TERMS AND CONDITIONS

Google Analytics

Google Analytics is a web analytics service provided by Google that tracks website traffic and it is used for web reporting. Below is our summary explanation of how this works for your convenience. Please reference the Google Analytics website directly for complete and definitive information. We encourage you to read about Google Analytics — both what it does and what it does not do.

Here is a list of tools Google provides to help customers protect data, such as tools designed to prevent full IP addresses from being further processed or logged; provide that data collection is partially or completely disabled; set time limits for user-level and event-level data before automatic deletion; and that delete data from Google Analytics servers.

Google Analytics works by the inclusion of a block of JavaScript code on pages in websites. On our websites, the implementation of this JavaScript is generally implemented via Google Tag Manager.

When users view a page, this JavaScript code references a JavaScript file which then executes the tracking operation for Google Analytics. The tracking operation retrieves data about the page request through various means and sends this information to the Google Analytics server via a list of parameters attached to a single-pixel image request.

In the last step, Google Analytics processes all the requests, applies filters and configuration settings, and makes the data available on the Google Analytics interface.

What type of data Google Analytics collects by default?

- **Page Information**
  - URL – the URL of the page the user is viewing
  - Title – the title of the page the user is viewing
- **Browser Information**
  - Browser name – the browser the end-user is using
  - Viewport or Viewing pane – the size of the browser window
  - Screen resolution – the resolution of the user's screen
  - Java enabled – whether or not the user has Java enabled
  - Flash version – what version of Flash the user is using
- **User Information**
  - Location (e.g. continent, country, state, city) – this is derived from the IP address where the hit originated. The IP address itself is not available in Google Analytics as it is considered personally identifiable information (PII) which violates the terms of Google Analytics. By default, we anonymize IPs from Google Tag Manager.
  - Language – derived from the language settings of the browser

What type of data TravelClick collects by default?

As hospitality experts, TravelClick has defined a series of customized data to be tracked so more advanced insights can be understood and deeper analysis can be performed for our products and services:

- **Custom Performance Tracking (known as Custom Definitions via Google Analytics):** TravelClick implements some custom performance tracking that will help you and us to gain a deeper analysis of our website performance and to obtain relevant insights to improve it. Also, these values will help us to develop benchmarks to share with you as well as data analysis to improve our products. Examples of custom definitions are hotel name, hotel city, webpage language, length of time of user logged-in in session.

- **User website interaction counts:** TravelClick websites contain specific JavaScript codes to measure the number of user interactions with a webpage for website performance measurement and analytic purposes. When a user interacts with the website, an information push is made by the development team to the data Layer object that denotes an interaction occurred. This information is sent to Google Analytics via Google Tag Manager. For example, we track the number of clicks on the Book Now button.

This data will be tracked by default on your account, if you don't want that TravelClick tracks this data on your behalf, please contact websupport.tc@amadeus.com.

What type of data TravelClick collects optionally?

Finally, we may activate (as applicable for the contracted services) the following functionalities on your Google Analytics property:

- **Demographics & Interest data on Google Analytics (recommended for digital media customers):** demographics and interests data provide information about the age and gender of the users, along with the interests they express through their online travel and purchasing activities. This is showed in Google Analytics interface as aggregated data. No individual data can be accessed.

  In order to enable this data, you need to activate or authorize us to the activate Advertising Reporting Features in Google Analytics – Universal Analytics Properties. In addition, for Google Analytics 4 properties, Demographics and Interest data will be enabled also by activating Google Signals. This feature is recommended for Digital Media Customers as it's highly valuable to define audiences.

- **Google Signals:** this is a functionality from which Google Analytics associates the visit information collected from websites with Google information from accounts of signed-in users, who have consented to this association for the purpose of ads personalization. The information from Google may include end user location, search history, YouTube history, and data from Google partner sites. It is used to provide aggregated and anonymized insights into users' cross device behaviors. By enabling these features, TravelClick Customers acknowledge that they have the necessary privacy disclosures and rights from their end users for such association, and that such data may be accessed and/or deleted by end users via My Activity. These features are also subject to the Google Analytics Advertising Features policies.

