

## **Privacy Policy for the mytaxi website and the use of Cookies**

October 2018

Controller according to Art. 4 no. 7 General Data Protection Regulation ("GDPR") in the territory of the UK is:

mytaxi Network Ltd. ('mytaxi')  
Harling House  
Great Suffolk Street  
London SE1 0BS

Email address: [uk.support@mytaxi.com](mailto:uk.support@mytaxi.com).

You can reach our data protection officer best via email: [uk.support@mytaxi.com](mailto:uk.support@mytaxi.com) or in writing at the address given above.

### **1. General information**

mytaxi attaches great importance to the protection of the personal data of the user of the mytaxi website. This Privacy Policy explains the nature, scope and purpose of the collection and use of personal information by the controller on the mytaxi website. If you would like to get taxi rides via the mytaxi website, the "Privacy Policy Passenger" applies and in particular the information in paragraph 2.1.

### **2. Server log files**

mytaxi or its web space provider collects the access of the website for technical reasons:

- the name of the retrieved website,
- the time of day,
- the date,
- the browser type and operating system used,
- the previously visited page and
- the IP address.

This data is stored according to Art. 6 para. 1 f) GDPR for the prosecution of illegal acts and can also be used anonymously for statistical evaluations to optimize our website.

### **3. Contacting us via email**

If you have any questions about our service or website, feel free to contact us by email. To do so, you must provide a valid email address so that we know from whom the request came from and respond to it.

### **4. Blog**

Part of the mytaxi website is a blog. There you have the opportunity to leave comments. In addition to the comments, the IP address of the author is stored for our security in order to be able to identify the author in case of illegal comments. This is in the interest of mytaxi according to Art. 6 para. 1 f) of the GDPR because we do not tolerate such comments.

## 5. Cookies

mytaxi uses Cookies and similar technologies (hereinafter referred to as "Cookies") to recognize user preferences and to make our mytaxi website as optimal as possible. This allows for easier navigation and a high degree of user-friendliness of our mytaxi website. Cookies are small files that are stored on your device. These can be used to determine if your device has already communicated with our pages. Only the Cookie on your device is identified. Personal data may then be stored in Cookies if you have given your consent or based on other legal reasons.

When you visit our mytaxi website, we expressly ask for your consent. Most browsers accept Cookies automatically. You can also prevent the storage of Cookies on your device by selecting do not accept Cookies in your browser settings. On your device, you can delete previously set Cookies at any time. How this works in detail, please refer to the instructions of your browser or device manufacturer. If you do not allow Cookies, this may result in functional restrictions of our offers. However, the basic functions of our mytaxi website are still available (for example, ordering a taxi via the so-called web-booker).

### 5.1 Types of Cookies

We divide Cookies into the following categories:

#### Essential Cookies (Type 1)

These Cookies are mandatory for websites and their functions to work properly. Without these Cookies, e.g. Services such as the vehicle configurator are not provided.

#### Functional Cookies (Type 2)

These Cookies make it possible to improve the comfort and performance of websites and to provide various functions. For example, language settings can be stored in functional Cookies.

#### Performance Cookies (Type 3)

These Cookies collect information about how to use websites. Performance Cookies, for example, help us identify particularly popular areas of our website. This allows us to tailor the content of our websites more specifically to your needs and thus improve our offer for you. The information collected with these Cookies is not personal.

#### Third party Cookies (Type 4)

These Cookies are set by third parties on our behalf.

We use the following type 1 and 2 Cookies on our website:

<b>Name</b>	<b>Description</b>	<b>Type</b>
fe_typo_user	Frontend Login Cookie for Typo3	Type 1
Cookie_policy_accepted	Cookie confirming that Cookie privacy policy has been accepted for	Type 1
tx_comments_pi1_firstname	Cookie for storing user data for blog post comments	Type 2

tx_comments_pi1_lastname	Cookie for storing user data for blog post comments	Type 2
tx_comments_pi1_email	Cookie for storing user data for blog post comments	Type 2
tx_comments_pi1_location	Cookie for storing user data for blog post comments	Type 2
tx_comments_pi1_homepage	Cookie for storing user data for blog post comments	Type 2

## 5.2 Cookies and third party technologies (Type 4)

### a) Google Analytics - Universal Analytics

mytaxi uses Google Universal Analytics, a web analytics tool from Google Inc., USA ("Google"). Google uses Cookies. The information generated by the Cookies on the use of the mytaxi website by the users are usually transmitted to a Google server in the USA and stored there. Google is certified under the Privacy Shield Agreement (<https://www.privacyshield.gov>) and we have a privacy agreement with Google.

