

Cookie Policy

Europcar International collects information about your device by using cookies and similar technologies.

Cookies and other similar technologies are tracers stored on your device when you visit our website (the "Cookies").

This policy (the "Cookie Policy") aims at describing the different types of Cookies used in connection with Europcar International website (www.europcar.co.uk) and controlled by Europcar International.

This Cookie Policy complements and should be read in conjunction with Europcar International Privacy Policy which is available [here](#).

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A. What kind of Cookies is used by Europcar and for what purpose?

Europcar uses different kind of cookies for the following purposes:

Essential Cookies: these cookies are strictly necessary for the proper functioning of our website – without these cookies, you could not use our Site;

Functional Cookies: these cookies are used by Europcar International to give you access to certain functionalities of our website to facilitate and enhance your navigation experience and selection of products/ services;

Analytics Cookies: these cookies allow Europcar International to analyse how our customers use our website in order to improve the quality of our website and enhance your navigation;

Advertising Cookies: these cookies are used by Europcar International and our marketing agencies to measure the effectiveness of our media advertising campaigns.

Please find below detailed information about the purpose for which Europcar International uses cookies.

	Description/ Purpose	Cookies	Persistent/ Session cookies	Data transfers outside the EU?
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Essential Cookies	<p>These cookies are essential for Europcar International to ensure the proper functioning of our website and the security of its environment. Without these cookies, we cannot memorise the choice you make and the information you provide during the booking process on our website and we are not able to proceed to your booking.</p> <p>For this purpose, Europcar International collects information about:</p> <ul style="list-style-type: none"> - the details of the choice you made during the booking process (e.g. regarding the vehicle, location); - the information necessary for your booking (i.e. station, date of the rental pickup and return, vehicle type, extra). 	Europcar essential cookies (JSESSIONID, Synchronize, ejCC_3, TS01X)	Session	No
	<p>These cookies are essential for Europcar International to ensure the functioning of the privacy center and memorize your cookies settings.</p> <p>For this purpose, Europcar International collects information about your cookies preference (consent or withdrawal of your consent).</p>	TagCommander	Persistent	No
Functional Cookies	<p>These cookies are used by Europcar International to give you access to certain functionalities of our website to facilitate and enhance your navigation experience and selection of products/ services:</p> <ul style="list-style-type: none"> - online chat to provide you online assistance; - recording of your preference (language, station, etc.); - classification of products/ services depending on various criteria (sales performance, most popular, time and place of the search, etc.). <p>For this purpose, Europcar International collects information about:</p> <ul style="list-style-type: none"> - the use of the online chat; - the choice you make regarding your navigation preference (e.g. language, station, etc.). 	Europcar functional cookies (DotcarClient, EuropcarLocale)	Persistent	No
		iAdvize	Persistent	Yes
		BD4Travel	Persistent	No
Analytics Cookies	<p>These cookies allow Europcar International to analyse how our customers use our website in order to track its performance, enhance its quality and your navigation.</p> <p>For this purpose, Europcar International collects information about:</p> <ul style="list-style-type: none"> - the number of users navigating on our website; - the pages of Europcar International website most visited; 	Google Analytics	Persistent	Yes
		Dynatrace	Persistent	No
		AT Internet	Persistent	No

	<ul style="list-style-type: none"> - the number of error messages that might occur when navigating; - the loading time of our website pages; - the visitors country of origin; - the visitors device/browser you use; - the type of products/services purchased; - the interactions on tests Europcar International may realise on specific sections of the websites (e.g. to calculate the number of visitors, the number of "click"); - the interactions with other customers' comments (e.g. the number of comments per products, the number of views of the comments, the purchases of products with comments, etc.). 	AB Tasty	Session	Yes
		Webtrends	Sessions	Yes
		Reevoo	Persistent	No
Advertising Cookies	<p>These cookies are used by Europcar International and our marketing agencies to measure the effectiveness of our media advertising campaigns.</p> <p>For this purpose, Europcar International collects information about:</p> <ul style="list-style-type: none"> - the number of users navigating on our website; - what advertising has been displayed - during your navigation; - whether you have click on the - advertising or not; - whether you have purchased an advertised products/services; - sales statistics. 	Netbooster DBM	Persistent	Yes
		DoubleClick	Persistent	Yes
		Floodlight		
		Criteo	Persistent	Yes
		Bing	Persistent	Yes
		SaleCycle	Persistent	Yes
		Adventori	Persistent	Yes
		SalesForce	Session	Yes
		Yahoo gimini	Persistent	Yes
		Adara	Persistent	No
Google Adwords/ Remarketing	Persistent	Yes		

B. For what period will Europcar retain the Cookies?

Europcar International is using "persistent" and "session" cookies:

- Persistent cookies are cookies that remain stored on your device from one visit to another, until they expire or until you request their deletion;
- Session cookies are cookies temporary stored on your device and automatically deleted when you leave our website.

