

COOKIE POLICY

This Cookie Policy explains how “OLYMPIC COMMERCIAL & TOURIST ENTERPRISES SINGLE MEMBER S.A.” (General Commercial Registry (G.E.MI.) No. 008594801000) (“Avis”, “we” or “us”), having its registered office at 50A Vasileos Georgiou Street, 152 33 Chalandri, Attica, Greece, acting as data controller, uses cookies and similar technologies involving online identifiers on MyAvis mobile app (the “Website”). For the sake of simplicity, all such technologies are referred to in this Policy as “cookies”.

We use cookies on our Website to manage login sessions, to provide personalised web pages and to tailor advertising and other content to reflect your particular needs and interests. Cookies may also be used to compile aggregate statistics that help us understand how visitors use our Website and improve its structure and content. With the exception of strictly necessary cookies, no cookie is placed on, or read from, your device without your prior consent, which you may give or refuse, either in full or per category, through the consent management banner (cookie banner) displayed on your first visit. Refusing is as easy as accepting, and you may change or withdraw your choices at any time via the “Cookie Settings” link. As regards the signals sent to Google without the use of cookies, please refer to the section “Google Consent Mode”. Please note that certain features are available only through the use of cookies and, if you choose to refuse cookies, those features may not be available.

What are cookies?

Cookies are small text files that are stored in the User’s browser when the User visits a website. The information stored on the User’s device may include details such as the pages visited, the date and time of the visit and a random, unique identification number assigned to the User. This enables the Website to store useful information about the User’s browsing and to read that information back in order to offer the User a consistent browsing experience.

In addition to cookies, the Website uses similar technologies, such as the browser’s local storage (local/session storage), pixels, JavaScript tags and network requests through which your browser sends information to third-party servers (e.g. those of Google). Pursuant to Article 4(5) of Greek Law 3471/2006 and Guidelines 2/2023 of the European Data Protection Board (EDPB), these technologies are subject to the same rules as cookies.

There are two different types of cookies: session cookies and persistent cookies. They serve different purposes and contain different information.

Session cookies contain information used during your current browsing session. They are deleted automatically when you close your browser, and nothing remains on your device after you leave the Website.

Persistent cookies are used to store information between visits. This data allows the Website to recognise you as a returning customer and to respond accordingly. Persistent cookies have a lifespan set by the website, which may range from a few minutes to several years.

Which cookies do we use on our Website?

We use both session and persistent cookies, which fall into the categories described below. The complete and up-to-date list of the cookies and third-party services we use, including the name, provider, purpose, storage period and recipients of each cookie, is available at all times in the second layer of the consent management banner (“Cookie Settings”).

Persistent cookies are stored as files on your device and remain there after you close your browser, unless you delete them. Cookies do not corrupt or damage your device or any of its programs or files.

Even if you choose not to allow non-essential cookies, you may continue to enjoy the full functionality of our Website. In that case, however, you may have to re-enter certain details on each visit. If you allow cookies and use a shared computer, please log out of your account at the end of your visit.

What is the legal basis for the use of cookies?

Strictly necessary cookies are placed without consent, pursuant to the exemption provided for in Article 4(5) of Law 3471/2006, and any processing of personal data through them is based on the provision of the Website's services to you (Article 6(1)(b) GDPR) and on our legitimate interest in ensuring the security and proper functioning of the Website (Article 6(1)(f) GDPR).

All other cookies (functionality, performance/analytics, targeting/advertising and social media cookies) are placed and read only with your consent (Article 4(5) of Law 3471/2006 and Article 6(1)(a) GDPR). Consent is given separately for each category and may be withdrawn at any time; withdrawal does not affect the lawfulness of processing based on consent before its withdrawal (Article 7(3) GDPR). Your choices are recorded by our consent management platform so that we are able to demonstrate your consent (Article 7(1) GDPR).

Strictly necessary cookies

Strictly necessary cookies are essential for the proper functioning of the Website; they enable you to browse the Website and use its features, such as accessing secure areas or using the shopping cart. This category also includes the cookie of the consent management platform, which stores your choices. Without these cookies, we cannot ensure the effective operation of our Website.

Performance cookies

These cookies collect information about how visitors use the Website, for example which pages they visit most often and whether they receive error messages from web pages. This information is used in aggregate form. These cookies are used solely to improve the performance of the Website and are placed only with your consent.

