

ŠKODA Australia Cookie Policy



Information about cookies and similar technologies and the related processing of personal data

1. Introduction

Welcome to the as ŠKODA Australia website (“this Website”) which is operated by the Volkswagen Group Australia Pty Ltd trading as ŠKODA Australia (“we”, “our”, “us” or “ŠKODA Australia” as applicable). Please see the end of this policy for our legal and contact information.

We use cookies and other similar technologies that access or store information on the device you use to visit this Website. To make this policy easier to read, we refer to all of these technologies using the expression “cookies”.

This policy provides you with information about how cookies work and when, how and why we, and the third parties we work with, use them. Almost all cookies work by collecting and storing some form of personal data (as that term is used in the General Data Protection Regulation (“GDPR”) about you, so this policy also describes the personal data we process or allow others to access when using cookies, as well as your related data protection rights.

ŠKODA also may collect “personal information” as defined in the Privacy Act 1988 (Cth) when you visit the Website. For more information about how we collect, use and disclose your personal data, and your rights regarding personal data, please see our Privacy Policy.

We may update this policy from time to time. All changes made to this policy will be published on this Website.

2. Who is the controller of your personal data?

We set and read some cookies on your device in cooperation with ŠKODA AUTO a.s. (“ŠKODA AUTO”). Some cookies are set and read only by ourselves and some may be set by third parties such as our suppliers or our commercial partners.

If you are based in the European Economic Area, for the purposes of, we and ŠKODA AUTO are the “joint controllers” of the processing of the personal data of Data Subjects (as that term is used in the GDPR) for all of these cookies as described in Sections 5 and 6, unless this Cookie Policy expressly states that we are sole “controllers” of the processing of personal data in relation to certain cookies.

A controller is the person that decides why and how your personal data is processed. In relation to cookies set by third parties through this Website, those parties may also be a controller of your personal data, which means they will also have a legal responsibility to you in respect of the personal data they receive. Please see the section [How we work with third parties and the legal reasons for processing](#) for further details.

3. What are ‘cookies’?

Cookies are small files or other information stored on your device or accessed from your device that help us and others to collect data about your activities. The expression ‘cookies’ can refer to browser cookies as well as a number of similar technologies including tracking pixels/web beacons, local shared objects/flash cookies and access to device information (including sensors). Please see the next section for details of the types of ‘cookies’ used by this Website.

Cookies allow us to deliver essential features of this Website. We also use them for purposes which are not essential but very useful to us or to you, including to store your settings and preferences, remember your access information, provide targeted content and marketing communications, help us to understand which part of this Website is the most popular and analyse the functioning of this Website.

4. What types of cookies do we use?

As cookies relate to any information stored on or accessed from your device, they take a variety forms. We use the following types of ‘cookies’:

Browser Cookies

Cookies may come from us ("first party cookies") or from third parties whose services we use or that we partner with ("third party cookies") and who we permit to set their cookies by configuring this Website accordingly. In some cases, we will receive the information collected using a third party cookie whilst in others, the third party will provide a service to us without sharing that information in the form it was collected with us.

Cookies may be used for your browsing session only ("session cookies") or for longer ("persistent cookies"). Please see the section below for further details regarding each type of cookie that we use.

Analytical Scripts

Analytical scripts are small pieces of computer code that can be used to track users and their behaviour on websites. This tracking may be basic, for example, tracking whether and when a user has visited this Website, or advanced tracking, for example, tracking whether and when a user has added a vehicle to their shortlist, selected a test drive or submitted a form. Analytical scripts can provide the information collected to a third party, which is often the provider of the script. These scripts also help us provide you with "Personalized offers" as outlined in section 6 below.

Device Data

In some cases information is accessed and read from your device without storing or accessing a file on your device. As this information is usually personal data, details are provided in the section below.

