

DATA PRIVACY NOTICE

I. Controller

The Controller within the meaning of the General Data Protection Regulation (GDPR) and other national data protection laws of the member states as well as other data protection regulations is the:

Oscar Autoverhuur B.V. Postbus 74 6710 BB Ede e-mail: gdpr@oscar.nl Phone no.: +31 85 208 8464

Contact details of the data protection officer:

Oscar Autoverhuur B.V. Postbus 74 6710 BB Ede e-mail: gdpr@oscar.nl Phone no.: +31 85 208 8464

II. Provision of the website and creation of log files

1. Description and scope of data processing

Each time our website is accessed, our system automatically collects data and information from the computer system of the accessing computer.

The following data is collected:

1. Information about the browser type and version used
2. The operating system of the user
3. The IP address of the user
4. Date and time of access
5. Websites that are accessed by the user's system via our website

The data is stored in the log files of our system. This data is not stored together with other personal data of the user.

2. Legal basis for data processing

The legal basis for the collection and temporary storage of the data is our overriding legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR.

3. Purpose of data processing and legitimate interest

The temporary storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. For this purpose, the user's IP address must remain stored for the duration of the session.

The storage in log files is done to ensure the functionality of the website. In addition, we use the data for the technical optimisation of the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context.

These purposes are also our legitimate interest in data processing according to Art. 6 para. 1 lit. f GDPR.

4. Duration of storage

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended.

In the case of storage of data in log files, this is the case after seven days at the latest. Storage beyond this period is possible. In this case, the IP addresses of the users are deleted or alienated so that an assignment of the calling client is no longer possible.

5. Possibility of objection and withdrawal

The collection of data for the provision of the website and the storage of the data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility for the user to object.

III. Booking process on our website & app

1. Description, scope and purpose of data processing

Booking

If you would like to rent a vehicle on our website, we process the data you enter for the purpose of initiating and concluding the contract between you and us and you and the provider. We need your name and address to conclude the brokerage contract with us. The provider needs your name and address for identification purposes. We use your mobile and/or telephone number if we need to contact you urgently, for example in the event of a booking error. We also send the telephone number to the provider you have chosen. It is used, for example, if you are parked in a no-parking zone with the rental car and the provider is informed of this. We need your date of birth to ensure that you are the right age for a rental. We need your driving licence details to check the validity of your driving licence for the provider. We also send your date of birth and driving licence details to check the validity to the provider.

For the payment of the price for the rental car we need your payment details. Your credit card details in case of payment by credit card. You also have the option to pay via Paypal. We transmit the payment data to the payment provider authorised by you. We will not be able to process your booking if you do not provide this information.

App

You can also make vehicle bookings in our app. When you download our app, certain personal data required for this purpose will be transmitted to the corresponding app store (e.g. Apple App Store or Google Play). In particular, the email address, username, customer number of the downloading account, the individual device identification number, payment information and the time of the download will be transmitted to the app store during the download. We have no influence on the collection and processing of this data, which is carried out exclusively by the app store selected by you. Accordingly, we are not responsible for this collection and processing; the responsibility for this lies solely with the app store. We also process device information to make the operation of the app technically possible. Access data includes the IP address, device ID, device type, device-specific settings and app settings, the date and time of the retrieval, time zone, the amount of data transferred and the message whether the data exchange was complete, app crash, browser type and operating system.

2. Legal basis

The legal basis for the processing of your data is the performance of the contract pursuant to Art. 6 para. 1 lit. b GDPR. The legal basis for the processing of access data in the app is our overriding legitimate interest in a functioning and trouble-free app (Art. 6 para. 1 lit. f GDPR).

3. Storage period

After complete processing of the booking, your data will be restricted for further processing and deleted after expiry of the retention periods under tax and commercial law in accordance with Art. 6 para. 1 p. 1 lit. c GDPR.

The access data in the app will be deleted after 2 months at the latest.

4. Receiver

We integrate third-party payment services on our website. We integrate the payment service providers Paypal (Europe) S.à r.l. et Cie, S.C.A. (22-24 Boulevard Royal, L-2449 Luxembourg) and Clearhaus A/S (P. O. Pedersens Vej 2, 8200 Aarhus, Denmark). When you make a booking with us, your payment data (e.g. name, payment amount, account details, credit card number) and personal data (e.g. address, e-mail address, IP address, telephone number) are processed by the payment service provider for the purposes of payment processing and fraud prevention. The respective contractual and data protection provisions of the respective payment service providers apply to these transactions.

