COOKIE POLICY

<u>Contents</u>

When you access our website, subject to your consent when it is required, we (or our partners) may install different categories of cookies and other tracking technologies on your device to recognise your device's browser for as long as the cookie concerned is valid.

The operator and controller of the website can be found in the Privacy Statement.

You are invited to read this policy carefully before using this website to understand how we use cookies and how you can manage them.

1. What is a "cookie"?

A "cookie" is a small file that our website asks your browser to store on your device (computer, smartphone, tablet, etc.), when you visit this website.

Thanks to the cookie, our web server is able to present you customized web pages that best fit your needs in order to make your experience on our website more personal. We also use third party cookies as indicated in this policy, which are cookies from a domain different than the domain of the website you are visiting, for our advertising and marketing efforts. Some cookies are important for the functionality of this website and are automatically activated when the user visits the website. 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.

2. How are you informed?

The first time you access our website, you are informed that we use cookies on an informational banner "We value your privacy". This banner informs you what categories of cookies are used on our website. The individual cookies are described in section 4 below.

For more information on how we process your personal data on our website, please consult our Privacy Statement.

3. Make your choice about cookies

You can access our cookie management tool to manage your cookie preferences for each cookie category (except essential cookies, which cannot be switched off in our systems) by clicking on the "Cookie Settings" button in the footer.

In the following 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 the provided link. If there are no direct links to deactivation for some cookies, you can restrict the use of cookies in your browser settings.

4. What categories of cookies does this website use and for which purpose(s)?

We may use the following categories of cookies on this website:

- Essential cookies

- Marketing cookie

- Social Media cookies

- Audience/Performance cookie

Session cookies are temporary cookies that are stored in the cookie file of your browser until you end your browser session.

Persistent cookies remain in the cookie file of your browser for a longer period. This time period will depend on the choice you 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.

(i) **Essential cookies** enable our users to navigate the website and use its features. These cookies cannot be switched off in our systems. Without these cookies, for example login, will not be possible.

We use **essential cookies** to:

- Ensure that the web page functions are executed correctly,
- Allow you to store information about a form that you might have filled in on our website or products, services or information you have selected on our website,
- Allow you to access your personal areas on our website,
- Adapt the website appearance in accordance with your preferences (language, format etc.),
- Implement security measures when you sign in,

You can set your browser to block or alert you about these cookies, but you may encounter some difficulties to access the website or its services.

Please find the description of essential cookies used on our website here:

Cookies	Purpose(s)	Retention term
Amazon Web Services	These cookies enable us to allocate server traffic to make the user experience as smooth as possible. A so-called load balancer is used to determine which server currently has the best availability. The information generated cannot identify you as an individual.	Persistent

Drupal	This cookie identifies the user and enables the user to connect to login via single sign-on with a user and password from the PSA Group.	Persistent
PSA GDPR consent	These cookies record given consent so the user choices are remembered for every session.	Persistent

(ii) **Performance and tracking cookies** collect information on how users use our website (audience measurement) and the user's internet activities. They help us improve the features of our website, see the areas of greatest interest to our users, and learn more about the effectiveness of our advertising campaigns. All this helps us offer our users the services and functions that best meet their needs.

We use performance and tracking cookies to:

- Create statistics on how our website is used,
- see how effective our advertising campaigns are, and
- review non-person-related user behaviour, and thus improve our website.

Some of the performance cookies are provided by authorized third parties, but we do not allow cookies to be used for purposes other than explained in this Policy.

These performance and tracking cookies require your prior consent. If you do not allow these cookies, it should not affect the use of our website.

Please find the description of performance and tracking cookies used on our website here:

Cookies	Purpose(s)	Retention term	Cookie-Blocking
[m] Insights Pixel	Service provided: Insights, Analytics, and Consumer and Media Planning. The collected data enables the agency / client to learn more about the traits of visitors. This data may be used to build retargeting segments for activation or to construct seeds for modelling.	Session cookies	https://www.groupm.com/mplatform-privacy-notice
Adobe Analytics	For continuous optimization of its marketing communication, Opel uses the analytical software "Adobe Analytics" and "Google Analytics" from Adobe Inc / Google. This allows online behaviour to be monitored in terms of time, geographical location and use of this website. This information is collected via "tracking pixels" and / or cookies. The information collected via tracking pixels and / or cookies is anonymous and will not be linked to personal information.	Session cookies	https://www.adobe.com/privacy/opt-out.html
Adobe Dynamic Tag Management	Tag management system that manages and updates tags and code snippets on our websites and mobile applications.	Session cookies	https://www.adobe.com/privacy/opt-out.html