Google uses the Cookie information on our behalf to

- evaluate the use of our website by users,
- compile reports about the activities and
- provide other services related to the use of this online offer and internet usage.

mytaxi uses Google Analytics in the Universal Analytics version. When a user visits the mytaxi website, a unique user ID (also called user ID) is created by a user and this is then assigned to you. Furthermore, your IP address will be stored in uncut. As a result, interaction data (usage of our mytaxi website by you) can be linked to several sessions (your visits to the mytaxi website) via multiple devices (so-called cross-device tracking). As a result, we will be able to obtain more accurate usage data through our mytaxi website. For example, we can then see that a user frequently visits the blog area on the mytaxi website, both via a smartphone and a desktop PC. This helps us to constantly optimize the mytaxi website and to adapt it to your needs. Furthermore, remarketing audiences are created. In the process, certain target groups are formed by visitors to the mytaxi website, and users are then targeted to advertisements. We use Google Universal Analytics only with your express consent under Art. 6 para. 1 a) of the GDPR. You can prevent the storage of Cookies by a corresponding browser setting. Please note that in this case you may only be able to use our website to a limited extent. In addition, you can prevent the collection of data generated by the Cookie and the processing of this data by Google. To do so download and install the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

In this context, the following data is processed: IP address, user ID, origin (country and city), set system language, operating system, device (desktop PC or mobile device), browser type, screen resolution, traffic source (search engine, referring web site), downloaded data, viewed videos, clicked banners, duration of stay on the website and subsequently driven website.

User and event data will be deleted after 26 months at the latest.

### b) Google Analytics - Basic Version (Type 3)

If you have not given your consent to the use of Google Universal Analytics pursuant to section 5.2 a), we only use Google Analytics in the basic version with active IP

anonymization, without user ID and the remarketing audience function (audiences) based on a legitimate interest Art. 6 para. 1 f) GDPR. The IP addresses of the users of the mytaxi website will be shortened to exclude a personal reference. In this context, the following data is processed: abridged IP address, origin (country and city), set system language, operating system, device (desktop PC or mobile device), browser type, screen resolution, traffic source (search engine, referring web page), downloaded data, viewed videos, clicked banner ads, duration of stay on the website and subsequently accessed website. In the process, pseudonymous user profiles are created from the processed data. There is no personalization or identification of a particular natural person. You can deactivate the storage of Cookies in your Internet browser or deactivate them via Google at: <https://tools.google.com/dlpage/gaoptout?hl=de>. For more information, see the Google Privacy Policy at <https://policies.google.com/technologies/ads> and <https://adssettings.google.com/authenticated>.

User and event data will be deleted at the latest after 14 months.

### **c) Google Conversion Tracking with Adwords**

We use Google Conversion Tracking with Adwords on our mytaxi website. When you click on a mytaxi Google ad, a Cookie is saved on your device. These Cookies are stored only temporarily for a specific time and do not contain any personal data. An identification of a person is not possible. If you visit the mytaxi website and the Cookie has not yet been deleted, Google and we are able to see that an ad has been clicked and that our mytaxi website has been visited. There are always other Cookies generated. Therefore, the Cookies cannot be tracked further. The information thus obtained is used solely for statistical purposes. This tells us the total number of users who clicked on an ad and were then linked to our mytaxi website. We use Google Conversion Tracking with Adwords on the basis of the legitimate interest under Art. 6 para. 1 f) of the GDPR. Google's privacy policy can be found at <https://www.google.com/policies/privacy/>. If you do not wish to use Google Conversion Tracking with Adwords, you can opt out at <https://support.google.com/ads/answer/2662922?hl=en>.

### **d) Google Customer Match**

We also use Google Customer Match. We use Google Customer Match only with your consent under Art. 6 para. 1 a) of the GDPR. In doing so, we will upload email addresses of the mytaxi registered customers of the mytaxi app to Google. From this target, groups can be created. Google then compares whether the submitted email addresses match existing Google customers. If they match, those target groups will be served by mytaxi on Google Search, YouTube, Google Shopping, and Gmail triggered ads / campaigns.

