



## SNAPPCAR - COOKIE POLICY

SnappCar operates an online platform and community marketplace which facilitates the rental of vehicles between persons ("Platform") through its websites [www.snappcar.nl](http://www.snappcar.nl), [www.snappcar.de](http://www.snappcar.de), [www.snappcar.dk](http://www.snappcar.dk), [www.snappcar.se](http://www.snappcar.se), [www.snappcar.com](http://www.snappcar.com) (jointly referred to as: "the website") and the SnappCar application (referred to as: "the app"). The website and app are offered to you by SnappCar, a trade name of Carshare Ventures B.V., established in (3521 AL) Utrecht, the Netherlands, at Jaarbeursplein 6, ("SnappCar").

This cookie policy of SnappCar explains in which way cookies are stored on and information is read from your computer, mobile device and/or tablet ("Devices"), through the Platform. It is recommended that you read this cookie policy carefully.

If you have additional questions or would like further information on this topic, please feel free to contact us at [privacy@snappcar.nl](mailto:privacy@snappcar.nl).

### Table of Content:

1. [What are cookies ?](#)
2. [How does SnappCar use cookies?](#)
3. [Can I disable or delete cookies?](#)
4. [SnappCar Privacy policy](#)
5. [Can this cookie policy be amended?](#)
6. [Overview cookies](#)

### 1. What are cookies?

When using the website, various cookies are saved on your Devices, which can then be accessed. Cookies are small pieces of information (in the form of text) that a server sends to the browser (such as Internet Explorer or Firefox) with the intention that the browser sends this information back to the server the next time a user makes use of the website. Cookies cannot damage your Devices or the files saved on it.

### 2. How does SnappCar use cookies?

#### First party cookies

This paragraph applies to those cookies that are stored and read by SnappCar itself. No third parties are involved in storing and reading these so-called first party cookies. SnappCar only uses first party technical and functional cookies.

*Technical cookies:* SnappCar tries to provide an advanced and user-friendly Platform that adapts automatically to needs and wishes of its Users. To achieve this, SnappCar uses technical cookies to i.e. show you our Platform, to make it function correctly, to create your user account, to sign you in and to manage your reservations. These technical cookies are necessary for our Platform to function properly.

*Functional cookies:* SnappCar also uses functional cookies to remember your preferences and settings (as username, password, language etc.) and to help you to use the Platform efficiently and effectively.



These functional cookies are not strictly necessary for the functioning of our website, but they add functionality for you and enhance your user experience.

### Third party cookies

Apart from cookies that SnappCar itself stores, third parties can store cookies on your Device through the website. This paragraph applies to these third party cookies. SnappCar cannot control or influence the use of these cookies and/or the use by third parties of the information collected through these cookies. SnappCar only provides the Platform that enables storing these third party cookies. SnappCar emphasizes that on the use of the data collected through these cookies further conditions of third parties may be applicable.

### *Google Analytics*

SnappCar uses Google Analytics in order to collect statistics about the use and visits of the Platform. With these analytical cookies a permanent cookie is saved on your Device to register your use of the Platform. Google Analytics analyzes this data about the website and provides SnappCar with the results. This way, SnappCar obtains insight into the traffic of the Platform and the way in which the website is used. Based on this information SnappCar is able to make adjustments to the Platform. The information that SnappCar obtains is transferred to Google and stored by Google on servers in the United States. SnappCar has taken the following measures to protect your privacy:

- SnappCar has entered into a data processing agreement with Google in which agreements have been made regarding the processing of personal data.
- SnappCar has removed the last octet of your IP address. An IP address consists of 4 so called octets of 3 digits each. Google offers the opportunity to remove the last octet of the IP address. This happens before your IP address is retained by Google.

In addition to Section 3 below, please be informed that you can prevent the collection of data regarding your usage of the website (including your IP address) through the creation of cookies from Google as well as the processing of your data by Google, if you download and install the following [browser plugin](#). Alternatively, to the browser plugin or within a browser on your mobile device please click on the [following link](#), to prevent the registration from Google Analytics on this website in the future. During that process, an opt out cookie will be saved on your device. If you delete your cookies, you will have to click on this link again.