Amazon Product Ads	Amazon is a DSP managed by GroupM Trading Desk. Amazon is not getting any personal data. Only put conversion pixel to count conversions. Also exist the possibility to implement retargeting pixels. Amazon put cookies to the Opel users to choose the best ads based in their navgation into of the Opel webpage and count conversions to statistics proposes	Session cookies	https://services.amazon.com/privacy-policy.html
Bing Ads Universal Event Tracking (UET)	These cookies will measure clicks and actions / conversions on this website to optimize advertising campaigns. These online advertisement tracking cookies show you relevant online advertisements based on what you have viewed, what you have clicked on and which website pages you have visited.	Session cookies	https://privacy.microsoft.com/en-us/privacystatement
Google Analytics	These cookies are used by Google Analytics to measure our platform's performance. It identifies each user on the website and stores informations such as session length, pages viewed. No information on real user identity is known or stored.	Persistent	https://tools.google.com/dlpage/gaoptout/
Google Tag Manager	Tag management system that manages and updates tags and code snippets on our websites and mobile applications.	Session cookies	https://www.google.com/policies/privacy/
LinkedIn Insight	Professional Social Network, so services in the realm of talent solution, learning solution, sales solutions and marketing solutions. LinkedIn collects IP address and checks whether a website visitor is a LinkedIn member	Session cookies	https://www.linkedin.com/legal/cookie-policy
LiveAgent	These cookies are associated with technology from LiveAgent, which provides online chat and customer support functionality.	Session cookies	https://www.liveagent.com/privacy-cookies-policy/
LivePerson	These cookies are associated with the software, LivePerson. It monitor current active (or last) session and identifies visitors on returning visits.	Session cookies	https://www.liveperson.com/policies/privacy
Matomo (Piwik Analytics)	When you visit our site, we store: the website from which you visited us, the parts of our site you visit, the date and duration of your visit, your anonymous IP address, information from the device (device type, operating system screen resolution, language, country you are in and type of web browser) that you used during your visit, and more. We process this usage data in Matomo Analytics for statistical purposes, to improve our site and to recognize and stop any abuse.	Session cookies	https://piwikpro.de/opt-out/

(iii) Marketing and Social Media cookies, including re-targeting and social media cookies, enable us to make more interesting offers to our users. Re-targeting cookies are stored on the user's device during browser sessions. They enable advertising of our products on partner and social media websites for users who have been interested in our products. The insertion of these advertisements is completely anonymous based on a cookie technology.

We use marketing cookies to:

- send you advertisements which are better adapted to your profile
- share our site's contents with other people
- share your viewing or opinion of the site's content with others

If you do not allow these cookies, you will not experience our targeted advertising across different websites and you may not be able to interact with the social network(s) and other partner's website.

Please find the description of marketing and Social Media cookies used on our website here:

Cookies	Purpose(s)	Retention term	Cookie-Blocking
AppNexus	AppNexus is the most advanced platform for buying real-time online advertising. AppNexus offers a proprietary gateway to premier ad exchanges and ad inventory aggregators, and cloud computing capabilities for unrivaled scalability. Appnexus puts cookies to the Opel users to choose the best ads based in their navgation into of the Opel webpage and count conversions to statistics proposes	Session cookies	https://www.appnexus.com/en/company/platform-privacy-policy-de1#choices
Bing Microsoft Advertising	These cookies are used by Microsoft advertising to anonymously identify user sessions to help us measure the effectiveness of our marketing campaigns	Persistent	https://about.ads.microsoft.com/en-us/resources/policies/personalized-ads
DoubleClick	DoubleClick is a provider of digital marketing technology and services. Companies come to DoubleClick for expertise in ad serving, media, video, search and affiliate marketing to help them make the most of the digital medium	Session cookies	https://www.google.com/policies/privacy/
DoubleClick Floodlight	DoubleClick is a provider of digital marketing technology and services. Companies come to DoubleClick for expertise in ad serving, media, video, search and affiliate marketing to help them make the most of the digital medium	Session cookies	https://www.google.com/policies/privacy/

Facebook Pixel	Cookies enable Facebook to offer the Facebook Products to you and to understand the information we receive about you, including information about your use of other websites and apps, whether or not you are registered or logged in. The applied cookies store information about the pages of our website that you visited and the advertising campaigns you have viewed or clicked on.	Session cookies	https://www.facebook.com/policies/cookies/
Google Ads	Google Ads,is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results. Since advertisers have to pay for these clicks, this is how Google makes money from search. Online ad tracking cookies will track engagement with campaigns and show you relevant online advertising based on what you have viewed and clicked, as well as pages of our website that you have visited	Session cookies	https://www.google.com/policies/privacy/
IgnitionOne	IgnitionOne Customer Intelligence enables enterprise marketers to identify, value, and engage their customers at scale. IgnitionOne Customer Intelligence provides a single platform to leverage customer data from a range of systems to power effective omnichannel targeting and personalization.	Session cookies	https://oo.netmng.com/optout.php
Netmining	Netmining is a provider of display targeting solutions, including custom audience targeting, remarketing and video, that harness real-time customer intelligence to improve display performance. With an audience profiling engine that understands each individual's interests and buying propensity, Netmining enables companies to deliver highly relevant and personalized online advertising across the entire customer lifecycle.	Session cookies	https://optout.netmng.com/optout.php
Twitter Conversion Tracking	Twitter tag will provide information about the pages of our website that you have visited and information about advertising campaigns that you have seen or clicked on.	Session cookies	https://privacy.microsoft.com/en-us/privacystatement
WyWy	For purposes of generating results, through the TV Squared portal, with respect to one or more campaign that allow Opel/Vauxhall (and its agency) to measure and optimize Opel/Vauxhall TV Advertising performance; and create anonymization and aggregation of such data.	Session cookies	https://tvsquared.com/privacy-policy/

Xaxis	These cookies are used for advertising purposes and store informations such as unique serial number, creation timestamp, cookie version.	Persistent	https://www.xaxis.com/opt-out/

5. Changes to the Cookie Policy

All future changes to our Cookie Policy will be posted on this website. You should therefore periodically review these in order to be aware of changes to our Cookie Policy. We will inform you in case of substantial changes, and seek your consent, where required.

6. Contacting us

The contact details of the controller and the contact details of the data protection officer can be found in the our Privacy Statement.

Version: October 2019

See our Legal Notice for the full company details.