In this context, the following data is processed: email address.

If you do later - e.g. after you have given us your prior consent - do not wish us to do this write an e-mail to [uk.support@mytaxi.com](mailto:uk.support@mytaxi.com).

### **e) Twitter Pixel**

Furthermore, we use the so-called conversion tracking with Twitter Pixel, a tool of Twitter Inc., USA, on the mytaxi website. This will allow us to statistically record the usage of our mytaxi website in order to optimize it. In conversion tracking, a Cookie on your device is set by Twitter when you visit our mytaxi website by clicking on a Twitter ad. Conversion tracking is used to generate statistics rather than identifying yourself. We want to know what Twitter

ads or interactions users click and how they come to our mytaxi website. For example, if you visit page X and click on a mytaxi banner ad, you will be taken to our mytaxi website. This allows us to place banner advertising better and target specific websites on the Internet. For more information, visit <https://business.twitter.com/help/campaign-measurement-and-analytics/conversion-tracking-for-websites.html>. We only use Twitter Pixel with your express consent in accordance with Art. 6 para. 1 a) of the GDPR. Twitter is certified in the Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>. You can prevent the storage of Cookies by a corresponding browser setting. In addition, you can make settings in your personal Twitter account to receive advertising: <https://twitter.com/settings/personalization>. For more information, visit: <https://twitter.com/en/privacy> In this context, the following data is processed: Twitter Cookie ID, Browser User Agent String, Browser IP Address, Website Tag ID, Timestamp, Site URL.

#### **f) LinkedIn Pixel**

Furthermore, on the mytaxi website we used the so-called Conversion Tracking with LinkedIn Pixel, a tool of the LinkedIn Corporation, USA. This will allow us to statistically record the usage of our mytaxi website in order to optimize it. In conversion tracking, a Cookie on your device is set by LinkedIn when you visit our mytaxi website by clicking on a LinkedIn ad. Conversion tracking is used to generate statistics rather than identifying yourself. We want to know which LinkedIn ads or interactions on LinkedIn users click and how they then come to our mytaxi website. For example, if you visit page X and click on a mytaxi banner ad, you will be taken to our mytaxi website. This allows us to switch the switching of e.g. Control banner advertising better and target specific websites on the Internet. More information can be found at <https://www.linkedin.com/help/linkedin/answer/67595/linkedin-conversion-trackingubersicht?lang=en>. We only use LinkedIn Pixel with your express consent in accordance with Art. 6 para. 1 a) of the GDPR. LinkedIn is certified by Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&status=Active>. You can prevent the storage of Cookies by a corresponding browser setting. Please note that in this case you may only be able to use our website to a limited extent. In this context, the following data is processed: IP address, timestamp, events (e.g., page views).

#### **g) Google Tag Manager**

We also use Google Tag Manager on our website. This tool facilitates and maintains additional services and is not intended to create personalized profiles of users of the mytaxi website. For troubleshooting purposes, the IP address is processed in this context. We use the Google Tag Manager for a legitimate interest under Art. 6 para. 1 f) GDPR (maintenance of the functionality of the mytaxi website).

#### **h) Facebook Custom Audiences via the customer list and pixel**

On our mytaxi website we also use the so-called remarketing function of Facebook Custom Audiences of Facebook Inc., USA. We use Custom Audiences to re-engage you or certain audiences after a certain period of time, to exclude certain existing customers, and to identify new customers based on website visits (for example, to form statistical twins / lookalikes). The response is achieved by placing advertisements on Facebook (so-called Facebook ads) or on partner sites of Facebook. We want to address you better and draw attention to our service. The Facebook Custom Audiences process connects to the Facebook servers when visiting our mytaxi website, through a pixel embedded on our mytaxi website. As part of the use of mytaxi app, your advertising identifiers (IDFA or GAID) and, in the context of the mytaxi website, the Cookie ID and IP address are sent to Facebook. As a result, Facebook learns that you have come to our mytaxi website via an ad or that you visit our mytaxi

website. Facebook can then assign the visit to your Facebook account if you are logged in to your Facebook account at the same time. We only use Facebook Custom Audiences on the basis of your explicit consent under Art. 6 para. 1 a) of the GDPR. Facebook is certified under Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>. For more information, please visit: <https://www.facebook.com/about/privacy>. You can disable Facebook Custom Audiences here:

[https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/).

