

## **Privacy policy for Europcar Switzerland / AMAG Services AG**

We are delighted about your visit to our website and your interest in data protection. The following explanations describe how we process personal data and show that we take the protection of your personal data very seriously.

### **1. Who processes the personal data collected on this website?**

In this privacy policy,

Europcar Switzerland

AMAG Services AG

Steinackerstrasse 20,

CH 8302 Kloten

(hereinafter 'Europcar' and/or 'we'),

provides information about how the data collected on the Europcar website (hereinafter 'website') is processed.

This privacy policy only applies to [www.europcar.ch](http://www.europcar.ch) and the associated subpages. It does not apply to websites controlled and operated by third parties. Please check the privacy policies of websites controlled and operated by third parties as we have no control over these websites and are not responsible for their content and data protection measures.

### **1. Responsibility for processing the personal data collected**

Europcar is the controller responsible for processing the personal data collected on [www.europcar.ch](http://www.europcar.ch) (the website).

#### **1. For what purposes does Europcar process your data?**

If you provide data via this website on a voluntarily basis, Europcar exclusively processes it for the following purposes:

- a. To register you as a Europcar customer, create your master data and assign a Europcar ID to your master data (driver profile).

This processing is necessary to identify you and to make it easier to create your future reservations / rental agreements.

a. For your reservation and rental agreement:

- to confirm your reservation,
- to change or cancel your reservation,
- to contact you about your reservation/rental (e.g. to send you information about your reservation/rental or to send a reminder prior to collection/return, to respond to your questions or notes),
- to manage your rental (vehicle collection and return),
- to manage your invoices,
- to process any outstanding receivables,
- to process any claims,
- to assert compensation claims for any damage to Europcar vehicles, and
- to manage your insurance cover.

This processing is necessary for the reservation and to perform rental agreements entered into with Europcar.

a. For you to be able to pay for Europcar products/services.

This processing is necessary for the performance of the rental agreement. For your information: Europcar may only store your credit card details to make future payments easier with your explicit consent.

a. To improve Europcar's products/services based on customer surveys, if you have given your prior consent.

a. For advertising and marketing activities, particularly:

- to send e-mail and SMS messages about special campaigns/competitions/offers, if you have given your prior consent.

a. To store your rental agreement data in order to suggest preferred products/services when searching for new reservations/rentals.

a. To store your rentals in order to send you special offers and be able to offer you special terms based on the number and frequency of your rentals.

a. To send e-mails about a reservation you haven't completed or send a summary of a reservation request.

i. For you to take part in the privilege loyalty programme.

We need your prior consent to process your personal data for advertising purposes, i.e. for all information sent to you regarding products/services. If direct marketing for similar products is sent to existing customers via e-mail, these promotional e-mails may be sent without your prior consent. You have the option of objecting to this advertising at any time. To object to the use of your personal data for advertising purposes, please send an e-mail to: [dataprotection@europcar.ch](mailto:dataprotection@europcar.ch)

a. To process administrative offences, in particular:

- disclosing the renter's personal data to the competent authority if Europcar is obliged to disclose or pass on your personal data (e.g. in the event of administrative offences).

a. Settling the collection of processing fees, towing costs and payment orders if there is a claim for payment against Europcar as the owner of the vehicle for the costs of the proceedings as a result of parking and stopping violations as well as unpaid fees (e.g. motorway tolls). This processing is required by law.

- To manage and update blocked driver profiles (watch list) that involve certain contractual risks, particularly based on:

- payment incidents that have resulted in criminal proceedings,
- vehicle accidents or repeated damage caused by the renter/driver,
- accidents or damage intentionally caused by the renter/driver,
- use of Europcar vehicles in violation of Europcar's General Rental Terms.