### *Social plug-ins*

By using the Platform you can get access to social media websites, such as Bing, Twitter, LinkedIn, Google+ and Facebook. Using these so called social plug-ins you can login to your social media profile through the Platform and subsequently share or recommend information from the Platform with others. With these social plug-ins third party cookies are saved on your Devices. These cookies serve the purpose of optimizing your user experience. For more information, please see our [Privacy Policy](#).

### *Retargeting/tracking cookies*

SnappCar uses third-party tracking cookies as well as our own in order to track your internet browsing behavior and collect data and information on your browsing behavior from various websites you



visited. This information is used to make the content of the displayed advertisements as relevant as possible, and to limit repetition of the same advertisements.

Below is an overview of the cookies we use and what data is collected. The list is updated regularly and as complete as possible. Cookies are never retained longer than absolutely necessary.

### 3. Can I disable or delete cookies?

You can configure your browser so that you do not receive any cookies the next time you use the website. You can read here how you can remove different types of cookies in different browsers

- [Chrome](#)
- [Mozilla](#)
- [Explorer](#)
- [Safari](#)
- [Opera](#)

If you want to turn off cookies from other parties, you can do so for several at once at [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

Furthermore, you may want to install and use a free tool that gives you a simple overview of cookies used and placed on your computer or device and how to manage and deactivate the cookies – Go to <https://www.ghostery.com/en/our-solutions/ghostery-add-on/> to install Ghostery.

Warning: if you disable or delete cookies, it is possible you will no longer be able to access (parts of) the website or that the website does not work optimally. Please consult the browser instructions or the help-function of your browser to learn how you can delete cookies.

Note: refusing or deleting cookies only affects the Device and the browser on which you perform this action. If you use different Devices and/or browsers you will need to repeat the above described actions on these Devices and/or browsers. If you wish to use cookies, make sure you log-out of your account when you leave a Device for public use.

### 4. SnappCar Privacy Policy

It is possible that information collected through a cookie or obtained otherwise, contains personal data. If this is the case, the privacy policy of SnappCar is applicable on the processing of these data. The Privacy Policy can be read [here](#).

### 5. Can this cookie policy be amended?

It is possible for the cookie policy to be amended in the future. It is therefore recommended to regularly visit the section on the Platform in which we outline the cookie policy.

### 6. Overview cookies

Type of cookie	Personal data collected*	Purposes	Third party sharing** & opt- out	Data retention
Functional cookies	IP address;	To provide the services you request; to remember your settings (username, pass word, language, etc.)	none	SnappCar retains the cookies for a maximum period of two years

