

# Cookie Policy

## Europcar International Cookie Policy

### 1. What is a cookie?

Cookies and other similar technologies (SDK, third party call, etc) are traces stored on your device when you visit our website (the "Cookies").

Europcar International S.A.S.U., whose registered office is located at 13 ter Boulevard Berthier 75017 Paris, France, collects information on your device by using cookies and similar technologies. The terms "Europcar", "we", "us" or "our" used in this policy refer to Europcar International S.A.S.U.

This policy (the "Cookie Policy") describes the different types of cookies or other similar technologies used on this website.

This **Cookie Policy** completes and should be read in conjunction with the [Privacy Policy](#).

### 2. What types of cookies do we use?

We use different types of cookies for the following purposes:

#### **Necessary:**

- To enable the proper functioning of the website.

#### **Marketing:**

- To identify you across different websites.
- Showing relevant ads based on your interests.

#### **Statistics:**

- Measure the volume of the website's audience, anonymously.
- Analyze your browsing habits.
- Identify site malfunctions (bugs).
- Example: Google Analytics.

### 3. How long do we keep cookies?

We use both "persistent" and "session" cookies:

Persistent cookies are cookies that are stored on your device from visit to visit, until they expire or you request their deletion ;

Session cookies are cookies that are temporarily stored on your device and then automatically deleted.

### 4. Is information collected through the use of cookies transferred outside the EU?

We would like to draw your attention to the fact that information collected through the use of certain cookies may be transferred outside the EU. This is because some cookie vendors maintain servers

around the world in order to provide a better quality of service. We encourage you to review the privacy policies of these vendors to better understand the rules that apply to the transfer of your information.

## 5. List of the cookies

Type of cookie	Name of cookie	Cookie vendor	Description/Purpose of
Necessary	auth.strategy	nuxtJS	This cookie is necessary to log on to our website.
	EuropcarLocale	Europcar Mobility Group	This cookie is used to manage the display language for your session.
	JSESSIONID	Europcar Mobility Group	This cookie allows you to save your settings during your navigation.
	synchronize	Europcar Mobility Group	This cookie is used to synchronize various technical modules.
	TS015d1c25	Europcar Mobility Group	This cookie is necessary to manage network traffic and avoid congestion.
	ak_bmsc	Akamai	This cookie is used to validate the session going through standard detection works. In the absence of standard detection works, it is also used to validate the session through standard detection works instead of the IP address and control rules.
	bm_mi	Akamai	This cookie is used to validate the session through standard detection works. In the absence of standard detection works, it is also used to validate the session through standard detection works instead of the IP address and control rules.
	bm_sv	Akamai	This cookie is used as session validation detection. It keeps track of the number of pages and Ajax requests made.
	bm_sz	Akamai	This cookie is used as behavior anomaly detection. It is a short term cookie. It is used to detect the telemetry collected during the session.
	_abck	Akamai	This cookie is used as behavior anomaly detection. It is a long term cookie. It is used to detect the user's past behavior (history) on the protected site. It is also used to detect the behavior of the JavaScript on the Europcar side, in particular during the collection process and Proof of Work challenge.

	sec_cpt	Akamai	This cookie is used as challenge action (Capt behavioral) available in anomaly detection met Manager Premier. This state of the challenge p
	ak_wfSession	Akamai	This cookie is used as Manager Standard and Premier workflow valid
	Didomi_cookies	Didomi	This cookie is used to i consent to Didomi.
	Didomi_token	Didomi	This cookie contains co for personalized purpo personalized partners, information specific to ID).
	euconsent-v2	Didomi	This cookie contains th consent for the IAB's " consent framework" as consent information for (partners and purposes
Statistics	ABTastySession	AB Tasty	This cookie is used to i session. It allows us to new session is starting
	_ga	Google	This cookie stores a ur used to generate statis how you use our site.
	_ga_#	Google	This cookie is used by to collect data on the n you have visited our sit dates of your first and i
	_gat	Google	This cookie is used by to reduce the query rat
	_gid	Google	This cookie stores a ur is used to generate sta how you use our site.
	dtCookie	Dynatrace	This cookie tracks a vis requests. We use this the availability and per site.
	dtLatC	Dynatrace	This cookie measures monitoring the perform
	dtPC	Dynatrace	This cookie is required appropriate endpoints transmission and inclu for correlation.
	dtSA	Dynatrace	This cookie is used as storage to track your a
	rxVisitor	Dynatrace	This cookie contains a usage of our site over i
	rxVt	Dynatrace	This cookie is used to i