5. What types of personal data do we receive through cookies

We receive the following types of personal data about you through the cookies we use, which includes information we access directly from your computer, phone, tablet or other device without storing or accessing a file:

- **Cookie browser data:** cookie identifiers, time/date, services/products selected, whether and to which cookies you have consented,;
- **Device data:** device type, screen resolution, operating system version, browser rendering core, its version and basic settings ;
- **Log data:** time and duration of usage of this Website and search data;
- **Location data:** data about your country of access as proclaimed by your device;
- **Behavioural data:** data about your usage of this Website that we may process if you visit or use third party sites or applications to cooperate with us, and data on how you participate with the content of this Website (such as pages visited, if you came from a marketing campaign, button clicks, car configuration details etc.).

We may combine personal data about you or your activities with other information we receive from third parties or publicly available sources where this is permitted by law.

6. Purposes for which we use cookies

Cookies are an extremely common technology for remembering certain information about how users interact with websites and use their devices. The vast majority of websites currently make use of cookies and they are commonly used for a wide range of reasons.

We, in cooperation with our other joint controller SKODA AUTO, use cookies for the following purposes:

Essential purposes

- **Strictly necessary cookies.** These are necessary to enable essential and core functions of this Website such as security, network management, accessibility, and basic visitor statistics. For this reason and in accordance with data protection laws, we do not request your consent to use these cookies. However, you may disable these by changing your browser settings, but this will affect how this Website functions and one or more core features will not work properly (or at all) if you do so.

Useful but non-essential purposes

- **Functions and preferences.** These cookies enable advanced website content and features, and allow us to save your settings and preferences.

- **Advanced analytics.** These cookies allow us to view rich and detailed statistics regarding the use of this Website by visitors, including “heatmapping” to identify the popularity of each page and feature. They allow us to improve this Website by reporting how you use it.
- **Personalized offers.** These cookies are used to display personalised offers, content, and advertisements based on your interests on this Website, other websites operated by us and third party websites including social media.

7. Your consent to use cookies and associated personal data

Cookies and associated personal data used for essential purposes

In accordance with data protection laws, we do not request your consent to use these cookies as they are necessary to ensure this Website works properly.

Cookies and associated personal data used for non-essential purposes

We will only store or read cookies on your device for non-essential cookies and process associated personal data (or allow our third party services providers and partners to do so) if you have given, and not withdrawn, your consent. We request this using the cookie tool that appears when you visit this Website for the first time.

How to provide your consent for non-essential cookies and associated personal data

When you visit this Website for the first time, you will be prompted with a request to provide your consent for non-essential cookies and the personal data we receive as a result of their use. You can consent to all non-essential cookies by selecting “Accept all optional” or refuse consent for all non-essential cookies by selecting “Reject all optional”. Alternatively, you can choose to consent to cookies by their individual categories of purposes of use.

If you do not provide your consent for these cookies, we will not use them nor process any personal data in connection with them. Consequently, your provision of any personal data associated with the cookie is voluntary and you may withdraw your consent at any time. Any use of the cookie or associated personal data before you withdraw your consent will be valid and lawful. Please see the [What are your rights?](#) and [How can you exercise your rights?](#) sections below for further information regarding your data protection rights.

The duration for which your consent lasts

Your consent will last for 13 months from the date you last provide it to us using the cookie tool on this Website. After this period, the cookie tool will automatically treat your consent as withdrawn.

How to withdraw your consent for non-essential cookies and the processing of associated personal data

You may withdraw consent you have previously provided for cookies in one of two ways depending on the type of cookie:

- **Using the cookie tool we make available from this Website.** You can access at any time the cookie tool from any page of this Website by clicking on “Cookie” element located on left bottom side of webpage and withdraw your consent by setting the option for the relevant category of cookie to the “off” position. Please note email tracking cookies cannot be turned off using this tool.
- **Adjusting the settings in your web browser.** Most web browsers are set by default to accept all cookies. However, you may have the option to configure your web browser settings in such a way that the cookie information is displayed before storage, or to categorically reject them. You can find details on the various available settings for cookies and related changes for the most common web browsers by clicking on the relevant link below:
 - Google Chrome: <https://support.google.com/accounts/answer/61416?hl=en>
 - Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
 - Microsoft Edge: <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
 - Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
 - Opera: <http://www.opera.com/help/tutorials/security/privacy/>

- Safari: https://support.apple.com/kb/PH19214?locale=cs_CZ&viewlocale=en_US

The links above may be changed by the web browser operators from time to time, so if these links don't work, you will need to find the updated link for this browser to find this information.