IV. Customer account

1. Description and scope of data processing, purpose

If you decide to open a customer account, we will use your data for the purpose of opening the customer account and to store your data for further future bookings on our website or app. In addition, we store your booking history.

2. Legal basis for data processing, revocation

The legal basis is your consent in accordance with Art. 6 para. 1 lit. a GDPR. The deletion of your customer account is possible at any time and can be done either by sending a message to the contact option described in this data privacy notice or via a function provided for this purpose in the customer account. After deletion of your customer account, your data will be deleted unless you have expressly consented to further use of your data in accordance with Art. 6 para. 1 lit. a GDPR or we are legally obliged to store it (in particular under tax and commercial law).

V. Use of cookies

1. Description and scope of data processing

Our website uses cookies. Cookies are text files that are stored in the internet browser or by the internet browser on the user's computer system. When a user accesses a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic string of characters that enables the browser to be uniquely identified when the website is called up again.

We use cookies to make our website functional. Some elements of our website require that the calling browser can be identified even after a page change.

When calling up our website, the user is informed about the use of cookies and, in the case of cookies that are not technically necessary, his or her consent to the processing of personal data used in this context is obtained. In this context, a reference to this data privacy notice is also made.

2. Legal basis for data processing

The use of technically necessary cookies and similar techniques in the category "technically necessary" is based on Section 25 para. 2 no. 2 TTDSG. Subsequent data processing is carried out on the basis of our overriding legitimate interests in accordance with Art. 6 para. 1 lit. f GDPR.

3. Purpose of the data processing

The purpose of using technically necessary cookies is to enable the use of websites for

users. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary that the browser is recognised even after a page change.

4. Duration of storage, withdrawal

Cookies are stored on the user's computer and transmitted from it to our site. Therefore, you as a user also have full control over the use of cookies. By changing the settings in your internet browser, you can deactivate or restrict the storage of cookies. Cookies that have already been stored can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to use all the functions of the website to their full extent.

5. Third Party Cookies

We also use third-party cookies on our website. In detail, the following cookie-based tools are used in this context:

a. Google Analytics

Insofar as you have declared your consent, the web analytics service Google Analytics 4, of the provider Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google") is used on this website. Google Analytics uses cookies that enable an analysis of your use of our website. We use Google Signals. IP addresses are anonymised by default in Google Analytics 4. User behaviour is recorded as "events" including page impressions, first visit, session start, click path, scrolls, external link clicks, internal queries, video interactions, file downloads, ads seen/clicked, and language setting. It also records approximate location, shortened IP address, browser and device information, internet provider, and referrer URL.

Purposes of the processing

Google uses this information to evaluate your use of the website and compile reports on website activity to analyse the performance of our website and marketing campaigns.

Receiver

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (as processor), Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA, and Alphabet Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.

Duration of storage

The data sent by us and linked to cookies are automatically deleted after 14 months.

b. Meta Pixel

If you give your consent, we use functions of the Meta Pixel service of Meta Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. If you do not consent, we will not allow Meta Pixel cookies. The Meta Pixel enables conversion tracking and collects information about visitor

actions, pixel information, buttons clicked, HTTP header data (including IP addresses), and advertising IDs.

In addition to the standard pixel data described above, we use the **Advanced Matching** feature of the Meta Pixel. This feature allows us to send hashed personal data — specifically your email address, telephone number, and/or name — to Meta Ireland at the time a conversion event occurs on our website (for example, when you complete a booking). This data is hashed using the SHA-256 algorithm before transmission, meaning it is converted into an anonymised string. Meta uses this hashed data to match conversion events to Facebook or Instagram user profiles with greater accuracy, which improves the measurement and optimisation of our advertising campaigns. The legal basis for this processing is your consent pursuant to Art. 6 para. 1 lit. a GDPR.

The data collected is anonymous for us as the operator. The collection and transfer of event data is carried out by us and Meta Ireland as joint controllers. Meta Ireland is responsible for further processing of transmitted event data.

Purpose of the processing

To evaluate the effectiveness of Facebook ads for statistical and market research purposes and to optimise future advertising measures.