The purpose of this processing is to reduce Europcar's risk with respect to performing the rental agreements. The basis is Europcar's legitimate interest. If your driver profile is blocked, your reservation/rental request will be rejected. You may be entitled to appeal this decision. Please contact [dataprotection@europcar.ch](mailto:dataprotection@europcar.ch).

a. Information and communication systems

Most vehicles in the Europcar fleet are equipped with information and communication systems such as GPS and mobile phone systems. By offering these information and communication systems, Europcar is not pursuing the purpose of collecting personal data from renters and drivers. As the renter or driver, you are obliged to reset the vehicle's information and communication system to the factory settings before returning the vehicle at the end of the rental period and therefore erase all the personal data that has been collected from the GPS and mobile phone systems. An instruction manual is available in every vehicle in the Europcar fleet that contains instructions for resetting the information and communication systems to the factory settings.

For your information: Europcar carries out specific processing for the personal data collected by 'cookies' and other tracking features each time you visit this website. This processing takes place within the framework of the cookie policy. Please read this through carefully. You can accept or reject these cookies and other tracking features. Please follow the instructions in the cookie policy to do so. Website users are always personally responsible for the accuracy of the data provided. Europcar reserves the right to exclude users who have provided false information from services they have registered for, irrespective of other measures that may be initiated under any applicable laws. If data of third parties is provided, it must be guaranteed that these third parties have previously explicitly consented to the transfer of data to Europcar for the above-mentioned processing purposes. If personal data changes, Europcar must be notified of this without undue delay to ensure that data is always kept up to date. In this regard, customers and interested parties are obliged to provide truthful details with respect to their personal data and ensure that all personal data provided to Europcar is up to date.

#### Computer data

Each time and during a visit to the Europcar website, or if just a single page is accessed, our website collects specific technical data from website users' computers. This data is collected via the computer's web browser and may contain information relating to the IP address, the operating system used and the browser used (e.g. Firefox, Opera, Chrome, Safari, Netscape Navigator or Internet Explorer, etc.), the screen resolution and the website from which the Europcar site was accessed ('referrer'). We store this data for a maximum of one year unless business requirements make it necessary to store data beyond this.

#### Use of tracking pixels

Some of our websites and HTML e-mails contain tracking pixels ('pixel tags') that are used to track the behaviour of website users and recipients of our e-mails. Pixel tags are used to collect page views, visits, navigation data and the length of time users spend on our website. As an example, this data can be used to determine popular destinations, average rental prices, offer prices and exchange rates, click behaviour and other data that can be used to improve our customer service and adapt our offers and services to our customers' interests.

You have the option of objecting to the collection of this data on the website by clicking on 'Reject cookies' when the cookie policy is displayed on visiting the website.

#### Use of Google Universal Analytics

This website uses Google Universal Analytics, a web analysis service from Google Inc. (hereinafter referred to as 'Google'). Google uses 'cookies', i.e. text files that are stored on your computer and allow analysis of

the use of the website by customers and interested parties. The information generated by the cookie about your use of this website is generally sent to a Google server in the USA and stored there. However, if IP anonymisation is enabled on this website, Google's IP address will be truncated in Switzerland and within Member States of the European Union or in other signatory states to the Agreement on the European Economic Area beforehand. Full IP address are only sent to a Google server in the USA and truncated there in exceptional cases. Google will use this information on behalf of the website operator to evaluate website use, compile reports on website activity and provide the website operator with other services relating to website activity and internet use. The IP address transmitted by website users' browsers within the framework of Google Universal Analytics is not merged with other Google data. The storage of cookies can be prevented by changing your browser software accordingly. However, please note that you may not be able to use all the features of this website to their full extent if you do so.

You can find more information about this at [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout) or at [www.google.com/intl/en/analytics/privacyoverview.html](https://www.google.com/intl/en/analytics/privacyoverview.html) (general information about Google Analytics and data protection).

## Use of Google Maps

Europcar mobile app applications, the mobile website, the reservation application and the station finder application on the website all use Google Maps API applications. These applications are essential for the functionality and full provision of the booking service. By using the mobile app/website, the reservation application or the station finder application, users agree to the validity of Google's Terms of Service and Privacy Policy. Google's Terms of Service can be found at <https://policies.google.com/terms?hl=en-GB>. Google's Privacy Policy can be found at <https://policies.google.com/privacy?hl=en&gl=en>. We use Google Maps to show you helpful area maps and the nearest Europcar stations. All location data is transmitted to Google anonymously; additional information is not shared with Google.