a/b testing cookies	IP address;	To test new tools and/or functionalities	Optimizely.com – please see: <a href="https://www.optimizely.com/opt_out/">https://www.optimizely.com/opt_out/</a>	SnappCar retains the cookies for a maximum period of two years
<b>Website Analytics</b>				
Google Analytics	IP Address, device fingerprint	To analyse the functioning of the website;	Yes, Google. Google may process the collected data for its own purposes.  Please see: <a href="http://www.google.com/policies/privacy/">http://www.google.com/policies/privacy/</a> and <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>	Not determined***
Mixpanel	IP address; e-mail address, Contact details	Monitor site usage in order to continuously improve the user experience of the website.	Mixpanel – please see: <a href="https://mixpanel.com/privacy/">https://mixpanel.com/privacy/</a> and <a href="https://mixpanel.com/optout/">https://mixpanel.com/optout/</a>	Not determined***
Hotjar	IP Address, device fingerprint	To analyse the functioning of the website;	Hotjar – please see: <a href="https://www.hotjar.com/legal/policies/privacy">https://www.hotjar.com/legal/policies/privacy</a> and <a href="https://www.hotjar.com/legal/compliance/opt-out">https://www.hotjar.com/legal/compliance/opt-out</a>	Not determined***
Pingdom	IP Address, device fingerprint	To analyse the functioning of the website;	Pingdom – supplied by Solarwinds - please see: <a href="https://www.solarwinds.com/legal/privacy">https://www.solarwinds.com/legal/privacy</a>	Not determined***
Sift science	IP address, cookie fingerprint; device fingerprint	Analyse behaviour to detect, prevent and fight fraud and scamming.	SiftScience – see : <a href="https://siftscience.com/service-privacy">https://siftscience.com/service-privacy</a>	Not determined***
Intercom	IP address, cookie fingerprint; device fingerprint	To enable online chat function	<a href="https://docs.intercom.com/intercom-s-key-features-explained/tracking-user-data/tracking-user-data-in-intercom">https://docs.intercom.com/intercom-s-key-features-explained/tracking-user-data/tracking-user-data-in-intercom</a>	Not determined***
<b>Advertising</b>				
Google Ads (Adwords Conv. & Audiences, User Lists)	IP Address, cookie fingerprint, device fingerprint	To provide you with personalized advertisements	Google - zie: <a href="https://www.google.nl/intl/en/policies/privacy/">https://www.google.nl/intl/en/policies/privacy/</a> and <a href="https://support.google.com/ads/answer/2662922?hl=en">https://support.google.com/ads/answer/2662922?hl=en</a>	Not determined***
Facebook Ads (Custom Audience / Impressions)	IP Address, cookie fingerprint	To provide you with personalized advertisements	Go to Facebook and please see : <a href="https://en-gb.facebook.com/about/privacy">https://en-gb.facebook.com/about/privacy</a> and <a href="https://www.facebook.com/help/568137493302217">https://www.facebook.com/help/568137493302217</a>	Not determined***
Google maps	IP address cookie fingerprint; device fingerprint	To provide the use of Google maps.	Google - please go to: <a href="https://www.google.nl/intl/en/policies/privacy/">https://www.google.nl/intl/en/policies/privacy/</a> and <a href="https://support.google.com/accounts/answer/3118687?hl=en">https://support.google.com/accounts/answer/3118687?hl=en</a>	Not determined***
Double Click (by Google)	IP address; device fingerprint	To provide you with personalized advertisements;	Google - please go to: <a href="https://www.google.nl/intl/en/policies/privacy/">https://www.google.nl/intl/en/policies/privacy/</a> and <a href="https://support.google.com/ads/answer/2662922?hl=en">https://support.google.com/ads/answer/2662922?hl=en</a>	Not determined***
Bing Ads	IP address; device fingerprint	To provide you with personalized advertisements;	<a href="https://privacy.microsoft.com/en-ca/privacystatement">https://privacy.microsoft.com/en-ca/privacystatement</a> and <a href="https://advertise.bingads.microsoft.com/en-us/resources/policies/opt-out-of-the-bing-ads-optimization-program">https://advertise.bingads.microsoft.com/en-us/resources/policies/opt-out-of-the-bing-ads-optimization-program</a>	Not determined***
<b>Essential</b>				
Google Tag Manager	IP address cookie fingerprint; device fingerprint	To create and update tags for the website and mobile apps, which measure traffic and behaviour.	Google Tag Manager – please see: <a href="https://www.google.com/intl/en/policies/">https://www.google.com/intl/en/policies/</a> and <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>	Not determined***
<b>Social media</b>				
Social plug-Ins	IP address; device	To recognize you as a user of certain social	Yes, Facebook, Twitter, LinkedIn, Youtube. These companies may process the collected data for their own purposes.	Not determined***



	fingerprint, profile data	media; to track your surfing habits; to create user profile		
Facebook Connect	IP address; device fingerprint, profile data	To recognize you as a user of certain social media;; to create user profile	Yes, Facebook. These companies may process the collected data for their own purposes. Opt out: <a href="https://www.facebook.com/help/211829542181913?helpref=faq_content">https://www.facebook.com/help/211829542181913?helpref=faq_content</a>	Not determined***
Video Links	IP address; device fingerprint; search terms	To allow you to watch videos from third-party websites, including YouTube; to track your surfing habits;	Yes, video providers, including YouTube. These companies may process the collected data for their own purposes.	Not determined***

\* If SnappCar collects personal data by means of a cookie, the [SnappCar Privacy Policy](#) applies. If third parties collect personal data by means of the cookie, the third party privacy policy shall apply.

\*\* Only SnappCar has access to SnappCar cookies. Cookies placed by third parties can be accessed by these third parties.

\*\*\* These cookies are permanently stored on your computer. Please note that you can delete all cookies at any time via your browser settings.

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If you have additional questions or would like further information on the above and/or this topic, please feel free to contact us at [privacy@snappcar.nl](mailto:privacy@snappcar.nl).