintain consistency during your visit, for example by ensuring that the preferences you entered when making your reservation request, as well as any other information entered, are remembered for the duration of your session. We also need session cookies in order to ensure that any offers (e.g., promotional offers) you click on are assigned to your request. Session cookies are automatically deleted after each session. We furthermore use cookies in order to determine, when you pay return visits to our website, whether you are interested in certain types of offers. This enables us to be more targeted about the offers we show you on our website. If you are already registered with us and have a customer account, it will be possible for us to compare the information recorded by the cookies used with the information known to us. This in turn enables us to tune our offers more finely to your needs and wishes. These cookies have a lifespan of one year, after which they are automatically deleted. We also need cookies for purposes of settling accounts with our advertising partners, because cookies are able to record the page or promotional campaign that led the customer to us. As with other data, we record this data exclusively in abstract form so as to ensure that it cannot be used to identify the data subject. A cookie of this type has a lifespan of 31 days.

You have the opportunity to accept or to reject cookies. Most web browsers accept cookies automatically. Generally, however, you will be able to adjust your browser settings so as to reject cookies. If you opt to reject cookies, you may find that you are unable to use some of the website's functions. If you accept cookies, you can opt to delete such accepted cookies at a later point in time. You can delete cookies in Internet Explorer 8 by selecting "Tools" > "Delete Browsing History" and then clicking on the button "Delete Cookies". If you delete the cookies, all settings controlled by these cookies, including advertising settings, will be deleted, possibly irrecoverably.

## Use of Google Analytics (this text is provided by Google, Inc)

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses so-called "cookies", which are text files placed on your computer to help the website analyse how you use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data collected about you by Google in the manner and for the purposes set out above.

Further information can be found at [www.google.com/intl/de/analytics/privacyoverview.html](http://www.google.com/intl/de/analytics/privacyoverview.html) (general information on Google Analytics and data protection). We would like to point out that the code "gat.\_anonymizeIp();" has been added to Google Analytics on this website to ensure anonymous collection of IP addresses (so-called IP masking). Under <https://tools.google.com/dlpage/gaoptout?hl=en-GB> you will find instructions for deactivating Google Analytics Services.

## HotJar web analytics services

The SIXT website uses the HotJar analytics services for purposes of improving customer friendliness and customer experiences. These services can record mouse clicks as well as scroll movements. They can also record information entered on this website via keyboard. Such information is not personalised and thus remains anonymous. HotJar does not record such information on pages that do not use the HotJar system. You can disable the HotJar service at <https://www.hotjar.com/legal/compliance/opt-out>.

## Use of Google Maps

SIXT's mobile applications (SixtMobil) as well as the reservation application and the branch finder application on the website all use Google Maps API applications. These applications are all essential to the functionality and full availability of the booking service. By using the SixtMobil services, the reservation application or the branch finder application, you declare that you agree with such services and application being subject to the terms of service and the privacy policy of Google. To access Google's terms of service, please click [here](#). The access Google's privacy policy, please click [here](#). Google Maps is used to provide customers with the appropriate map section and to show them the nearest branches. The transfer of location data to Google invariably takes place in anonymised form; no further information is provided to Google.

## Use of the Facebook Custom Audience service based on Facebook pixels

Our website uses the so-called Facebook pixel created by the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or, if you are resident in the EU, by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (“Facebook”). This tool serves to present users of our website with advertising (“Facebook ads”) that matches their interests during their visits to Facebook. In this way we ensure that our Facebook ads correspond with the interests of the respective users and are therefore not perceived as a nuisance. We also use the Facebook pixel to track how many users click on our Facebook ads. This enables us to assess the effectiveness of those ads, which is useful for statistical and market research purposes. The Facebook pixel is activated by Facebook as soon as you open our website. It can store so-called cookies on your computer. If you log into Facebook after visiting our website, or visit Facebook while still logged in, then Facebook will assign this information to your personal Facebook account. The data recorded about you in no way allows us to draw inferences regarding your identity as a user. The collection and processing of the data by Facebook complies with the provisions of the Facebook Data Policy. For more information in this respect, please go to : <https://www.facebook.com/about/privacy>. You can, at any time, object to the recording of data by the Facebook pixel and the use of your data to present Facebook ads. To do so, please visit the page specially set up by Facebook for this purpose (when there, see the settings for use-based advertising), while you are still logged in to Facebook: <https://www.facebook.com/settings>. The settings are platform-independent, meaning that they will be assumed for all devices, whether desktop computers or mobile devices.

