

Opel Media Library Privacy & Cookies Policy

Contents

1. Types of data being processed/ Links to other websites
2. Information about the processing of personal data
3. Use of cookies
4. Cookies which we use
5. Enabling and disabling cookies and similar technologies
6. Your Rights
7. Change to the Privacy Policy
8. Contacting us

This website is owned and operated by Opel Automobile GmbH., The registered office of Opel Automobile GmbH is situated in Germany at Bahnhofplatz, 65423 Rüsselsheim. This website is hosted in Europe by PSA group, 7, rue Henri Ste Claire Deville 92563 Rueil-Malmaison

Please read this policy carefully before using this website because it explains how we use cookies. Using this website indicates that you accept this policy.

1. Types of data being processed / Links to other websites

Opel cares about your privacy. We collect and process various types of personal data via this website. This includes:

- Information you provide to us when registering, requesting and using our services and our website, such as name, address, e-mail address, as well as image files uploaded by you as a user.
- Information collected with cookies.

For further details, see section 2.

This website can also contain links to other Opel or PSA Automobiles SA (PSA) websites or to websites of our Opel partners, authorized workshops, other affiliated companies or social media websites. When you click on such a link to any of such other Opel or third party websites, please be aware that these websites have their own data privacy policies. Please check their privacy policies when using these websites.

This website can also contain iFrames with content of other Opel or PSA websites or of websites of third parties. Opel is not responsible for third-party content presented in iFrames. The information presented therein is the sole responsibility of those website owners. Opel has no control or responsibility for the content of independent websites and provides this external content to its visitors for their convenience. As a result, when you visit a page containing such content, you may be presented with cookies from these third party websites. Opel does not control the distribution of these cookies. Please check the third party's privacy policy for more information.

Please be informed that Opel cannot accept any responsibility or liability for third party websites.

2. Information about the processing of personal data

Your personal data will be processed for validating registrations and answering registration requests on the OPEL Medialibrary, a solution for all OPEL stakeholders and partners to share digital assets on one single source. For all registered users support and helpdesk services will be offered by Opel Automobile GmbH. The data processing is based on Article 6, paragraph 1. b) General Data Protection Regulation (GDPR). We as controller process your personal data to, as follows:

Opel Media Library Privacy & Cookies Policy

Data mandatory data is marked with *	Purpose(s)
1. Identification for non PSA employees Firstname*, Lastname*, Email*, Profile*, Company* and Country*	To validate and answer registrations on the OPEL medialibrary. To offer support and helpdesk services.
2. Identification for PSA employees User ID*	To validate and answer registrations on the OPEL medialibrary. To offer support and helpdesk services.
3. Data collected via cookies	Please see section 3 & 5 of this policy

The data elements marked with a * listed above in section 1 or 2 are mandatory and are a requirement to submit the registration request. You are therefore obliged to provide the data. In case you don't provide the data, the registration cannot be fulfilled.

Data in section 1 and 2 will be stored for a maximum duration of 18 months, counted from last user login.

Recipients

We disclose your personal data for the below listed purposes to the following recipients:

Data	Purpose(s)	Recipient(s)
Identification for non PSA employees & PSA Employees	Registration, Validation, User Support / Helpdesk	We disclose your personal data to PSA AUTOMOBILIES SA, 2-10 Boulevard de l'Europe, 78 300 Poissy, France and the respective engaged processors (suppliers for IT-Service) to support the administration of the named purposes: KEEPEEK 2 rue de la Roquette, 75011 Paris, France MRM McCann GmbH Großer Hasenpfad 44 60598, Frankfurt, Deutschland

3. Use of cookies

This interactive application and online services use "cookies" for optimizing our services.

• What is a "cookie"?

A "cookie" is a small file, typically of letters and numbers that we send to the cookie file of the browser on your computer's hard disk by our web server. The main purpose of a cookie is to allow our web server to present the user with customized web pages that make the experience when visiting the Opel website more personal and better responding to the user's individual needs.

Opel Media Library Privacy & Cookies Policy

Some cookies are important for the functionality of this Website and are automatically activated when visited by the users. Some cookies allow us to provide the user with services and functions that best suit their needs, and to tailor our service to them to ensure easy and fast operation of the website.

- **What kind of cookies does this website use?**

Opel Automobile GmbH may use three types of cookies on this website:

Cookies are categorized as follows:

- Essential Cookies,
- Performance Cookies
- Persistent Cookies

Essential Cookies enable our users to navigate the website and use features. Without these Cookies, the requested services cannot be provided, such as our property rights by country, or Request Forms.