- **Set Data Retention:** The Google Analytics Data Retention controls give you the ability to set the amount of time before user-level and event-level data stored by Google Analytics is automatically

deleted from Analytics servers. There are different options you will find on the Welcome Questionnaire

- **Create a new Google Analytics account**: if you request us to create a Google Analytics account for you, you authorize us to accept all the Google Analytics Terms of Service, Data Processing Terms and Data Sharing Options on your behalf. Please review these terms and ensure you agree to them prior to making the request.

TravelClick Services that contain and use by default Google Analytics:

- **Web Services & Video Services:** TravelClick may collect generic information within Google Analytics to support internal analytics needs, to improve product design and efficiency based on data, benchmarking purposes and advance data offering. You can find more about Web Services here https://www.amadeus-hospitality.com/travelclick-legal/terms-and-conditions/.

- **Reservations Services:** TravelClick may collect hotel information within Google Analytics to provide reporting on our iHotelier Analytics platform. You can find more about Reservation Services here https://www.amadeus-hospitality.com/travelclick-legal/terms-and-conditions/

- **Digital Marketing Services:**

    o Web Analytics 360: We will implement Google Analytics via Google Tag Manager on behalf of the TravelClick Customers to send data to TravelClick Customer's Google Analytics account. We implement the Google Analytics free version. Any client who would like to use Google Analytics 360 (Google Analytics paid version) will need to purchase their own license directly from Google. TravelClick only supports Google Analytics as a tracking tool and won't provide consultancy or implementation for any other tracking tools such as Adobe or Tealium.

    o Performance Manager: as part of the Performance Manager service, the Performance Manager, a member of the TravelClick Digital Marketing team, will have access to TravelClick customer's Google Analytics account and will analyze that data to provide valuable insights that help to understand and improve the website performance.

- **Media Services:** as part of the Media Services, the Media Campaign Manager, a member of the Media team, will have access to customers' Google Analytics account and will analyze that data to plan campaign's strategy, provide valuable insights or link Google Analytics with Google Ads platform.

Specific TravelClick terms applicable to TravelClick Services containing Google Analytics:

(i) TravelClick customer agrees and acknowledges that certain services provided by TravelClick contain and use Google Analytics by default to provide statistics and analytical tools to TravelClick customer. TravelClick customer warrants that has read, understood, and accepts the Google Analytics Terms and Conditions available at: http://www.google.com/analytics/terms/us.html, and any changes and updates to these Terms and Conditions in any form.

(ii) TravelClick customer acknowledges that (i) TravelClick only acts as an intermediary between Customer and Google, (ii) will not be required to validate Google Analytics security measures and/or compliance with TravelClick Customer's security requirements, and (iii) TravelClick is not responsible for a security incident and/or any fines (including administrative fines) imposed by competent authorities due to Google's lack of appropriate security measures, including additional safeguards when transferring personal data. TravelClick Customer must review Google security measures applicable to Google Analytics services and will ensure such measures meet TravelClick Customer's security policies, standards, or any other applicable requirements to TravelClick Customer as stated in their current form at https://business.safety.google/data-safety/

(iii) TravelClick Customer represents and warrants that you (i) have obtained, and undertake to maintain, any and all the necessary authorizations, approvals, consents, rights, and permissions to receive Google Analytics services contemplated under these Terms and Conditions, and (ii) have informed individuals about the usage of retargeting identifiers through Google's Analytics including via your privacy policies/notices.

Opt-out from Google Analytics:

If you wish to opt-out from Google Analytics, please contact your account manager or send an email to Web Support websupport.tc@amadeus.com. *The Google Analytics opt-out will not prevent Customer from using other tools to measure site analytics. Note that Amadeus doesn't support the use and/or implementation of other analytics tools outside of Google Analytics.*