Furthermore, provided that you have given us your consent, we can manually upload email addresses of mytaxi registered customers to the mytaxi app on Facebook. From this, in turn target groups can be created. Facebook then compares whether the submitted email addresses match existing Facebook customers. If there is a match, then each of these target groups will be shown mytaxi's ads / campaigns on Facebook or on Facebook partner pages. If you do this later - e.g. After you have given us your prior consent - do not wish us to write an e-mail to [uk.support@mytaxi.com](mailto:uk.support@mytaxi.com).

### **i) Google DoubleClick**

The mytaxi website also uses the Google online marketing tool DoubleClick. This will be used to help you see relevant ads as a user, get better reporting on campaign performance, and avoid seeing ads multiple times. Google uses a so-called Cookie ID to record which ads are displayed in which browser. Thus, it can be ruled out that you receive duplicate ads.

Google receives the following information: IP address, device ID, location data, and customer-assigned identifiers. If you are logged in to your Google Account at the same time, Google may be able to associate your visit to our mytaxi website with your Google Account. This may also be possible if you have not logged in. In addition, through the use of Google DoubleClick, we understand whether you are engaging in certain activities on our mytaxi website, for example, when you have viewed or clicked an ad on Google or another DoubleClick platform. This will enable us to advertise through our service on Google or the respective DoubleClick platform. We only use Google Double Click with your express consent in accordance with Art. 6 para. 1 a) of the GDPR. For more information, visit: <https://www.google.com/doubleclick> and <https://www.google.com/intl/en/policies/privacy>.

Later, you can turn off Google DoubleClick by setting your browser accordingly or by temporarily disabling it at <https://www.google.com/settings/ads>. You can set a permanent deactivation at <http://www.google.com/settings/ads/plugin>.

### **j) EPROFESSIONAL Conversion Tracking Pixel**

Furthermore, on the mytaxi website we use the so-called Conversion Tracking with EPROFESSIONAL Pixel, a tool of EPROFESSIONAL GmbH, Germany ("EPROFESSIONAL"). This will allow us to statistically record the usage of our mytaxi website in order to optimize it. In Conversion Tracking, a Cookie on your device is set by EPROFESSIONAL when you visit our mytaxi website by clicking on an EPROFESSIONAL ad. Conversion tracking is used to generate statistics rather than identifying yourself. We want to know which EPROFESSIONAL ads or interactions users click and how they come to our mytaxi website. Personal data are not collected, processed or used. A user assignable, number sequence is deposited with the following aspects: Digit sequence of the call or forwarding and time (timestamp) of the call or forwarding. This allows us to place banner advertising better and target specific websites on the Internet. If you disagree with the use of the pixels or want to see your current status, you can do so at the following links:

Germany / Austria

<https://privacy.eanalyzer.de/?clientId=100208&clientToken=90cf0b6157ad288c54c7132583bc08954ab3ad556d76b5d51d98f14bca2e2c1a>

Spain

<https://privacy.eanalyzer.de/?clientId=100200&clientToken=7fb22943cce913ceba168beeeb22f8f8ca62feb134d945fd6517baad90b5f5dc>

Ireland

<https://privacy.eanalyzer.de/?clientId=110767&clientToken=e1282365630f493c8932bfd40c1d6b2be235863afa2b5291a346bcf94f3a235f>

Ireland B2B

<https://privacy.eanalyzer.de/?clientId=200006&clientToken=287693c05992f32245be7a8784b8c50e2c0665cf6b77793c2b4cf74d246ce18>

Italy

<https://privacy.eanalyzer.de/?clientId=100209&clientToken=bf529515664f1c774c27f205cf8ac6f2f0c95630ab9cc46b9d04920db5bec4a6>

Poland

<https://privacy.eanalyzer.de/?clientId=100201&clientToken=0b79b786e51fb11e2e920b924fdf4f876804e75237f0465ab9d3ecd99ba993c3>

Portugal

<https://privacy.eanalyzer.de/?clientId=103063&clientToken=c7863a5242e92317d07943d487a860f96abb690ce6dedb8f0915a9a16fbcdda9>

Sweden

<https://privacy.eanalyzer.de/?clientId=110753&clientToken=666565944353f563f9acd87c42b2be6b6fbbbe39c583f2eefc034114dd882667>

United Kingdom

<https://privacy.eanalyzer.de/?clientId=110766&clientToken=b4201f689b778c35b3972cba2dd7873ed621cf3b676e327faae2ba1a6bec100f>

Please note that your objection relates only to the installed browser on your device. The contradiction must be reasserted when you delete your Cookie information.

