

SAMS Cookies Policy English MASTER

Sep 15th, 2019

COOKIES POLICY

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This website is owned by PSA Automobiles SA, a public limited company, registered with the Registry of Commerce and Companies of Versailles under the number 542 065 479, and whose registered office is located at 2 to 10 Boulevard de l'Europe 78300 Poissy. It is operated by PSA Automobiles SA, Opel Automobile GmbH, and by [insert Opel <NSC>]. The registered office of Opel Automobile GmbH is situated in Germany at Bahnhofplatz, 65423 Rüsselsheim am Main, Germany. The registered office of [insert Opel <NSC>] is situated in [insert NSC legal entity country] at [insert NSC legal entity address].

Please read this policy carefully before using this website because it explains how we use cookies. Using this website indicates that you accept this policy.

1. Use of cookies

This website, email messaging, online services, advertisements and interactive applications use “cookies” for optimizing our services.

- **What is a “cookie”?**

A “cookie” is a small file, typically of letters and numbers that we send to the cookie file of the browser on your computer’s hard disk by our web server. The main purpose of a cookie is to allow our web server to present the user with customized web pages that make the experience when visiting the Opel website more personal and better responding to the user’s individual needs.

Some cookies are important for the functionality of this Website and are automatically activated when visited by the users. Some cookies allow us to provide the user with services and functions that best suit their needs, and to tailor our service to them to ensure easy and fast operation of the website.

- **What kind of cookies does this website use?**

[Insert NSC legal entity] uses

- **Session cookies**

These are temporary cookies that are stored in the cookie file of your browser until you end your browser session. Those cookies are mandatory for certain applications or functionalities on this Website to work properly.

and

- **Persistent cookies**

We may use persistent cookies for a better user experience (e.g. providing optimized navigation). Those cookies remain in the cookie file of your browser for a longer period. This time period will depend on the choice you

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make in the settings of your internet browser. Persistent cookies allow information to be passed to a web server each time someone visits the website. Persistent cookies are also known as tracking cookies.

[Insert NSC legal entity] uses especially three types of cookies on this website:

- Strictly necessary cookies
- Performance cookies
- Functionality cookies

Strictly necessary cookies

These strictly necessary cookies are essential in order to enable user to move around the website and use its features. Without these cookies, some services can't be provided, e.g. navigating back to a page in the same session. Strictly necessary cookies can't be disabled using the features of this website. You can however completely disable cookies in your browser at any time.

Your consent is not required for the use of strictly necessary cookies.

These cookies are used exclusively by myOpel and are therefore known as first-party cookies. They are only saved on your computer while you are actually browsing the website.

Performance cookies

Performance cookies are used by tools that monitor visitor behaviour on our website, e.g. which pages our visitors open most often and how long our visitors stay on a page. These cookies don't save information that would allow you to be identified. These cookies are used exclusively to help us improve our information and services on the website, and with it the user experience.

Functionality cookies

These cookies enable a website to save information about choices the user has made (e.g. cookie settings). These cookies collect anonymous information and cannot track the user's behaviour on other websites.

2. Third Party Cookies

Opel may use third party advertisers to serve advertisements and to optimize our marketing communication. Third-party advertisers use cookies to measure the effectiveness of the ads and to personalize advertising content. Information that is collected by third party advertisers may include data such as geolocation data (as derived from the IP-address) or contact details such as email address when this would be collected via this website.

3. Web beacons and pixels

This website contains web beacons (also called: "pixel tags"). A web beacon is often a transparent graphic image, usually no larger than 1 pixel x 1 pixel that is placed on a website or in an e-mail that is used to monitor the on-line behaviour of the user visiting the website or sending the e-mail. Web beacons are used by third-party technologies (on this website those of Adobe Analytics and Google Analytics) to monitor the activity of the users to our website. It allows to track which computer accessed a certain website, when and from where (country/city level).

