

## Terms and Conditions Facebook Enhanced Conversion Tracking

The terms below shall apply to Media Network Advertising – Agency Media Solution & Subscription Media Solution Customers

### Facebook Enhanced Conversion Tracking

- 1.) Facebook offers as part of the Facebook Business Tools portfolio the Facebook Conversion API. It enables sending enhanced conversion data (hashed identifiers, e.g., hashed end-user email addresses) from Customer's website directly to Facebook ("**Facebook Enhanced Conversion Tracking**").
- 2.) To enable enhanced conversion tracking with respect to Customer's media campaigns, Customer is authorizing and requesting TravelClick to (i) contract and implement the new Enhanced Conversion Tracking on its website and (ii) share personal data from end-users (hashed identifiers e.g., hashed end-user email addresses) collected on its website with Facebook ("**Enhanced Tracking Data**"). TravelClick will only act as an intermediary between Customer and Facebook on the instruction of the Customer and for the benefit of the Customer.
- 3.) Customer understands and accepts that
  - a.) the Facebook Business Tool Terms and Conditions available at: <https://www.facebook.com/legal/terms/businessstools/update>; and
  - b.) Facebook Facebook's Data Security Terms, available at: [https://www.facebook.com/legal/terms/data\\_security\\_terms](https://www.facebook.com/legal/terms/data_security_terms) ("**Facebook Security Measures**") will apply. It is Customer's sole responsibility to validate that Facebook Security Measures are appropriate and meet any applicable Customer's security requirements to process and share the Enhanced Tracking Data with Facebook under applicable law. TravelClick is not required to validate Facebook's security compliance with Customer's requirements. TravelClick will not accept any responsibility in case of a security incident due to Facebook's responsibility.
  - c.) In addition to **Section 5** (Compliance with Laws and Policies) of the General Terms and Conditions (<https://www.amadeus-hospitality.com/travelclick-legal/terms-and-conditions/>) Customer understands and agrees that (i) it is solely responsible to comply with all applicable Data Protection Legislation, by – including but not limited to – providing the required information to and obtaining required authorizations from end-users in order to process Enhanced Tracking Data as described herein.