Third-party cookies

These cookies are placed by our partners (third-party providers, such as Google and Adobe) where our Website incorporates their services. Through these cookies, they collect data on the performance of our advertisements and on your interaction with our Website. Our partners may use such data to draw statistical conclusions and to improve your advertising experience as a visitor.

Depending on the service, third-party providers act either as processors on our behalf (e.g. Google Analytics, Adobe Analytics) or as independent controllers for their own purposes (e.g. Google's advertising services). In the latter case, Avis and the third-party provider may be joint controllers for the collection and transmission of your data through our Website, whereas the third-party provider is solely responsible, as controller, for any further processing, in accordance with its own privacy policy.

Functionality cookies

These cookies allow the Website to remember the choices you make, such as your username, language or region, in order to provide enhanced and more personalised features. They may also be used to provide services you have requested, such as watching videos or using social media. Where such features are provided by third parties (e.g. embedded videos), the third-party provider may collect information on their use in accordance with its own policy; for this reason, such content is loaded only after you have given your consent. If you do not accept these cookies, the performance and functionality of the Website may be affected and your access to its content may be restricted.

Analytics cookies

These cookies collect information about your browsing behaviour on our Website, such as which pages are visited most frequently and whether you receive error messages. This enables us to make the structure, navigation and content of the Website as user-friendly as possible. We do not link statistics or other reporting data to individual natural persons.

We use these cookies to:

- Record the number of visitors to our web pages
- Record the duration of each visit to our web pages
- Determine the order in which you visit the various pages of our Website
- Identify areas of the Website that need improvement
- Optimise the Website

We use Google Analytics 4 to analyse page usage, page interactions and the paths followed through our Website. This is known as “website metrics” or “analytics”. Google Analytics is a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, together with its parent company Google LLC (USA) (hereinafter “Google”). Google Analytics uses cookies to analyse Users’ use of the Website, provided that you have consented to analytics cookies. Google uses aggregate statistical data to give Avis an overview of how Users use the Website. For this service, Google acts as a processor on our behalf.

In addition, web analytics cookies from our partners Google and Adobe (Adobe Systems Software Ireland Limited) allow us to monitor customer interaction within our Website. They provide us with valuable insights that enable us to improve our Website, products and services.

Certain providers (e.g. Google LLC, Adobe Inc.) may process data in the United States. Such transfers are based on the European Commission’s adequacy decision for the EU-U.S. Data Privacy Framework, where the recipient is certified thereunder, and, additionally, on the Standard Contractual Clauses adopted by the European Commission (Articles 45 and 46 GDPR).

Google Consent Mode

Our Website uses Google Consent Mode (version 2) in conjunction with the Usercentrics consent management platform. Through it, the Google tags embedded in the Website (such as Google Analytics, Google Ads and Floodlight) receive your choices and automatically adjust their behaviour accordingly. Until you make a choice, all relevant parameters are set by default to “denied”.

Your choices are communicated to Google through the following four parameters, which correspond to the “Analytics” and “Targeting/Advertising” categories of the consent banner:

- **ad_storage**: whether the storage of, or access to, cookies and identifiers for advertising purposes is permitted;
- **analytics_storage**: whether the storage of, or access to, cookies for audience measurement and analysis of the use of the Website is permitted;
- **ad_user_data**: whether the sending of data relating to you to Google for online advertising purposes, such as conversion measurement, is permitted;
- **ad_personalization**: whether Google may use your data for personalised advertising, such as remarketing.

Where you have not given consent (before making a choice or after refusing analytics and/or advertising cookies), the following applies to Google tags:

- no analytics or advertising cookies are placed on, or read from, your device;

- your browser sends Google signals without cookies (“cookieless pings”) which, according to Google, include your consent status, indications that an action was performed on the Website (e.g. completion of a booking), a timestamp, page information, an indication of whether you reached the Website through an advertisement, as well as technical information automatically transmitted by the browser, such as your IP address, the browser type (user agent) and the screen resolution;
- these signals do not contain cookie-based identifiers; however, owing to the IP address and the technical characteristics of the device, they cannot be regarded as fully anonymous;
- Google uses these signals for conversion and behavioural modelling, i.e. to estimate, by means of statistical methods and machine learning, aggregate metrics (e.g. how many bookings resulted from advertising), which we receive only in aggregate form. According to Google, Google Analytics 4 does not store or log IP addresses.