Another way of preventing your data from being recorded when you visit our website via your selected browser is available here: [Deactivate Facebook pixel](#)

## Criteo

Our collaboration with advertising partners is based on retargeting technologies. These enable us to better customise our offers according to your interests, and to win back your custom for our products and offers. We pursue this goal using a cookie-based analysis of previous visit patterns that involves creating pseudonymised user profiles.

We cooperate in this regard with Criteo (Criteo SA, 32 Rue Blanche, 75009 Paris), provider of retargeting technologies. Your IP address will be anonymised by the server prior to its processing. The cookies have a lifespan of 60 days.

For options on how to object to the use of your data by Criteo, please go to <http://www.criteo.com/de/privacy/>

## Google AdWords/Double Click

Advertising shown by us is based on the interest in products our customers previously exhibited. We record information about our customers’ surfing patterns for purposes of providing them with interest-based online advertising. For this, cookies are stored on the respective user’s computer; these contain a multiple-digit identification number. If you do not agree with having your user

behaviour analysed, you can adjust your browsers settings so as to prevent analysis cookies from being set. Please note, however, that this may prevent you from being able to use in full all the functions of this website.

The search engine program Google AdWords, provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Google), facilitates the systematic display on our website of advertising based on Google search terms. For this, Google sets a cookie in the user's browser as soon as an advert appearing in the Google search or advertising network is clicked on. For options on how to object to such tracking, please go to: <https://www.google.com/ads/preferences>.

Through its AdWords cookie-based conversion methods, Google can measure the number of people who, after clicking on an AdWords advert, went on to purchase or use the product/service offered. To the extent that Google Ads link to offers from this website, this website will receive statistics from Google about the number of purchases made after clicking on the respective Google AdWords advert.

The options for disabling this tracking function are as follows: You can adjust your browser so as to block the setting of cookies by the domain googleadservices.com or by third parties in general. You can also delete the Google conversion cookie in your browser's cookie settings.

This website uses Google Remarketing on the basis of Doubleclick, another Google Inc service, to display interest-based advertising. The process of reviewing the pages shown and of allocating adverts is based on a pseudonymous identification number in the Doubleclick cookie. The cookie-generated information about the pages shown is then transferred to and stored on Google servers for evaluation purposes. To read the Google Privacy Policy, please go to <https://www.google.de/policies/privacy>.

For options on how to object to such tracking, please go to: <https://www.google.com/ads/preferences>

Further objection options:

You can also object to interest-based advertising by Google and by other advertising networks on the following website:

<http://www.youronlinechoices.com/uk/your-ad-choices>

## **Optimizely**

This website uses Optimizely, a web analytics service offered by Optimizely Inc. (631 Howard Street, Suite 100, San Francisco, CA 94105, United States) that serves to simplify and conduct A/B testing for purposes of optimising and further developing this website. The information generated by the cookie about your use of the website will generally be transmitted to and stored on an Optimizely server.

The options for disabling this tracking function are as follows: You can deactivate Optimizely tracking at any time by following the corresponding instructions at [https://www.optimizely.com/opt\\_out](https://www.optimizely.com/opt_out).

## Refined Ads

To evaluate and optimise our website and to generate advertising that is more relevant to you, we use the tracking system Refined Ads created by Refined Labs GmbH (Residenzstr. 7, 80333 Munich, Germany). This system uses cookies to record user data and compile anonymous user profiles based on it. It does not attribute these data to personal user data.

You can object to such data processing by using an opt-out cookie. For more information in this respect, please go to <https://www.refinedlabs.com/datenschutz-refined-ads>.

## Addition

Our website uses the ADITION service provided by ADITION technologies AG, Oststraße 55, 40211 Düsseldorf, Germany. ADITION sets cookies to control and optimise the ways in which advertising measures implemented by ADITION customers are displayed. It can, for example, maximise the display frequency of advertising for users. When setting cookies, ADITION does not store any personal data such as names, email addresses, or any other personal information. All information gathered is anonymised and comprises technical data such as, for example, the advertising frequency and advertising date of advertising measures, as well as the browsers used and operating systems installed. All data gathered is stored on servers located within the Republic of Germany. For information on ADITION's Data Privacy Statement, please go to [www.adition.com/en/privacy/](http://www.adition.com/en/privacy/). You can object to such data processing by using an opt-out cookie. For more information in this respect, please go to <https://www.adition.com/datenschutz/?optout=trueAdTraxx>.