## **6. Button tracking**

### **a)**

Furthermore, on the mytaxi website we use the so-called button tracking with adjust, a tool of adjust GmbH, Germany ("adjust"). This allows us to statistically record the use of our mytaxi website and then to optimize it ("attribution purposes"). Button tracking is attached to the app download button. We use button tracking to generate statistics rather than identifying a person. We want to know if and how often the app download button has been clicked. The creation of a personal reference is theoretically possible due to the associated processing of the IP address, but it is not intended and does not happen. Button tracking cannot be switched on and off for technical reasons. Every time you click the app download button on the mytaxi website, the button tracking is on. If you do not want this, you should not click on the app download button on the mytaxi website. We have included a note in the app download button and we assume that if you click on it, you give your consent in accordance with this section 6. The data is then processed in accordance with Art. 6 para. 1 a) of the

GDPR. For more information, please visit: <https://docs.adjust.com/en/event-tracking/> and <https://partners.adjust.com/placeholders/>. In this context, the following data is processed: User agent, IP address, operating system, ISP, region, country, state / state, city, post code, language settings, device model, device number, device type, operating system. The data processed by adjust on our behalf is stored encrypted in the attribution database of adjust and cannot be converted back to plain data. If you want to download or purchase our apps without button tracking, you can get them directly from the Apple Store, Google Play Store or similar sources.

## **b)**

Furthermore, on the mytaxi website we use the so-called button tracking with AppsFlyer, a tool of AppsFlyer Ltd. ("AppsFlyer"). This allows us to statistically record the use of our mytaxi website and then to optimize it ("attribution purposes"). Button tracking is attached to the app download button. We use button tracking to generate statistics rather than identifying a person. We want to know if and how often the app download button has been clicked. The creation of a personal reference is theoretically possible due to the associated processing of the IP address, but it is not intended and does not happen. Button tracking cannot be switched on and off for technical reasons. Each time you click the app download button on the mytaxi website, the button tracking is on. If you do not want this, then do not click on the app download button on the mytaxi website. We have included a note in the app download button and we assume that if you click on it, you give your consent in accordance with this section 6. The data is then processed in accordance with Art. 6 para. 1 a) of the GDPR. For more information, please visit: <https://www.appsflyer.com/terms-of-use/> (Section 7. Data Privacy)

In this context, the following data is processed:

User agent (OS version, device model, browser language), IP address and operating system.

For additional information please check: <https://support.appsflyer.com/hc/en-us/articles/207447053-What-is-AppsFlyer-s-Attribution-Model-#fingerprinting>

If you want to download or purchase our app without button tracking, you can download it directly from the Apple Store, Google Play Store or similar sources.

## **7. Your rights**

As a data subject, you have the following rights:

- Right to information according to Art. 15 GDPR,
- Right to completion and correction according to Art. 16 GDPR,
- Right to delete the data according to Art. 17 GDPR,
- Limitation of processing according to Art. 18 GDPR,
- Receipt of data and transmission to other responsible body according to Art. 20 GDPR,
- Right of appeal to the competent supervisory authority pursuant to Art. 77 GDPR and
- Revocation of granted consent with effect for the future pursuant to Art. 7 para. 3 GDPR and opposition to processing for specific purposes pursuant to Art. 21 GDPR. You can assert all rights to which you are entitled by sending an e-mail to [uk.support@mytaxi.com](mailto:uk.support@mytaxi.com) or requesting information.

## **8. Data deletion**

We delete your data according to Art. 17 and 18 GDPR. Your data is processed and stored in principle for the duration of our contractual relationship. In addition, we are subject to various storage and documentation requirements. The deadlines specified there, e.g. from tax law, can be up to 10 years. Furthermore, specific legal regulations may require a longer



retention period, e.g. Evidence in connection with statutory limitation periods. If data is no longer required for the fulfilment of contractual or legal obligations, these are deleted on a regular basis, unless they're limited further, processing is necessary to fulfil the above-mentioned purposes.