

Terms and Conditions  
**Google Enhanced Conversion Tracking**

If Customer uses Google Enhanced Conversion Tracking as part of the services it has subscribed to from Amadeus, the following additional third-party terms will apply:

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 Amadeus to either implement the Enhanced Conversion Pixel on Customer's website or to provide Customer with the relevant specifications to allow implementation 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.) As regards Enhanced Conversion Tracking, Customer understands and agrees that it is solely responsible to comply with all applicable Customer Laws (as defined in the MSSA). It will provide – as required – sufficient information to obtain authorizations from end-users to collect and share hashed first party data via the Enhanced Conversion Pixel of end-users with Google. The above applies in addition to Section 3 (Compliance with Laws) of the MSSA, <https://www.amadeus-hospitality.com/legal/mssa/ENG/> and for Customer whose agreements are governed by the terms set forth here: <https://www.amadeus-hospitality.com/travelclick-legal/terms-and-conditions/>, in addition to Section 5 (Compliance with Laws and Policies) of the relevant agreement.