Receiver

Meta Platforms, Inc., 1601 Willow Road, Menlo Park, California 94025, USA.

Duration of storage

The data sent by us and linked to cookies are automatically deleted after 6 months.

c. Hotjar web analysis

If you have given your consent, we use the web analytics tool Hotjar, Hotjar Ltd, Dragonara Business Centre, 5th Floor, Dragonara Road, Paceville St. Julian's STJ 3141, Malta. Hotjar processes HTTP data, end device data including a unique Hotjar User ID, measurement data including mouse tracking, and aggregated report data. We do not combine Hotjar data with registration data to identify you personally.

Purpose of the processing

To increase the efficiency of our use of resources for our website and the satisfaction of our visitors, as well as usage-based optimisation.

Receiver

Hotjar Ltd, Malta. Hotjar uses Amazon Web Services EMEA SARL ("AWS"), 38 Avenue John F. Kennedy, L-1855 Luxembourg for hosting.

Duration of storage

The data will be deleted after 12 months at the latest.

d. Google Ads

We use the Google Ads (Conversion) Tracking service from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, to monitor the success of ads placed via Google. We only receive evaluations in aggregated anonymous form.

Receiver

Google Ireland Limited as processor, using Google LLC (USA) as service provider.

Duration of storage

The cookies lose their validity after 30 days.

e. Microsoft Ads

We use Microsoft Ads from Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, D18 P521, Ireland, to present interest-based advertisements on other websites in the Microsoft advertising network. Microsoft can also track your usage behaviour across multiple devices through cross-device tracking.

Receiver

Microsoft Ireland Operations Limited. Microsoft may store the data on worldwide servers of other Microsoft companies.

Duration of storage

The data will be deleted after 1 month at the latest.

f. Microsoft Clarity

We use the web analytics and session recording service Microsoft Clarity, provided by Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, D18 P521, Ireland.

Scope of the processing

Microsoft Clarity enables us to analyse how visitors interact with our website through session recordings, heatmaps, and behavioural analytics. The following data is processed: mouse movements, clicks, and scrolling behaviour, pages visited and navigation paths, session recordings of website interactions, heatmap data aggregated across user sessions, device and browser information (type, version, operating system), IP address (used to determine approximate location), and referrer URL. Microsoft Clarity may also share website usage data with Microsoft Advertising in order to improve the relevance of advertising campaigns, provided you have given your consent to both services.

Purpose of the processing

The purpose of data processing is to understand how users interact with our website, identify usability issues, and optimise the user experience.

Receiver

Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, D18 P521, Ireland. Data may also be processed by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052, USA.

Duration of storage

Session recordings are stored for up to 30 days. Heatmap data and any sessions that have been labelled or marked as favourites are stored for up to 13 months.

g. TikTok Pixel

If you give your consent, we use the TikTok Pixel service provided by TikTok Technology Limited, 10 Earlsfort Terrace, Dublin 2, D02 T380, Ireland (hereinafter "TikTok"). If you do not consent, we will not allow TikTok Pixel cookies.

Scope of the processing

The TikTok Pixel enables us to track the behaviour of visitors to our website after they have been redirected to our website by clicking on a TikTok advertisement (conversion tracking). The following data may be collected: information about actions and activities of visitors to our website, pixel-specific information such as the Pixel ID and TikTok cookie, information about buttons clicked, information contained in the HTTP header such as IP addresses, web browser information, page location and referrer URL, and advertising IDs of devices. The data collected is anonymous for us as the operator of this website. As the site operator, we have no influence on TikTok's use of this data.

Purpose of the processing

The purpose of data processing is to evaluate the effectiveness of TikTok advertisements for statistical and market research purposes and to optimise future advertising measures.

Receiver

TikTok Technology Limited, 10 Earlsfort Terrace, Dublin 2, D02 T380, Ireland. Data may also be transferred to and processed by TikTok Inc., 5800 Bristol Parkway, Culver City, CA 90230, USA, and other TikTok group entities globally.