### 1. **Transmission of collected data**

We may share personal data with companies in the Europcar group, their franchisees, subcontractors and partners in order to provide the services ordered and the requested benefits in kind.

Europcar also commissions external service providers who provide technical and other support for various applications, such as web agencies and other parties. These external service providers and other contractors may be entrusted with personal data if this is necessary to provide these services.

If it is necessary to disclose personal data to third parties, this only takes place after the third party has entered into a commissioned data processing agreement, through which the third party is obliged to protect personal data by taking appropriate security measures and is banned from using this data for their own purposes.

We are entitled to disclose personal data to third parties:

- If we buy or sell business units or assets. In this case, we may disclose personal data to potential sellers or buyers of these business units or assets.
- If Europcar or a large part of its assets are acquired by a third party. In this case, the personal data that Europcar has collected with respect to its customers is considered to be an asset.
- If we are obliged to disclose or pass on your personal data to meet a legal obligation to enforce or implement our Terms of Use, General Rental Terms (which can be found at

[www.europcar.ch/Allgemeine\\_Geschaeftsbedingungen](http://www.europcar.ch/Allgemeine_Geschaeftsbedingungen)) and other agreements or to protect the rights, property and security of Europcar, customers or others, provided there is a legitimate interest in doing so. If there is a legitimate interest, please note that your personal data will be disclosed to the police on request if you have disregarded traffic regulations or committed a criminal offence during the rental period.

Partners are not permitted to use the transmitted data for their own purposes or advertising purposes or to pass it on to third parties.

## 1. Europcar's processors

To fulfil the above-mentioned purposes, your data will be transmitted to the following recipients as processors:

- Europcar International
- Advertising agencies
- Search engine marketing agencies
- E-mail marketing agencies

Your data may also be transmitted to the following recipients or categories of recipients if necessary:

- To: AMAG Group  
Why: internal auditing
- To: credit rating information offices  
Why: credit checks
- To: legal representatives, courts  
Why: to defend and assert claims, if needed
- Roadside assistance  
Why: 24-hour hotline

Legal claims

- To: debt collection companies  
Why: to settle outstanding debts and secure property, if necessary

- To: auditors and accountants

Why: as part of legal reporting requirements

- To: banks

Why: for payment processing

In addition, Europcar does not share data with third parties such as address publishers and direct marketing companies.

## **1. Europcar's partners and links to other websites**

We cooperate with reputable external service providers to offer a wide range of services. Any services that are provided by external partners are marked as such throughout our website. If Europcar works exclusively with leading external service providers, different privacy policies may apply. Other websites that are not subject to Europcar's privacy policy may be accessed via various parts of our website. If such websites are accessed, the privacy policy applicable to Europcar websites shall not apply. We therefore recommend that visitors to our website check the privacy policies of all third-party websites linked through this website in order to find out about the respective procedures for collecting, processing and transmitting data. Europcar accepts no liability for the content of linked third-party websites, nor does it accept liability for the use of these websites.

### **1. Storage to protect personal data and for data security**

We want our customers and visitors to our website to feel safe when using our website and reserving a vehicle. That's why protecting the personal data we collect is a top priority for us.

We only store personal data for as long as required under Swiss law for the respective purposes set out in this privacy policy. Europcar and its external partners take all the appropriate technical and organisational security measures necessary to protect personal data against unauthorised or unlawful processing, accidental loss, destruction or damage.

Europcar takes all appropriate technical and organisational security measures to maintain the necessary level of security with respect to the personal data processed and protect your personal data against unauthorised or unlawful processing, accidental loss, destruction or damage.

We provide a secure online environment. Our systems are configured so that data is encrypted and encryption technology and firewalls that meet the industry standard are used. If personal data is sent to our website via the internet, this data is protected using Secure Socket Layer (SSL) technology to ensure that transmission is secure.

All credit card transactions carried out on our website are processed using security server technology.

This includes a series of security features, especially the following:

- **Authentication:** this feature means that the website user's browser receives confirmation that the data is being sent to the right server and this server is secure.