Please note that any change to your web browser settings will only apply to the particular web browser for which you have adjusted your settings. If you use more than one web browser on a device, you must change the settings separately for each browser and each device. Additional information regarding cookies may be available within the "help" feature of the browser or operating system or the operating manual for your device.

Cookies and associated personal data stored on your device after you withdraw your consent

After you withdraw your consent for non-essential cookies, this Website will no longer access or read these cookies. Depending on the cookies, this means that files, scripts, codes and other cookie-related information may remain stored on your device. You can delete these cookies by clearing your cookies and your browsing cache using your web browser settings. Please see the links for each of the common browsers above for further information on how to do so.

What are the consequences of refusing/withdrawing your consent to cookies and the processing of associated personal data?

If you refuse or withdraw consent to the use of any non-essential-cookies or associated personal data, then the corresponding functionality or features of this Website may not work properly, or at all. Your use of the core functions and features of this Website will not be affected.

If you disable essential cookies (or all cookies) using your web browser settings, one or more core functions and features of this Website, including those intended to ensure your visit is safe and secure, will not work properly, or at all.

8. How we work with third parties and the legal reasons for processing

We will set and read certain cookies on this Website and receive personal data about you through their use. Third parties may also be involved in setting, reading or using personal data obtained from cookies.

The roles and responsibilities that these third parties have in relation to your personal data will depend on the specific circumstances, as follows:

- We or a third party may set cookies on your device which provide access to your personal data to third party data processors. However, as the processing of personal data by such processors is carried out to strict instructions by us or a relevant third party, we or a relevant third party is/are a controller for the processing as the third parties do not make any decisions over your information. Where this applies (and it does so in the majority of cases), we or a relevant third party will have primary responsibility to you in relation to the processing of your personal data.

9. How long will we process and keep your personal data?

We process and retain your personal data for the following durations:

- With respect to essential cookies, the processing of your personal data ends with your browsing session after which your personal data is deleted (except in relation to cookies used to remember your consent preferences, which we retain and process for 13 months from the date you provide your consent).
- All other cookie-related personal data is processed until the consent which permits such processing is withdrawn or expires (i.e. after 13 months in most cases), at which point it is deleted.

The only exceptions to the periods mentioned above are where:

- the law, court or supervisory authority requires us to hold your personal data for a longer period, or delete it sooner;

- you have raised a legal claim, complaint or concern regarding the processing activities described in this policy, in which case we will retain your information for a period of 6 years following the date of that claim, complaint or concern; or
- you exercise your right to have the information erased (where it applies) and we do not need to hold it in connection with any of the reasons permitted or required under the law.

10. Who will receive or have access to your personal data relating to cookies?

We disclose your personal data to third parties or permit them to access that information in connection with the purposes mentioned above.

Our third party service providers, agents and subcontractors ("suppliers"), commercial partners, group companies and other third parties may receive cookie-related personal data either directly from you, us or from one of our suppliers.

Our suppliers can be categorised as follows:

- Advertising technology (Adtech) and data exchange technology providers
- Advertising, PR, digital and creative agencies
- Cloud software system providers, including database, email and document management providers
- Facilities and technology service providers including scanning and data destruction providers
- Insurers and insurance brokers
- Legal, security and other professional advisers and consultants
- Market and customer research providers
- Social media platforms
- Website and data analytics/modelling platform providers
- Website and app developers
- Website hosting services providers

The majority of suppliers we use are processors with whom we have a contract in place that requires them to keep your information secure and not to use it other than in accordance with our specific instructions. We only disclose to them or allow them to access personal data that is necessary for them to provide their services.