Transfer to third countries

TikTok may transfer personal data to servers outside the EU or EEA. Where no adequacy decision applies, TikTok has implemented EU Standard Contractual Clauses. Further information is available at: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>

Duration of storage

The data sent by us and linked to cookies are automatically deleted after 13 months.

h. Youtube

On the website, video files are occasionally made available for playback in a YouTube frame. The operator of the corresponding plugins is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. If you play the video, you access the website of Google Inc. via the frame itself. We have no influence on the scope of the data and the handling of your data by Google Inc. Google processes your data in the USA, among other places.

i. Google Consent Mode

We use Google Consent Mode on our website, a feature provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, that adjusts the behaviour of Google tags (including Google Analytics and Google Ads) based on the consent choices you make via our cookie banner. If you accept analytics and/or advertising cookies, Google tags operate in their full capacity. If you decline, Google tags switch to a limited mode in which no cookies are set and no personal data is collected. Google may receive limited, cookieless, aggregated signals that do not identify you as an individual, used solely to model overall conversion and traffic patterns.

Legal basis

Where full data collection is active (consent granted), the legal basis is your consent pursuant to Art. 6 para. 1 lit. a GDPR. The transmission of limited, aggregated, non-identifying signals in the absence of consent is based on our overriding legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR.

j. Microsoft Ads Consent Mode

We use Microsoft Ads Consent Mode on our website, a feature provided by Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, D18 P521, Ireland, that adjusts the behaviour of Microsoft Ads (UET) tags based on your consent choices. If you accept advertising cookies, Microsoft Ads tags operate in full capacity. If you decline, tags switch to a limited mode in which no cookies are set and no personal data is collected. Microsoft may receive limited, cookieless, aggregated signals used solely to model aggregate conversion patterns.

Legal basis

Where full data collection is active (consent granted), the legal basis is your consent pursuant to Art. 6 para. 1 lit. a GDPR. The transmission of limited, aggregated, non-identifying signals in the absence of consent is based on our overriding legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR.

k. Legal basis

The legal basis for the processing of the data by the aforementioned tracking providers is your consent pursuant to Art. 6 para. 1 lit. a GDPR.

1. Transfer of data to third countries

Insofar as the aforementioned tracking service providers process data outside the EU or the EEA and there is no level of data protection corresponding to the European standard, our service providers have concluded EU standard contractual clauses to establish an appropriate level of data protection. For the USA, an adequacy decision of the EU Commission applies to companies certified under the Data Privacy Framework, including Microsoft Corporation, Google LLC and Meta Platforms, Inc.

For **TikTok Technology Limited**, data may be transferred to the USA and other third countries. As no adequacy decision covers all relevant TikTok entities, we have concluded EU Standard Contractual Clauses with TikTok to ensure an adequate level of data protection.

For **Microsoft Clarity**, data may be transferred to the USA via Microsoft Corporation, which has certified itself under the EU-U.S. Data Privacy Framework. A comparable level of data protection as in the EU therefore applies.

m. Right to withdraw

You can withdraw your consent at any time with effect for the future by calling up the cookie settings in the bottom left corner (circular green button) and changing your selection there. You can also prevent the storage of cookies by configuring your browser accordingly. You can declare your objection under the following links:

- <http://choice.microsoft.com/en-en/opt-out>
- <http://tools.google.com/dlpage/gaoptout?hl=en>
- <https://marketingplatform.google.com/about/analytics/terms/en/>

Further information on data protection can be found under:

- <https://privacy.microsoft.com/en-en/privacystatement>
- <https://policies.google.com/?hl=en>
- <https://en-en.facebook.com/privacy/policy/>
- <https://www.tiktok.com/legal/page/eea/privacy-policy/en>

VI. User ID Tracking Based on Email Address

1. Description and scope of data processing

When you enter your email address on our website — for example when signing up for a newsletter, creating a customer account, logging in, filling out a contact form, or clicking through from a newsletter — we generate a unique User ID derived from your email address.

Your email address is converted into a Base64-encoded User ID. Please note that Base64 encoding is not encryption; it is a formatting transformation that can be reversed by a party with technical knowledge. The User ID is therefore treated as personal data.

2. Purpose of the data processing

We use the User ID to understand how you interact with our website across multiple devices, to link your browsing behaviour across sessions and devices for analytical purposes, to deliver more relevant advertising and content, and to provide a more consistent and personalised experience across touchpoints. The User ID is shared with our marketing and analytics tools to enable cross-device tracking and attribution.

3. Legal basis

The legal basis for the processing is your consent pursuant to Art. 6 para. 1 lit. a GDPR. The User ID is only generated and used if you have accepted marketing and/or statistics cookies via our cookie banner.