- Encryption: this feature means that the data is encrypted so that it can only be read by the security server.
- Data integrity: this feature checks the data transmitted to ensure that it has not been manipulated.

If there is a personal data breach that is likely to result in your rights and freedoms being at high risk, we will notify you of this immediately and within 72 hours if possible.

Please note that you are responsible for safely storing user data or passwords that have been given or communicated to you, and for ensuring that these are not disclosed to anyone.

## 1. **Your rights**

You can assert the following rights with respect to data processing:

### Right of access

You can obtain confirmation as to whether or not and to what extent personal data concerning you is being processed.

### Right to rectification

If we process incomplete or inaccurate personal data concerning you, you can obtain rectification or completion at any time.

### Right to erasure

You can obtain the erasure of personal data if the purpose for which it was collected no longer applies, the processing was unlawful, the processing disproportionately affects your legitimate protection interests or the data processing is based on your consent and you have withdrawn this consent.

It should be noted here that other reasons may prevent your data from being erased immediately, e.g. statutory retention requirements, pending proceedings, the assertion, exercise or defence of legal claims, etc.

### Right to restriction of processing

You have the right to obtain restriction of processing if

- You contest the accuracy of your data for a period enabling us to verify the accuracy of the data,
- The processing is unlawful but you oppose erasure and instead request the restriction of data use,
- We no longer need the personal data for the intended purpose, but you require it for the establishment, exercise or defence of legal claims, or
- You have objected to data processing.

### Right to data portability

You may request that we provide you with your data you provided to us in a structured, commonly used and machine-readable format if we process the data based on your consent or to perform a contract between us and the processing is carried out by automated means.

## Right to object

If we process your data to carry out tasks for reasons of public interest, exercise official authority or if we invoke the need to safeguard our legitimate interest when processing, you may object to this data processing if there is an overriding interest in protecting your data. You can object to advertising at any time, without specifying any reasons for this.

## Right to lodge a complaint

If you believe that we have violated Swiss or European data protection law when processing your data and have violated your rights in doing so, we kindly ask that you to contact us so that we can clarify any questions. Of course, you also have the right to lodge a complaint with a Swiss data protection authority or a European supervisory authority.

## Right of withdrawal

Any declarations of consent you have given can be withdrawn independently of each other at any time. If you withdraw your consent, we will no longer process your data from this point onwards for the purposes stated in the declaration of consent, meaning that it will no longer be possible for you to use corresponding rights, benefits, etc.

You can assert these rights directly against Europcar by sending a message to the e-mail address [dataprotection@europcar.ch](mailto:dataprotection@europcar.ch). In case of doubt, we may request additional information to confirm your identity. The purpose of this is to protect your rights and privacy.

### 1. **Subscribing to and unsubscribing from the Europcar e-mail newsletter**

The Europcar or Europcar Group e-mail newsletter provides you with information about current offers, prices, products, services and competitions. We only send the e-mail to people who have consented to this (opt-in).

Recipients of the e-mail newsletter have the option of unsubscribing from the newsletter at any time via the link in the newsletter itself or on the Europcar website. Consent to this can be given in writing at any time by contacting Europcar Switzerland / AMAG Services AG, Abteilung Datenschutz / Data protection, Steinackerstrasse 20, CH 8302 Kloten, or by sending an e-mail to [dataprotection@europcar.ch](mailto:dataprotection@europcar.ch).

### 1. **Changes to the privacy policy**

Our privacy policy is subject to ongoing revision. We therefore recommend that you check the policy regularly to read about our obligations with respect to security and the protection of personal data.

Europcar publishes a notice on its website to inform you of all the important changes to the privacy policy. The date on which the last change was made is shown at the end of the privacy policy.

### 1. **Contact**

You can send any questions you have about the privacy policy to [Europcar](#).

AMAG Services AG

Abteilung Datenschutz / Data protection

Steinackerstrasse 20

CH – 8302 Kloten

E-mail: [dataprotection@europcar.ch](mailto:dataprotection@europcar.ch)