## Tealium (CDP)

This website uses the "Tealium Audience Stream" service, which is provided by Tealium Inc., 11085 Torreyana Road, San Diego, CA 92121, USA (Tealium), to collect and store data, and then use such data to create pseudonymous user profiles. Tealium uses this information to, on our behalf, automatically enhance your use of the website according to your specific needs, and to do so in real time. To do this, it collects information such as advertising and products seen and clicked on, visitor numbers, the topics of sites visited, etc.

The pseudonymised user profiles are not associated with personal data pertaining to the holder of the pseudonym, unless corresponding special consent is obtained. The IP address conveyed by your browser is, likewise, not connected with your user profile.

To create user profiles, Tealium uses cookies or, in the case of mobile terminals, similar technologies. The cookie-generated information about your use of this website is stored within Germany. You can prevent cookies from being set by adjusting your browser settings accordingly. However, please be advised that this may prevent you from being able to use in full all the functions of this website. You can object to the collection and storage of your data for web analytics purposes at any time by following the corresponding instructions at <http://tealium.com/de/privacy/>.

## BlueKai (DMP)

Our website uses “BlueKai” technology provided by Oracle (Oracle Corporation 500 Oracle Parkway Redwood Shores, CA 94065/USA). This technology enables us to, taking into account your interests and user behaviour on our website and third-party websites, present you with relevant, targeted advertising based on evaluations of your website use on various terminals, such as laptops, smartphones and PCs (so-called cross-device tracking). The technology also provides us with compilations of anonymous statistics on the effectiveness of specific advertising measures (e.g., how many people clicked on or interacted with an advert).

To this end, cookies are set on your terminals and pixel tags implemented on the websites that use BlueKai. Together, these facilitate the analysis and evaluation of your user behaviour (e.g., clicks) on the various terminals. This process involves the creation of so-called cookie IDs, which can be attributed to your terminals for purposes of cross-device profile building, but which cannot be attributed to you personally. The data collected comprise non-personal, usage-related data (e.g. clicks on advertising, websites, times and duration of visit) and non-personal browser data (e.g., language settings, screen resolution). You are therefore not identifiable to us at any point.

For more information on data protection and the corresponding setting options, please go to: <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>. You can object to the use of Oracle BlueKai via the corresponding opt-out tool at <http://bluekai.com/consumers.php>.

## Myra

With the support of Myra Security GmbH, we ensure the availability of our services and protect our infrastructure against attacks by criminals, botnets and other malware. Myra Security GmbH assumes the task of performing the corresponding filtering on our behalf. To ensure your security, all traffic flows are checked before they are allowed to access our services. By analysing every attempt to access our website, we can check whether any requests you make are legitimate and thus protect your data against unauthorised access. This filtering process in no way restricts your use of our services/our website.

## Google reCAPTCHA

To secure our services we use Google reCAPTCHA. You can find the privacy terms [here](#).

## Exactag

The Sixt website uses a service provided by Exactag GmbH to collect and store data for marketing and optimisation purposes on this website and its subpages. This data may be used to create anonymous user profiles. Cookies and a technique called fingerprint may be used for this purpose. Fingerprint technology stores environment variables of the Internet browser in a database without storing unique user-related data such as an IP address. The cookies and/or the fingerprint enable the Internet browser to be recognised. The data collected using Exactag technologies will not be used to personally identify visitors to this website without the express permission of the data subject; personal data will generally not be collected.

If you wish to object to the storage of your anonymous visitor data in the future, please click [here](#).

## **Kenshoo**

The Sixt website uses the web analysis service with bid management provided by the company Kenshoo, Arnulfstraße 126, 80636 Munich with servers in the USA. In order to design and optimise this website accordingly, anonymised usage data is collected and stored in aggregated form and usage profiles are created from this data using pseudonyms. Cookies with a validity of up to 90 days are stored locally when Kenshoo Tracking is used. However, Kenshoo also processes your personal data in the USA and is committed to the EU-US Privacy Shield framework. Please click [here](#) to object to the storage of your (anonymously collected) visitor data in the future.