

Terms and Conditions

Google Enhanced Conversion Tracking

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

Google Enhanced Conversion Tracking

- 1.) Google's enhanced conversion tracking technology supplements existing conversion tracking technology. It will collect hashed first party data (hashed identifiers e.g., hashed email addresses) of end-users from the Customer's booking confirmation website and transfer it to Google ("**Enhanced Conversion Pixel**"). The Enhanced Conversion Pixel will hash the collected personal data before it is transferred to Google.
- 2.) Customer is authorizing and requesting TravelClick to implement the Enhanced Conversion Pixel on Customer's website to enable Google to collect hashed first party data as described in Section 1 above.
- 3.) Customer acknowledges and will adhere to the Google Enhanced Conversion data policies, available at <https://support.google.com/adspolicy/answer/7475709>.
- 4.) 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/>) and as regards Enhanced Conversion Tracking, Customer understands and agrees that it is solely responsible to comply with all applicable Data Protection Legislation. It will provide – as required – sufficient information to and obtain authorizations from end-users to collect and share hashed first party data via the Enhanced Conversion Pixel of end-users with Google.