We use Essential Cookies to:

- Ensure that the web page functions and the functions are executed correctly, and
- action and access logging

Performance Cookies

Performance cookies collect information on how users use our website. They help us to improve the functionality of our website, see which areas are of greater interest to our customers, and to learn more about the effectiveness of our advertising campaigns. All this helps us to offer our users the services and functions that best meet their needs.

We use Performance Cookies to:

- Create statistics on how our website is used,
- Review non-person-related user behavior, and thus improve our website.

4. Cookies which we use

In this section, we will inform you about the cookies used on our website. If you do not agree to the setting of individual cookies, you can deactivate the respective cookie by clicking on the name of the cookie. If there are no direct links to deactivation for some cookies, you can restrict the use of cookies in your browser settings, see paragraph 8.

Name:	Origin:	Description:	Expiry Date	Category	Opt-Out
JSESSIONID Cookie	<i>Keeppeek</i>	Cookie associated with a secret key allowing to dialogue with the back office and to maintain the connection	always expired, ahnd therefore always re-created with	Essential Cookies,	

Opel Media Library Privacy & Cookies Policy

		-> is used to communicate the 2 applications (Frontend and Backend) -> Also used to identify target backend (server 1, server 2 or server 3)	each connection		
Cookie popupCookieSeen	<u>Keeppeek</u>	Cookie used to know if we have already displayed a certain editorial article in popup: stores the id of the edito and its modification date	1 year	Persistent Cookies	
Cookie navCookie	<u>Keeppeek</u>	Cookie to know if the cookie banner has already been displayed at the top of the screen	1 year	Persistent Cookies	
Google Analytics Cookie: _ga _gat _gid _gid	<u>google</u>	Cookie to collect site traffic data	13 months	Performance Cookies	Stopping analytic cookies can be requested via our support address: opel-medialibrary@keeppeek.com
Cookie KeeppeekAuth	<u>Keeppeek</u>	Cookie allowing you to reconnect via the "remember me" option	14 days	Performance Cookies	

Some of the performance cookies are provided by authorized third parties, but we do not allow cookies to be used for purposes other than those mentioned above.

If you do not allow these cookie (Google Analytics), it should not affect the use of our website. To request the desactivation of these cookies, please send your request by email to support (opel-medialibrary@keeppeek.com)»

5. Enabling and disabling cookies and similar technologies

The 'Help' menu in the Internet browser's menu bar on your computer tells users:

- how to prevent the acceptance of new cookies in the browser;
- how to set the browser to notify them when they receive a new cookie;
- how to completely disable Cookies.

If Cookies are disabled then much of the content on [insert local website name] will also be disabled e.g., Dealer locator, vehicle configurator and user-relevant offers may not be displayed correctly. To prevent this we recommend that Cookies are enabled.

There are many on-line publications on cookies in case you want to read more. See for example: <http://www.allaboutcookies.org>

6. Your Rights

As data subject, you have the right of access, right to rectification, right to erasure (right to be forgotten), right to restriction of processing, right to data portability, right to object to processing of personal data concerning you

Opel Media Library Privacy & Cookies Policy

which is based on Art. 6 (1) e) or f) GDPR or where the personal data are processed for direct marketing purposes in accordance with the applicable law.

Please note that your above mentioned rights are restricted by law and must be fulfilled by us possibly only under certain conditions.

If you want to claim your above-mentioned rights please contact opel-medialibrary@keeppeek.com.

Your personal data can be updated by us as the responsible controller at any time (e.g. change your address) or the update can be performed by yourself at any time, as far as our systems or applications offer this functionality.

To exercise your right to lodge a complaint (Art. 77 GDPR) please contact your local supervisory authority (e.g. for Germany: Hessischen Beauftragten für Datenschutz und Informationsfreiheit, Gustav-Stresemann-Ring 1, 65189 Wiesbaden; E-Mail: poststelle@datenschutz.hessen.de; Homepage: <http://www.datenschutz.hessen.de>

7. Changes to the Privacy Policy

All future changes to our Privacy & Cookies Policy will be posted on this website. You should therefore periodically review these for changes to our Privacy & Cookies Policy.

8. Contacting us

Opel Automobile GmbH, Bahnhofplatz, 65423 Ruesselsheim am Main, Germany, phone: +49 (0)6142 - 911 9800, email: kontakt@opel-infoservice.de. The names of the members of the management can be found here: <http://www.opel.de/tools/impressum.html>

Contact details of the data protection officer:

Post: Opel Automobile GmbH, Datenschutzbeauftragter, Bahnhofplatz, 65423 Ruesselsheim am Main, Germany,
E-Mail: Datenschutz@opel.com

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See our Legal Notice for the full company details.