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4. Tracking and Analysis

Adobe Analytics

Opel uses for a continuous optimization of its marketing communication the analytical software “Adobe Analytics” of Adobe Inc. It allows for tracking online behaviour in terms of time, geographic location and usage of this website. This information is collected via tracking pixels and/or cookies. The information gained via tracking pixels and/or cookies is anonymous and will not be connected to personal data. All information that is necessary for this analysis is stored on servers-of Adobe Systems Incorporated in London, United Kingdom. Opel/ Vauxhall [Select] does not share this information with any third party for its independent use. If you do not agree with the analyses, you can disagree here: <http://www.adobe.com/privacy/opt-out.html>

Google Analytics

This Website uses the Software Google Analytics (Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). A Software for statistical analysis of website visits.

The information collected by the cookie about your use of this website is generally transferred to and stored by Google on servers located in the United States. In case of activation of the IP anonymization on this website, your IP address will be shortened within Member States of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases the full IP address will be sent to a Google server in the US and shortened there. The IP address provided by Google Analytics will not be connected with other data provided by Google. For more information about Google's Terms of Use and Privacy Policy, click [here](#)[Insert link].

Collected Data will be stored for at least month. Google LLC is located outside the European Economic Area (EEA) in in the United States and therefore in a country without adequate level of data protection. There is no adequacy decision of the European Commission but there are appropriate safeguards in place, which are in this case: [Privacy Shield](#).

You can always prevent such processing by downloading the browser plug-in and install it. It will set an opt-out cookie, which prevents future collection of your information by visiting this website.

5. Cookies which we use

In this section, we will inform you about the cookies used on our website. If you do not agree to the setting of individual cookies, you can deactivate the respective cookie by clicking on the name of the cookie. If there are no direct links to deactivation for some cookies, you can restrict the use of cookies in your browser settings, see paragraph 8.

Name:	Origin:	Description:	Expiry Date	Category	Opt-Out
.AspNetCore.Session,.AspNetCore.Identity.Application,.AspNetCore.Mvc.CookieTempDataProvider	myOpel	These cookies are needed to identify the user session on the server. The user session on the server keeps data which are required when switching between pages on the website.	Session	Strictly necessary	see paragraph 6
BALANCEID	myOpel	A load balancer is used in myOpel to distribute the workloads across multiple servers. This ensures optimized resource usage, maximized throughput and minimized response time. This cookie is needed to identify the server where a session is actually running.	Session	Strictly necessary	see paragraph 6
.AspNetCore.Antiforgery	myOpel	This cookie is needed to prevent Cross-Site Request Forgery	Session	Strictly necessary	see paragraph 6
DCROPENIDAP	myOpel	These cookies are needed to identify the user session on the	Session	Strictly necessary	see paragraph 6

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		server. The user session on the server keeps data which are required when switching between pages on the website.			
s_cc (Cookie check)	Adobe Analytics	This cookie performs a check to see if the browser cookies are enabled. If the value is true, there is a cookie redirect that occurs. If the value is false, this means cookies have been disabled and cannot be used to show visitor uniqueness.	Session	Performance	http://www.adobe.com/privacy/opt-out.html
s_sq (clickmap data)	Adobe Analytics	This cookie is set and read by the JavaScript code when the ClickMap functionality is enabled; it contains information about the previous link that was clicked on by the user.	Session	Performance	http://www.adobe.com/privacy/opt-out.html
c_m	Adobe Analytics	This cookie is used record visitor count.	Session	Performance	http://www.adobe.com/privacy/opt-out.html
s_ev66	Adobe Analytics	This cookie is used record visitor count.	None	Performance	http://www.adobe.com/privacy/opt-out.html
maps.googleapis.com	Google Maps	This cookie is used to retrieve data and passes it to the map to show the dealer's location.	Session	Functionality	see paragraph 6

Persistent Cookies:

Name:	Origin	Description	Expiry Date	Category	Opt-Out
.AspNet.Consent	myOpel	This cookie performs a check to see if the browser cookies are enabled. If the value is true, there is a cookie redirect that occurs. If the value is false, this means cookies have been disabled and cannot be used to show visitor uniqueness.	After 1 year	Functionality	Ignore Cookie-Consent Message-Box see paragraph 6
brutForce	myOpel	This cookie is a security cookie to block the bruteforce of the login Page	1min	Strictly necessary	see paragraph 6
CVSCookie	myOpel	These cookies are needed to identify the user session on the server. The user session on the server keeps data which are required when switching between pages on the website	2h	Strictly necessary	see paragraph 6
s_vi, s_fid	Adobe Analytics	Unique visitor ID time/date stamp is stored to identify a unique visitor.	Persistent	Performance	http://www.adobe.com/privacy/opt-out.html
s_nr, s_nr2	Adobe Analytics	The cookie stores the date of visit and if the visitor is new or returning.	Persistent	Performance	http://www.adobe.com/privacy/opt-out.html

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nmfirstparty: Hits into Vouchers	Adobe Analytics	The cookie measures clicks in order to optimise advertising.	6 months	Performance	http://www.adobe.com/privacy/opt-out.html
_ga	Google Analytics	Used to distinguish users.	2 years	Performance	see paragraph 6
_gid	Google Analytics	Used to distinguish users.	24 hours	Performance	see paragraph 6
_gat	Google Analytics	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.	1 minute	Performance	see paragraph 6
AMP_TOKEN	Google Analytics	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.	30 seconds to 1 year	Performance	see paragraph 6
gac<property-id>	Google Analytics	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out. Learn more .	90 days	Performance	see paragraph 6
__utma	Google Analytics	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.	2 years from set/update	Performance	see paragraph 6
__utmt	Google Analytics	Used to throttle request rate.	10 minutes	Performance	see paragraph 6
__utmb	Google Analytics	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.	30 mins from set/update	Performance	see paragraph 6
__utmc	Google Analytics	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.	End of browser session	Performance	see paragraph 6
__utmz	Google Analytics	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.	6 months from set/update	Performance	see paragraph 6

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__utmv	Google Analytics	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.	2 years from set/update	Performance	see paragraph 6
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The 'Help' menu in the Internet browser's menu bar on your computer tells users:

- how to prevent the acceptance of new cookies in the browser;
- how to set the browser to notify them when they receive a new cookie;
- how to completely disable Cookies.

6. Enabling and disabling cookies and similar technologies

If Cookies are disabled then much of the content on [\[insert local website name\]](#) will also be disabled. To prevent this we recommend that Cookies are enabled.

7. Contacting us

[Insert identity and contact details of the NCS and, where applicable, the NSC's representative(s) [either list the management members with full name or insert link to imprint on website], e.g. XXX, street, post code, city, country, phone: +XX, e-mail: XXXX@XXX.XX, name(s) of board member(s): XXXX]

[Insert contact details [insert at least one valid contact channel, e.g. post address or e-mail address] of the Data Protection Officer / in case the NSC not legally forced to designate a Data Protection Officer: Insert contact details of employee who takes care of Privacy items]

Opel Automobile GmbH, Bahnhofspatz, 65423 Ruesselsheim am Main, Germany, phone: +49 (0)6142 - 911 9800, e-mail: kontakt@opel-infoservice.de, the names of the members of the management can be found here: <http://www.opel.de/tools/impressum.html>

Contacting the Data Protection Officer:

Opel Automobile GmbH, Datenschutzbeauftragter, Bahnhofspatz, 65423 Ruesselsheim am Main, Germany, E-Mail: Datenschutz@opel.com

PSA Automobiles SA, 2 to 10 Boulevard de l'Europe, 78300 Poissy, *[insert contact details and representatives]*

Contacting the Data Protection Officer:

PSA Automobiles SA, Data Protection Officer, 2 to 10 Boulevard de l'Europe, 78300 Poissy

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See our Legal Notice for the full company details.