You will find below a list of "persistent" Cookies used by Europcar and the relevant retention period.

	Cookies	Persistent/ Session cookies	Retention period
Essential Cookies	Europcar essential cookies (JSESSIONID, Synchronize, ejCC_3, TS01X)	Session	30min
	TagCommander	Persistent	13 months
Functional Cookies	Europcar functional cookies (DotcarClient, EuropcarLocale)	Persistent	7 days
	iAdvize	Persistent	3 years

	BD4Travel	Persistent	Undefined time or as long as the user does not delete them
Analytics Cookies	Google Analytics	Persistent	2 years
	Dynatrace	Persistent	2 years
	AT Internet	Persistent	1 year
	AB Tasty	Session	13 months
	Webtrends	Sessions	2 years
	Reevoo	Persistent	Up to 2 years
Advertising Cookies	Netbooster DBM	Persistent	13 months
	DoubleClick Floodlight	Persistent	13 months
	Criteo	Persistent	2 years
	Bing	Persistent	2 years
	SaleCycle	Persistent	2 years
	Adventori	Persistent	90 days
	SalesForce	Session	2 years
	Yahoo gimini	Persistent	2 years
	Adara	Persistent	2 years
	Google Adwords/ Remarketing	Persistent	13 months

C. Third party Cookies

Europcar International uses third party Cookies which are Cookies used by third parties when you visit our website. Third party Cookies used on our website are listed below:

	First party Cookies	Third party
Essential Cookies	Europcar essential cookies TagCommander	N/A
Functional Cookies	Europcar functional cookies BD4 Travel	iAdvize
Analytics Cookies	Google Analytics Dynatrace AT Internet Reevoo	AB Tasty Webtrends Reevoo
Advertising Cookies	SalesForce Adara	Netbooster DBM DoubleClick Floodlight Criteo Bing SaleCycle Adventori SalesForce Adara Google Remarketing

Europcar International would like to draw your attention to the fact that this Cookies Policy does not apply to the use of third party Cookies and that Europcar International is not responsible for the use of information collected through

these Cookies by third parties. We encourage you to review the privacy policies of these third parties to further understand the rules applicable to the processing of your information.
In addition, please note that most internet browsers offer the possibility to block third party cookies.

D. Is the information collected through the use of Cookies transferred outside the EU?

Europcar International would like to draw your attention to the fact that information collected through the use of certain cookies can transfer outside of the EU. This can be explained for the reason that some of our providers maintain servers all around the world for a better service quality.

As detailed in section A, it concerns the information collected through the following cookies: iAdvize, Google Analytics, AB Tasty, Webtrends, Reevo, Netbooster DBM, DoubleClick Floodlight, Criteo, Bing, SaleCycle, Adventori, Salesforce, Google Remarketing.

We encourage you to review the privacy policies of these providers to further understand the rules applicable to the transfer of your information.

You can have more information on these transfers by reading Europcar International [Privacy Policy's](#) dedicated section.

E. How to manage your cookies?

You can enable or disable the use of Cookies and ask for deletion of this information at any time by using Europcar International privacy center available [here](#).

Subject to certain conditions, you can benefit from data protection rights regarding the processing of your personal information, including with respect to Cookies (e.g. a right of access, rectification, suspension). You can easily accept or refuse their use by choosing the appropriate options in the privacy center. You can also withdraw your consent and ask for deletion of this information at any time.

You can have more information on these rights by reading Europcar International [Privacy Policy](#) section dedicated to data protection rights or you can exercise the rights via the form available [here](#).

You can also manage your cookies settings in your web browser. For more information on how to manage your Cookies via your browser, please refer to the specific browser 'Help' section' or click on the relevant link: Google Chrome, Microsoft Internet Explorer, Mozilla Firefox, Apple Safari.

F. Who should you contact when you have a query regarding the use of your cookies?

Should you have any query regarding the use of Cookies by Europcar International, please contact: eis-dpo@europcar.com

G. Changes to this Cookies Policy

This Cookie Policy was last amended on the 24th of May 2018.

Europcar International reserves the right to amend this Cookie Policy at any time.

When a change impacts the use of Cookies on Europcar International website, such change will be notified to you and Europcar International will seek again to obtain your consent via the privacy center.