TERMS AND CONDITIONS - Google Analytics

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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; set time limits for user-level and event-level data before automatic deletion; and that data from Google Analytics servers.

Google offers a variety of tools to aid in data protection. These include tools that are engineered to prevent the further processing or logging of complete IP addresses. Additionally, Google provides the ability to set expiration times for user-level and event-level data, after which it is automatically deleted. Lastly, they provide the functionality to 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.

1. **Amadeus Hospitality Services that contain and use by default Google Analytics**

- **Web Services & Video Services:** Amadeus 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.

- **Reservations Services:** Amadeus may collect hotel information within Google Analytics to provide reporting on our iHotelier Analytics platform.

- **Data Retention for Web & Video Services and Reservations Services:** Google Analytics 4 product accounts have been set to have a data retention period of 26 months (upon collection of data). Such period has been defined to provide the most functional information to Amadeus Customers' in line with the business purposes connected to the Services

2. **What type of data Google Analytics collects by default?**

- **Page Information**
    - URL – the URL of the page the user is viewing

- o Title – the title of the page the user is viewing
- **Browser Information**
  - o Browser name – the browser the end-user is using
  - o Viewport or Viewing pane – the size of the browser window
  - o Screen resolution – the resolution of the user's screen
  - o Java enabled – whether or not the user has Java enabled
  - o Flash version – what version of Flash the user is using
- **User Information**
  - o Location (e.g. continent, country, state, city) – this is derived from the IP address where the hit originated. You can check with more detail how Google Analytics 4 interacts with IP addresses here: https://support.google.com/analytics/answer/12017362?hl=en. By default, Amadeus anonymizes IPs from Google Tag Manager.
  - o Language – derived from the language settings of the browser

3. What type of data Amadeus collects by default?

As hospitality experts, Amadeus 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):** Amadeus implements some custom performance tracking that will help you and us to gain a deeper analysis of your 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:** Amadeus 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 dataLayer 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 Amadeus to track this data on your behalf, please contact websupport.tc@amadeus.com.

4. What type of data Amadeus collects optionally?

Finally, and only applying to your own Google Analytics property, we may activate the following functionalities:

- **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 visible in Google Analytics interface as aggregated data. No individual data can be accessed.

  In order to enable this data, you need to activate 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, Amadeus 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.

5. **Digital Marketing Services:**

    a. Web Analytics 360: We will implement Google Analytics via Google Tag Manager on behalf of the Amadeus Customers to send data to Amadeus 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. Amadeus 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.

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

    c. <u>Media Services</u>**:** 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.

6. Specific Amadeus terms applicable to Amadeus Services containing Google Analytics

(i) Amadeus customers agree and acknowledge that certain services provided by Amadeus contain and use Google Analytics by default to provide statistics and analytical tools to Amadeus customers. Amadeus customer warrants that have 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) Amadeus customer acknowledges that (i) Amadeus only acts as an intermediary between Customer and Google, (ii) will not be required to validate Google Analytics security measures and/or compliance with Amadeus Customer's security requirements, and (iii) Amadeus 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. Amadeus Customer must review Google security measures applicable to Google Analytics services and will ensure such measures meet Amadeus Customer's security policies, standards, or any other applicable requirements to Amadeus Customer as stated in their current form at https://business.safety.google/data-safety/

(iii) Amadeus 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.

7. Opt-out from Google Analytics

If you wish to opt-out from Google Analytics or provide any specific instructions, 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 does not support the use and/or implementation of other analytics tools outside of Google Analytics.