In relation to the cookies used on this Website, we use the following key suppliers in particular:

Google

This Website uses Google Analytics provided by Google, Inc. ("Google"), which uses cookies to analyse how users use this Website. The Website uses the following modules:

- Google Analytics - Account status and performance monitor, audience summary, active users, user explorer, analytics audience, visitor quality, conversion probability, comparison reports, demographics and interests, user flow report, Adwords reports;
- DoubleClick Digital Marketing - Integration of Campaign Manager, activation of remarketing and advertising reporting features in analytics, optimization of content marketing, optimization of search engine marketing, web speed;
- AdSense - AdSense in analytics, content grouping, site search, events, behaviour flow report, goal creation and management, goal flow, attribution, acquisition reports, user behaviour.

Information generated by a cookie about the use of this Website (including your IP address) may be transmitted and stored on Google's servers in the United States.

Google will use this information to evaluate the use of this Website by visitors, create reports about such use and to provide other services relating to activities on this Website and the use of the internet in general. Google may also provide this information to third parties if it is required by the law or if such third parties process this information for Google. You may disable the use cookies on this Website as described above or by changing appropriate settings in your browser, but if you do so for all types of cookies, you will not be able to make full use of all the features of this Website.

To opt out of being tracked by Google Analytics across all websites please visit:
<https://tools.google.com/dlpage/gaoptout>.

For detailed information about the modules listed above and Google's handling of personal data, please see www.google.com/policies/privacy/partners and <http://www.google.com/intl/en/privacy/privacy-policy.html>.

Facebook

This Website uses analytical cookies, pixels and other technologies by Facebook, Inc. ("Facebook"), allowing the collection or retrieval of information from this Website and other sites on the internet. This information may be used by Facebook to provide ad measurement and targeting services.

If you withdraw your consent to non-essential cookies (as described above in this policy) using the consent tool on this Website or disable the collection of cookies using your web browser settings, this will end the collection and use of the information by Facebook, but if you do so for all types of cookies, you will not be able to fully use all the features of this Website.

LinkedIn

This Website uses LinkedIn Insight Tag, a piece of lightweight JavaScript code, by LinkedIn Corporation, a subsidiary of Microsoft Corporation ("LinkedIn"), allowing us to perform in-depth campaign reporting and unlock insights about website visitors that may come via the campaigns on LinkedIn (e.g. discover business demographics by layering LinkedIn data to the Website visitors' data). Insight Tag enables the collection of metadata such as IP address, timestamp, and events such as page views.

You can opt out of cookies from LinkedIn on your LinkedIn settings page. More information about Insight Tag can be found here: <https://www.linkedin.com/help/lms/answer/65521/the-linkedin-insight-tag-overview?lang=en>.

Other Parties

We may disclose your personal data to other third parties as follows:

- any third party who is restructuring, selling or acquiring some or all of our business or assets or otherwise in the event of a merger, re-organisation or similar event; and
- if we are under a duty to disclose or share your information in order to comply with any legal or regulatory obligation or request, including by the police, tribunals, regulators, the government or related agencies.

Personal data received by other controllers

When we disclose or allow access to your personal data to third parties that are also controllers of that information (e.g. certain suppliers, group companies or our commercial partners), they may disclose or transfer it to other organisations in accordance with their data protection policies. For example, this applies to some of the activities described above in relation to Facebook. This does not affect any of your data subject rights as detailed below. Where you ask us to rectify, erase or restrict the processing of your information, we take reasonable steps to pass this request on to any such third parties with whom we have shared your personal data.

In particular, we may disclose and provide access to your personal data to ŠKODA AUTO. For detailed information regarding how ŠKODA AUTO handles your personal data, please visit its privacy statement located at <http://www.skoda-auto.com/data-privacy>.

11. Source of your personal data

All personal data obtained via cookies on this Website is obtained directly from you. We may receive this information from a third party if we are not the party setting the cookie on your device.

12. Transfers of your personal data overseas

Your cookie-related personal data may be transferred outside of Australia and the European Economic Area ("EEA"), if you grant us your explicit consent to do so or if we ensure adequate safeguards for the data protection of the transferred data.

