COOKIE POLICY

Cookies allows a website to remember your preferences during website's surf, improve the user experience and tailor the advertisements you see to those that are most relevant to you. Cookies are sent back to the originating site or to another website that recognises the cookie.

We also use other technology which serve a similar purpose to cookies and which allow us to monitor and improve our website and App. We use these in connection with cookies to help operate our website and infrastructures (e.g. emails) and collect information about online activities. When we talk about cookies in this term, we includes this similar technologies.

WHAT'S A COOKIE?

Cookie is a small text-file that is installed on the user's browser and allows to memorize some information about his online-behavior.

WHY DO WE USE COOKIES?

Some cookies help user to improve his website experience. For example, when we're browsing in a rent a car website and we accidentally close the session, a cookie allows us to resume last browsing session. Cookies have different functions and we use cookies – compliance with GDPR - for the purposes listed below:

1. **Strictly necessary cookies** are used to allow you to navigate this website or mobile app and use its features such as accessing secure areas of the website (e.g. MyLocauto) or making a reservation. These cookies expire at the end of your session.

2. **Performance cookies** collect information about how you interact with this website or mobile app and are used to improve your experience. They don't contain personal information that can be used to identify you. We use these cookies to measure the performance of this website or mobile app such as gathering information about the number of visitors, testing designs and ensuring a consistent look and feel is maintained (banner, menu, booking engine). All information these cookies collect is aggregated and therefore anonymous. These cookies expire in 7 days.

3. **Functional cookies** allow this site or mobile app to remember choices you make and provide enhanced and more personal features such as storing your login account and language or geographic preferences. The information these cookies collect may be anonymised and do not track your browsing activity on other websites. The duration of these cookies varies but all expiry within 2 years.

4. **Profiling cookies** trace the profile of the user who browses website, App or another adopted technology, so as to keep track his tastes and habits. These profiling cookies, which remain "dormant" on PC, smartphone, App or other adopted technology, are activated when the user browses on Google (or other Search Engine) or other website that contain advertising messages such as Facebook, Corriere.it, Repubblica.it, Gazzetta.it. Once activated, the profiling cookies communicates the website or the websites visited by users, providing only advertisements in line with the websites (or web pages) browsed previously. Remarketing or Retargeting is advertising based on profiling cookies.

5. **Advertising cookies** are used to deliver advertisements that are more relevant to you. Third parties that serve ads on our behalf use cookies to help select the ads that are displayed to you and ensure that you do not see the same adds repeatedly as well as to measure the effectiveness of advertising campaigns. These cookies expire in 2 years. Below the list of third parties data we use:

   a. **Google Ads** (https://policies.google.com/privacy)
   b. **Google Campaign Manager/Doubleclick** (https://support.google.com/campaignmanager/answer/2839090?hl=en)
   c. **Microsoft Bing** (https://about.ads.microsoft.com/it-it/risorse/informative/informativa-privacy)
   d. **Retargeted.ai** (https://retargeted.ai/)
   e. **Facebook** (https://www.facebook.com/business/help/1247534515288168?id=735435806665862)
   f. **Facebook Ads** (https://www.facebook.com/policies/cookies)
   g. **SaleCycle** (http://www.salecycle.com/privacy-policy-it)

For more information on targeted advertising, including about which third parties place these cookies and to learn how to opt out of them, visit our CMP (Consent Management Platform) **OneTrust**

HOW CAN YOU MANAGE COOKIES?

Session cookies are used for your current browser session and will expire after you close your browser. Persistent cookies are used to enhance your experience between website visits and will remain on your computer until you delete them or

until they reach their set expiry date. You always have the ability to manually delete cookies. If you are viewing our content via a web browser, you can change your cookie preferences and withdraw your consent at any time using our Cookie CMP. If you are using our mobile apps, you can change your preferences in the analytics settings in the app.

HOW CAN YOU DISABLE COOKIES THROUGH BROWSER CONFIGURATION?

If you wish to learn more about how your browser stores the cookies during your browsing, please follow these links on respective suppliers websites.

Mozilla Firefox	https://support.mozilla.org/it/kb/Gestione%20dei%20cookie
Google Chrome	https://support.google.com/chrome/answer/95647?hl=it
Internet Explorer	http://windows.microsoft.com/it-it/windows-vista/block-or-allow-cookies
Safari 6/7 Mavericks	https://support.apple.com/kb/PH17191?viewlocale=it_IT&locale=it_IT
Safari 8 Yosemite	https://support.apple.com/kb/PH19214?viewlocale=it_IT&locale=it_IT
Safari su iPhone, iPad, o iPod touch	https://support.apple.com/it-it/HT201265

This cookie policy has been updated on 19/01/2023