

COOKIE POLICY

Zippy7 has taken technical and organisational measures to protect your personal data, in particular against accidental or intentional manipulation, loss, destruction or access by unauthorised persons. These security measures are continuously adapted in line with technological developments.

When you visit our website, it is possible that information in the form of a "cookie" will be stored on your computer at our request. "Cookies" are small text files that are copied from a web server to your hard drive. Cookies contain information that can later be read by a web server in the domain in which the cookie was issued to you. Cookies cannot run programs or place viruses on your computer. The cookies we use do not contain any personal information and are not merged with such information.

Most of the cookies we use are so-called session cookies, which are necessary to keep your visit consistent, i.e. to ensure that, for example, your preferences or other details already entered as part of the reservation request are retained during the session. In addition, we require session cookies to ensure that a particular offer you have clicked on is associated with your request (e.g. promotional offers). These session cookies are automatically deleted at the end of the session. Furthermore, we use cookies to recognise whether you are particularly interested in certain offers when you visit the website at a later date, which enables us to display such offers to you in a targeted manner on the website. If you have already registered with us and are therefore the owner of a customer account, it is possible to compare the information collected by the cookies used with the details known to us. This enables us to tailor our offers and content more individually to you. These cookies have a lifetime of one year and are then automatically deleted. Finally, we need cookies to bill our advertising partners, which record the page or campaign from which a customer was referred. We also only collect this information in the abstract, i.e. it is not personally identifiable. Such a cookie has a lifespan of 31 days.

You have the option of accepting or rejecting cookies. The majority of web browsers automatically accept cookies. However, you can usually specify via the browser settings that cookies are to be rejected. If cookies are rejected, you may no longer be able to use some of the website's functions. If cookies are accepted, you can delete the accepted cookies at a later time. In Internet Explorer 8, for example, you can delete cookies by selecting "Tools" > "Delete browsing history" and clicking on the "Delete cookies" button. If you delete the cookies, all settings controlled by these cookies, including advertising settings, will be deleted and may not be recoverable.

USE OF GOOGLE ANALYTICS (THIS TEXT IS PROVIDED BY GOOGLE, INC).

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you

consent to the processing of data about you by Google in the manner and for the purposes set out above.

You can find more information on this at

www.google.com/intl/de/analytics/privacyoverview.html (general information on Google Analytics and data protection). We would like to point out that on this website Google Analytics has been extended by the code "gat._anonymizeIp();" to ensure anonymised collection of IP addresses (so-called IP masking). You can find instructions on how to deactivate Google Analytics Services at tools.google.com/dlpage/gaoptout.

USE OF GOOGLE MAPS

The reservation application of Zippy7 uses Google Maps API applications. These applications are essential for the functionality and full provision of the booking service. By using the reservation application you agree to be bound by Google's terms of use and privacy policy. You can find the Google terms of use here. The Google privacy policy can be found here. The use of Google Maps serves to show customers the appropriate map of the surroundings as well as the nearest stations. The transmission of all location data to Google is anonymised; no further information is passed on to Google.

USE OF THE FACEBOOK CUSTOM AUDIENCE SERVICE VIA THE PIXEL PROCESS

On our website we use the so-called Facebook Pixel of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are a resident of the EU, by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). This function is used to present interest-based advertisements ("Facebook Ads") to visitors to our website when they visit the Facebook social network. In this way, we want to ensure that our Facebook Ads correspond to the potential interest of the users and do not have a harassing effect. Furthermore, the Facebook Pixel allows us to track the effectiveness of Facebook Ads for statistical and market research purposes by tracking how many users click on a Facebook Ad. The Facebook Pixel is directly integrated by Facebook when you call up our website and can save a so-called cookie on your device. If you subsequently log in to Facebook or visit Facebook while logged in, Facebook assigns this information to your personal Facebook user account. The data collected about you does not allow us to draw any conclusions about your identity as a user. The collection and processing of data by Facebook takes place within the framework of Facebook's privacy policy. You can find further information here: <https://www.facebook.com/about/privacy>. You can object to the collection by the Facebook pixel and the use of your data for the display of Facebook ads. To do this, you can call up the page set up by Facebook (cf. the settings for usage-based advertising there) if you are logged into Facebook: <https://www.facebook.com/settings>. The settings are platform-independent, i.e. they are applied to all devices, such as desktop computers or mobile devices.

Furthermore, you can prevent the collection of your data when visiting this website with the selected browser by clicking on the following link: [Deactivate Facebook Pixel](#)

GOOGLE ADWORDS/DOUBLE CLICK

We display advertisements based on interest in products previously shown by customers. We collect information about the surfing behaviour of our customers for the purpose of sending you interest-related online advertising. For this purpose, cookies are stored on the user's computer, which contain a multi-digit identification number. If you do not agree to the analysis of your usage

behaviour, you can adjust your browser settings so that no analysis cookie can be set. However, we would like to point out that in this case you may not be able to use all the functions of this website to their full extent.

Through the search engine advertising programme Google AdWords of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Google), advertisements for offers on this website are displayed and thematically aligned with the search terms used in a Google search. For this purpose, Google sets a cookie in the browser as soon as an ad placed in the Google search or advertising network is clicked on.

Through conversion methods, Google can measure the number of people who have decided to purchase an offer advertised in an AdWords ad after clicking on it, based on the AdWords cookie. Insofar as Google ads refer to offers from this website, this website receives statistics from Google on the number of purchases after clicking on a Google AdWords ad.

Your objection option: You can set your browser to block the delivery of the cookie from the googleadservices.com domain or from third-party providers in general. You can also delete the Google conversion cookie in the cookie settings of your browser.