Marketing	uid	Criteo	This cookie is used to target advertising when you visit our website.
	bd4ti bd4 experiment data	BD4 TRAVEL	These cookies are used to store information about your preferences and to improve our recommendations on the website presented to you.
	_glc_au	Google	This cookie is used by Google to test the effectiveness of our advertising websites using these cookies. The first cookie for the "Conversion" feature, which takes in account clicks and stores it in a cookie so that conversions can be tracked on the landing page.
	_cs_c	Content Square	This cookie is used by Content Square to record your consent to our cookies.
	_fbp	Facebook	This cookie is used by Facebook to provide a range of advertising services, such as real-time bidding and targeted advertising.
	_cs_id	Content Square	This cookie records statistics about your behavior on the website.
	intercom-session-k7su1ekb	Intercom	This cookie uniquely identifies your device and allows us to personalize our content. It also keeps a history of conversions for 7 days after the display of our advertisement with you.
	intercom-device-id-k7su1ekb	Intercom	This cookie is used to identify your device when interacting with the Messenger widget to improve security.
	intercom-id-k7su1ekb	Intercom	This cookie uniquely identifies your device and allows us to personalize our conversation when you use our online chat.
	_cs_s	Content Square	This cookie is used to identify you when you visit our site and for our advertising.
	_cs_mk_ga	Content Square	This cookie ensures Google Analytics dimensions and eVars are set every 30 minutes.
	muid	Bing	This cookie allows Microsoft to track your behavior in order to show you targeted ads.
	Europcar Iadvize	iAdvize	This cookie uniquely identifies your device and allows us to personalize our conversation when you use our online chat.
	iadvize-1245	iAdvize	This cookie uniquely identifies your device and allows us to personalize our conversation when you use our online chat.
	NID	Google	This cookie contains a unique identifier for your device.

			to remember your preferences and other information such as last search results to display on the page.
	_uetclid	Bing	This cookie allows us to track if you have visited our website.
	_uetvid	Bing	This cookie allows us to track if you have visited our website.
	_gid	Google	This cookie distinguishes unique users and pages viewed.
	cto_bundle	Criteo	This cookie is used for retargeting.
	OGPC	Google	The purpose of this cookie is to store Google maps preferences when a page with Google Maps is viewed.
	IDE	Google	This cookie is used by Google to send you advertising.
	DV	Google	This cookie contains a unique identifier to remember your preferences and other information such as last search results to display on the page.
	HSID	Google	This cookie is used to identify you and ensure that only you can identify you.
	__Secure-3PSIDCC __Secure-1PAPISID SAPISID	Google	These cookies build up your interests when you visit and display relevant and personalized ads through retargeting.
	SID	Google	This cookie is used to identify you and ensure that only you can identify you.
	APISID	Google	This cookie is used to identify videos embedded in the page.
	tc_cj_v2	Tagcommander	This cookie is used to track navigation (acquisition) and traffic sources).
	visitor_id-hash	Pardot	The hash cookie contains a unique hash and stores a unique hash. For example, the cookie name is visitor_idxxxx-hash stored as "855c3697d9979e78ac" and the account ID is xxx. This is a security measure to protect a malicious user from impersonating a business customer and their corresponding prospect.
	TDCPM TDID	.adsrvr.org	These cookies store a unique identifier that allows us to recognize you.

			return to our site. The i used for targeted adve
	TC_PAGES_VIEWED	Tagcommander	This cookie is used to r of pages you have view
	1P_JAR	Google	This Google Analytics track you, serve person target those ads.
	TD_UNIQUE_IMP	Avent Media	The unique impression the programs of the ad as the time the ad was information is used to i views.
	TD_PIC	Avent Media	The post-print cookie c information about ad vi organizations that have post-print tracking.
	TradedoublerGUID	Avent Media	The GUID cookie conta store the user's event l server.
	TD_EH	Avent Media	The event history cook information about the l This information is use clicks to closures.
	TD_UNIQUE_IMP	Avent Media	The unique impression the programs of the ad as the time the ad was information is used to i views.
	TD_PIC	Avent Media	The post-print cookie c information about ad vi organizations that have post-print tracking.
	taboola_session_id	Taboola	This cookie creates a t ID to avoid the display recommendations on tl
	taboola_select	Taboola	This cookie maintains i whether you performed “Taboola Select” featu
	taboola_fp_td_user_id	Taboola	This cookie indicates tl an item that was recon Taboola’s Services. Th reporting and analytics
	t_gid	Taboola	This cookie assigns a i that Taboola uses for a reporting purposes, an recommendations to a
	trc_cookie_storage	Taboola	This cookie assigns a i that is used for attribut purposes.
	_tb_sess_r	Taboola	This cookie is used on publisher Customers th

			Taboola Newsroom se maintains a session re your visit to this particu
	_tb_t_ppg	Taboola	This cookie is used on publisher Customers th Taboola Newsroom se is used to identify the r (i.e. the website that yc arriving at this publishe
	abLdr	Taboola	This cookie supports r and performance imprc Taboola's browser-bas
	abMbl	Taboola	This cookie supports r and performance imprc Taboola's mobile SDK
	tb_click_param	Taboola	This cookie is used on publisher Customers th Taboola Newsroom se measures performance homepage articles that
	taboola global:last-external	Taboola	This cookie is used for purposes to see what l user to the current pag
	global:last-external-referrer	Taboola	This cookie is used for purposes to see what l user to the current pag
	ln_or	Linkedin	This cookie is used to analytics can be carrie domain
	sc_at	Snapchat	This cookie is used to advertisements, to mal relevant and meaningf and to track the perform advertising campaigns
	TikTok	TikTok	This cookie is used to advertisements, to mal relevant and meaningf and to track the perform advertising campaigns

## 6. SDK

When using the Europcar application, SDKs (Software Development Kits) are used to make it work.