In connection with Google Analytics and/or the use of analytical, marketing and social media cookies and other web technologies described above, such as provided by Facebook, once you consent to the data transfer your personal data will be transferred to USA-based companies and stored on servers located in the United States of America ("USA"). Please be aware that such transmission may pose a risk to your data processing due to the absence of an adequacy decision and appropriate safeguards. In particular, data transmission and data processing by our partners in the USA may be subject to surveillance programmes by US public authorities and your data may be then accessed by US intelligence agencies or federal investigators. Furthermore, non-United States persons have not got the same possibilities to counter surveillance performed by the National Security Agency or the Director of National Intelligence. Lastly, USA do not provide a single authority responsible for supervisory activities. Particular states in the USA have different points of contact regarding supervisory powers related to data protection with a special court, which deals with Foreign Intelligence Surveillance issues.

If we transfer your information to other countries outside Australia and the EEA, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy. These steps include:

- ensuring the countries to which transfers are made have been deemed adequately protective of your personal data for the purposes of data protection law by the relevant bodies;
- imposing contractual obligations on the recipient of your personal data using provisions formally issued by relevant bodies for this purpose. We use these provisions to ensure that your information is protected when transferred your personal data to our Suppliers outside Australia and the EEA; or

Please contact us using the details at the end of this policy for more information about the protections that we put in place and to obtain a copy of the relevant documents.

If you use this Website whilst you are outside Australia and the EEA, your information will be transferred outside those territories in order to allow you to use this Website.

13. Automated decision-making

We do not envisage that any processing of personal data to make decisions that have a legal or significant effect on you will be carried out using purely automated means, however we will update this policy and inform you if this position changes.

14. Other information

In order to protect your personal data against unauthorised access, disclosure alteration or destruction, we have taken appropriate organisational and technical measures including physical, electronic and management procedures to protect and secure the information gathered through this Website.



What are your rights?

If you are a **data subject situated in the EEA**, you have the following rights:



To access information we hold about you.



To withdraw your consent for cookies or processing (where we rely on it).



To correct and update your information.



To erase your information (if we do not have a lawful reason to continue to use it).



To restrict further processing of your information.



To transfer your information in a machine-readable format to you or another controller.



To object to the use of your information processed on the basis of legitimate interests (unless we have an overriding lawful reason) or for direct marketing.



To not to be the subject to automated decision-making that has a significant impact on you.



How can you exercise your rights?

If you have any enquiries relating to this policy, our handing of your personal data generally or in relation your data protection rights, you can contact ŠKODA Australia and ŠKODA AUTO using the following information:

ŠKODA Australia



By email:

privacy@volkswagen.com.au



By phone:

+61 (02) 9695 6000



By mail:

24 Muir Road, Chullora, New South Wales, Australia 2190

In connection with the exercise of your rights, ŠKODA Australia may charge a reasonable fee taking into account the administrative costs for processing requests that are manifestly unfounded or excessive.

ŠKODA AUTO



By web:

<http://www.skoda-auto.com/data-privacy/>



By e-mail:

DPoffice@skoda-auto.cz



By mail:

ŠKODA AUTO a.s.
Data Protection Office
tř. Václava Klementa 869
Mladá Boleslav II
CZ 293 01 Mladá Boleslav

In connection with the exercise of your rights, the ŠKODA AUTO may charge a reasonable fee taking into account the administrative costs for processing requests that are manifestly unfounded or excessive.



Contacting our data protection team

For questions regarding this policy or the protection of your personal data generally, you can contact the Data Protection Manager at ŠKODA Australia or the Data Protection Officer (DPO) of ŠKODA AUTO.



www.skoda.com.au/about/privacy-policy
privacy@volkswagen.com.au



www.skoda-auto.com/data-privacy/
dpo@skoda-auto.cz



Lodging a complaint

If you disagree with the way ŠKODA Australia or ŠKODA AUTO processes or handles your personal data you have the right to lodge a complaint with ŠKODA Australia, the Data Protection Officer (DPO) of ŠKODA AUTO, or a supervisory authority.



CZECH REPUBLIC
Office for Personal Data Protection
Pplk. Sochora 27
CZ 170 00 Prague 7



+420 234 665 111



<http://www.uoou.cz/en>