4. Duration of storage

The User ID is stored for up to 13 months from the point at which it was generated, provided your cookie consent remains active. You can withdraw your consent at any time by updating your cookie preferences via the cookie settings button (circular green button, bottom left corner of the website).

5. Receiver

The User ID may be shared with the marketing and analytics service providers referenced in Section V of this privacy notice, including Google, Meta, TikTok, Microsoft, and Hotjar, to the extent you have consented to the relevant cookies.

VII. Newsletter

1. Description and scope of data processing

On our website, you have the option of subscribing to a free newsletter. When registering for the newsletter, the data from the input mask is transmitted to us. For this purpose, it is sufficient to enter the e-mail address.

2. Legal basis for data processing

The legal basis for the processing of the email address is the consent of the user according to Art. 6 para. 1 lit. a GDPR.

3. Purpose of the data processing

The collection of the user's email address is used to deliver the newsletter.

4. Duration of storage

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. Accordingly, the user's email address will be stored until you have unsubscribed from the newsletter. To do so, you can contact the e-mail address given above or use the unsubscribe link provided in the newsletter.

VIII. Contact us

1. Description and scope of data processing

You have the option of contacting us at any time by e-mail or telephone with your request. The data you provide as part of your enquiry will be transmitted to us and stored.

2. Legal basis for data processing

The legal basis for the processing of the contact request is our legitimate interest according to Art. 6 para. 1 lit. f GDPR in answering your request or, in the case of a request based on a contractual relationship, Art. 6 para. 1 lit. b GDPR.

3. Purpose of the data processing

We process your contact details for the purpose of processing the contact request.

4. Duration of storage

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected.

IX. Social media

1. LinkedIn

We use the platform and services of LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. We are joint controllers with LinkedIn for "Page Insights" data. LinkedIn assumes primary responsibility for GDPR compliance for this joint processing. We also process user interactions, profile names and data provided in conversation, and statistical surveys on target group advertising. The legal basis is Art. 6 para. 1 lit. b or f GDPR. LinkedIn Ireland has concluded EU standard contractual clauses with LinkedIn companies in the USA.

2. Instagram and Facebook

We and Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland are jointly responsible for the processing of personal data via our profile. The joint responsibility

agreement is available at: https://www.facebook.com/legal/controller_addendum. Meta's privacy policy is available at: <https://privacycenter.instagram.com/policy/> We also process user interactions and profile name and data provided in conversation. The legal basis is Art. 6 para. 1 lit. b or f GDPR. Meta has certified itself under the EU-U.S. Data Privacy Framework.

3. Snapchat

We and Snap Inc., 2772 Donald Douglas Loop N, Santa Monica, CA, USA are jointly responsible for the processing of personal data via our profile. Snapchat's privacy policy is available at: <https://values.snap.com/de-DE/privacy/privacy-center>. We also process user interactions and profile name and data provided in conversation. The legal basis is Art. 6 para. 1 lit. b or f GDPR. We have concluded EU Standard Contractual Clauses with Snap Inc.

X. Receiver

Within our company, those departments that need your data to fulfil our contractual and legal obligations will receive access to it. Service providers and subcontractors employed by us may also receive data. Your data will only be passed on to recipients outside the company if this is permitted or required by law, necessary for the fulfilment of the contract, or if you have given consent. Categories of recipients include providers from the IT sector, customer management system providers, email marketing providers, and analysis and marketing tools providers.

XI. Rights of the data subject

Pursuant to Art. 15 para. 1 GDPR, you have the right to request information free of charge about the personal data we have stored about you. In addition, you have the right to have your personal data corrected (Art. 16 GDPR), deleted (Art. 17 GDPR), restricted from processing (Art. 18 GDPR) and transferred (Art. 20 GDPR) if the legal requirements are met. If the data processing is based on Art. 6 para. 1 lit. e or f GDPR, you have the right to object according to Art. 21 GDPR. If the data processing is based on consent, you may withdraw your consent at any time with effect for the future. You also have the right to lodge a complaint with a data protection supervisory authority.

XII. Automated decision making/profiling

We do not carry out automated decision making or profiling (an automated analysis of your personal circumstances).

XIII. Amendment of this data protection notice

Due to the further development of our website and offers on it or due to changed legal or official requirements, it may be necessary for us to change this data protection notice. The version available on our website at any given time is valid.