The sending of these signals is based on our legitimate interest in measuring the effectiveness of the Website and of our advertising activities (Article 6(1)(f) GDPR). You have the right to object to such processing (Article 21 GDPR) by contacting us using the details set out in the section “What are your rights?”; you may also block these signals by means of your browser’s tracker-blocking tools.

Targeting/advertising cookies

These cookies are used on our Website to deliver content that is more relevant to you and your interests. They may be used to deliver targeted advertising/offers, to limit the number of times you see an advertisement or to measure the effectiveness of our advertising campaigns. They may also be used to remember the websites you have visited, so that we can determine which online marketing channels are most effective and reward external websites and partners that referred you to us. For these purposes, we use, among others, Google Ads and Floodlight (Google Marketing Platform) [and Meta Pixel]. These cookies are placed only with your consent.

Traffic management

The traffic management tools on our Website are used to detect technical problems that may arise while you browse the Website. On the basis of the information collected through these tools, we fix technical errors and issues and continuously improve the services offered through the Website to meet users’ individual needs. Where these tools are not strictly necessary for the security or operation of the Website, they are activated only with your consent.

Social media cookies

These cookies are used to connect your social media accounts with our Website, for example to allow you to repost and share information from our Website with your friends on social networks, or to indicate that you wish to follow our page on social media. Social media cookies are not required to browse our Website. They are placed only with your consent. Social network providers may combine this information with your account on their platforms, in accordance with their own privacy policies.

How can you control cookies?

You may give, change or withdraw your consent per cookie category at any time via the “Cookie Settings” link in the footer of every page of the Website. Withdrawing consent is as easy as giving it.

You are free, at any time, to withdraw your consent or to object to the use of cookies by our Website on your computer or device, as well as to review and/or delete cookies.

- In addition, you may change your preferences by adjusting the settings of your browser, so as either to accept only certain types of cookies or to refuse them altogether.

- You may delete cookies from your computer or device at any time by following the relevant steps to clear them from your browser's memory.
- You may also configure your browser either to alert you to the use of cookies on specific services of the websites you visit or to refuse cookies in all cases.

What are your rights?

You have the right to:

- Access your data
- Rectify or erase your data
- Receive your data in a portable format (data portability)
- Restrict the processing of your data
- Object to the processing of your data
- Withdraw your consent to the use of some or all cookies and, consequently, to the processing of your data, without affecting the lawfulness of processing based on consent before its withdrawal.

To exercise the above rights vis-à-vis Avis, you may submit your request to the Avis head office at 50A Vasileos Georgiou Street, Chalandri, at any Avis branch in Greece or by email to gdpr@avis.gr. If you consider that the processing of your personal data infringes applicable data protection law, you may also lodge a complaint with the Hellenic Data Protection Authority (postal address: 1-3 Kifisias Avenue, 115 23 Athens, Greece; tel.: +30 210 6475600; email: contact@dpa.gr; www.dpa.gr).

Since, as a rule, we do not link data collected through cookies to your identity, in order to fulfil certain requests we may need you to provide the consent ID displayed under "Cookie Settings" or other additional information (Article 11(2) GDPR).

If you wish to contact us about any matter relating to the processing of your personal data and the exercise of your rights, you may contact the Data Protection Officer (DPO) of Avis at 50A Vasileos Georgiou Street, 152 33 Chalandri, Attica, Greece, or by email at gdpr@avis.gr.

Where can you find more information on the protection of personal data collected through cookies?

Information on the protection of your personal data and on your rights is available in our Privacy Policy (www.avis.gr/privacy-policy).

Where can you find more information on the use of cookies in general?

More information on the use of cookies in general, as well as on the methods for blocking or restricting them, is available at <http://cookiepedia.co.uk/all-about-cookies> and <http://www.allaboutcookies.org/>, as well as in the cookies section of the website of the Hellenic Data Protection Authority (www.dpa.gr).

Changes to this Cookie Policy

This Cookie Policy may be amended at any time. We therefore recommend that you consult it regularly. In the event of a material change in the purposes or in the third-party providers, we will request your consent again through the consent management banner. This Policy first entered into force on 24 May 2018. Any amendment will be accompanied by the date on which it was made. The Cookie Policy in force is always the version resulting from the most recent amendment.

Last updated: 29/09/ 2026