The SDKs we use on the application are the following:

Appsflyer SDK: This SDK is used to measure the performance of the application and to analyze online acquisition campaigns. You can disable this data processing at any time via <https://appsflyer.com/optout>. You will need to pass on the IDFA of your mobile device in order to deactivate the processing.

Salesforce SDK: This SDK allows you to manage the sending of notifications to your phone in order to inform you of the confirmation of your vehicle or to be alerted about current offers. You can disable notifications directly in your phone settings.

Content Square SDK: This SDK allows us to analyze your behavior on our applications and thus improve the content and the user experience on the application.

Firebase SDK: This SDK hosts our application.

## 7. Third party calls

Type of third party call	Name of the third party call	Third party call vendor	Description / Purpose of the third party call	Duration	Transfers of data outside the EU ?
Necessary	images.ctfassets.net	Contentful	This third party call is used for serving the website content	Session	Yes
	cdn.contentful.com	Contentful	This third party call is used for serving the website content	Session	Yes
	app.launchdarkly.com	Launchdarkly	This third party call allows Europcar to coordinate the rollout of new features of the website.	Session	Yes
	events.launchdarkly.com	Launchdarkly	This third party call allows Europcar to coordinate the rollout of new features of the website.	Session	Yes
	sentry.io	Sentry	This third party call monitors errors that users of our website experience and allows a proactive detection of bugs.	Session	Yes



	browser.sentry-cdn.com	Sentry	This third party call monitors errors that users of our website experience and allows a proactive detection of bugs.	Session	Yes
	cdn.tagcommander.com	Tagcommander	This third party call is used to manage displaying in particular the consent banner on the website as well as the implementation of tools which are only activated upon consent	Session	No
	manager.tagcommander.com	Tagcommander	This third party call is used to manage displaying in particular the consent banner on the website as well as the implementation of tools which are only activated upon consent	Session	No
	maps.googleapis.com	Google Maps	This third party call is used to show users where Europcar car rental stations are located	Session	Yes
	maps.gstatic.com	Google Maps	This cookie is used as part of the behavior anomaly detection method of Bot Manager Premier, it is also known as the long term	Session	Yes

			cookie. It is used to track a user's past behavior (human / bot) on a protected site. It is also used to control the behavior of the JavaScript on Europcar side, in particular the telemetry collection process and plays a role in the Proof of Work challenge process.		
	fonts.googleapis.com	Google Maps	This cookie is used as part of the challenge action (Captcha, PoW, behavioral) available in the behavior anomaly detection method of Bot Manager Premier. This cookie tracks the state of the challenge process.	Session	Yes
	fonts.gstatic.com	Google Maps	This cookie is used as part of the Bot Manager Standard and Bot Manager Premier workflow validation feature	Session	Yes

	cloudfront-de-int.Its.emobg.io	Europcar	This cookie is used to transmit your consent to Didomi.	Session	No
	applications.europcar.com	Europcar	This cookie contains consent information for personalized purposes and for personalized partners, as well as information specific to Didomi (e.g. user ID).	Session	No
	static.europcar.com	Europcar	This cookie contains the chain of consent for the IAB's "Transparency and consent framework" as well as the consent information for all IAB standards (partners and purposes).	Session	USA
Marketing	Try.abtasty.com	AB Tasty	This third party call is used to check if there is an eligible AB test for each visitor and shows the randomly assigned design version to each visitor.	Session	No
	dcinfos-cache.abtasty.com	AB Tasty	This third party call is used to check if there is an eligible AB	Session	No

		test for each visitor and shows the randomly assigned design version to each visitor.		
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## 8. How to manage your cookies ?

You can activate or deactivate the use of cookies and request their deletion by clicking [here](#).

You have data protection rights regarding the processing of your personal data, including with respect to cookies (e.g., a right of access, rectification, suspension). You can easily accept or decline their use by selecting the appropriate options in the privacy center. You can also withdraw your consent and request the deletion of this information at any time.

You can learn more about these rights by reading the privacy policy.

You can also manage your cookie settings in your web browser.

## 9. Who to contact if you have a question about the use of the cookies?

If you have any questions about the use of cookies, please contact [dpo@europcar.com](mailto:dpo@europcar.com)

## 10. Changes of this cookie policy

This cookie policy was last modified on April 5th 2023. We reserve the right to change this cookie policy at any time.