



Effective date: 18<sup>th</sup> March 2026

## HERTZ RIDE HAILING PRIVACY POLICY

(Hertz Privacy Policy for Hertz Ride Hailing Program)

This **HERTZ RIDE HAILING PRIVACY POLICY** (“the **Policy**”) indicates how we are committed to respecting your privacy and how we protect your personal information when you participate in the **TNC Program** as a **Driver** under **HERTZ RIDE HAILING RENTAL TERMS**, with operation and system service/SaaS support provided by **UFODrive SA**.

We encourage you to read this Policy carefully and to contact us with any questions or concerns about our privacy practices.

### Who are we?

We are subsidiaries of **The Hertz Corporation** operating in Europe (see table below) to provide vehicle rental services under the Hertz Ride Hailing Program (collectively, “**Hertz**” “we”, “**us**” and “**our**”).

Hertz Europe Limited (UK)	Hertz France SAS (FR)
Hertz (UK) Limited (UK)	Hertz Automobilen Nederland BV (NL)
Hertz Europe Service Center Ltd (IE)	Hertz Autopujcovna sro (CZ)

Together we are the **data controllers** and **each a data controller** in the country you engage with us for the purposes of this Policy.

We also use a network of licensees to provide our services globally, and we have corporate affiliations with many other companies. Because our licensees, franchisees, affiliates and trusted third parties are independent entities not owned or controlled by us, they are not covered by this Policy, and we are not responsible for their privacy practices.

**We are not responsible for the privacy practices of our licensees and other third parties with whom you may interact. Please contact them directly if you would like to know how they process your personal data.**

- **To know how third-party providers process your personal data or exercise your data subject rights with them, please refer to their Privacy Policy**

### What information do we collect and how do we use it?



When using the term “personal data” in our Policy, we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold.

**Personal data that you provide voluntarily to us or via a third-party provider:**

To allow your participation on the Program or execution of the rental agreement we will collect and use the following data when you register to our service or reserve a car using our App:

- Full Name
- Contact information includes home address, email address and home/mobile phone number
- An electronic copy of an identification document (ID, Driver Licence, Passport, etc.)
- An electronic copy of your driver’s licence
- Credit/Debit card details
- Intended engagement location/market

We collect and store face capture data solely for the purpose of identity verification to prevent fraud and protect our asset during rental. This data is used to verify the user’s identity by comparing document images with the face capture at time of registration and start of rental. We retain face data associated to an account for the period of validity of the account as users can do multiple rentals during their membership. Upon account deletion, face captured information is automatically deleted from our servers.

Your personal data is collected, processed, and used to enable you participate in the Hertz Ride Hailing Program and its operation, the execution of the Rental Agreement and relevant insurance or eligibility check under the HERTZ RIDE HAILING RENTAL TERMS you agreed.

It can be used for market research or social media targeting to display adverts and posts to specific audiences on platforms such as Facebook and Google, with your consent where required.

Furthermore, Hertz will use your personal data to send you commercial communications about Hertz products and services and to contact you in relation with service-related matters. You can always opt-out at any time either by using the “Unsubscribe” link found in all marketing emails or opting out by contacting [euprivacy@hertz.com](mailto:euprivacy@hertz.com).

However, where we contact you via email, call or text in relationship to administrative matters, services support, fines, damages, rental vehicle conditions or billing/payment matters, we process your personal data in our legitimate interests in carrying out our business, provided those interests are not outweighed by your rights and interests.

**Personal data that we collect automatically**

Whenever you interact with us/our App, your activity is logged to allow our support team to help you should you encounter any issue in using them. Thus, we automatically collect certain information from your device, such as the IP address, the operating system of your device, the pages visited, and the requests made and the day and time of connection. You also collect your account password.

Furthermore, GPS trackers are installed in all our cars and used solely to prevent any criminal acts on vehicles, enhance your customer experience and enable the execution of our fleet management.

Also, when you use our EV charging point including super charge service, your charging information and personal data includes charging Fob ID, charging price/duration/time/location and VIN number



will automatically be processed and collected for EV charges billing, invoice and payment managing purposes.

QR codes: when you scan a QR code to participate in any of our activities, we may collect information from you such as your device ID, the device used, your location, your unique visitor ID, IP address and date of scanning. If a third party provides the QR code they will collect this information from you. We encourage you to read their privacy information to understand how they process your personal data.

### **Cookies and other technologies**

Our APP uses cookies. During your first visit, a banner appears at the bottom of the screen informing you of the use of cookies when browsing the APP/website. It is up to you to make a choice between accepting or refusing the use of optional cookies depending on the purpose pursued by each cookie. Some cookies do not collect any personal data but simply allow a better browsing experience. To learn more about the types of cookies and similar technologies we use, why and how you can control these technologies, please see our [Cookie Policy](#)

### **How do we secure personal data?**

Your personal data is secure using the following measures:

- Our employees have access to personal data on a need-to-know basis only, which means only to the information essential to perform their duties.
- We select only contractors and service providers with high standards in terms of data protection.
- We apply technology security best practices: HTTPS encrypted connections, firewalls, OAuth 2.0, etc.

### **Where do we store and process personal data?**

All personal data except the credit card details are securely stored on our servers hosted on Amazon Web Services in the European Union.

The credit/debit card details are not stored on our servers but securely collected and stored by [Stripe](#) a specialized payment service which saves and manages credit card details safely.

### **How long do we keep your personal data for?**

Your personal data is stored only for as long as is necessary for the purpose for which we obtained them. The retention period will depend upon several factors, such as the duration of the contract concluded with you, or legal requirements imposed to us. (e.g. Tax law retention requirement of transaction records for 10 years.)

The logs collected during interactions with the App are destroyed after six (6) months.

The GPS data is stored for 3 months from the end of the rental contract.

Whenever we process your personal data on the basis of your consent, you have the right to withdraw your consent to marketing at any time by contacting us as indicated below or by clicking the unsubscribe link in the email communication we send you (e.g., HERTZ events, product updates, etc.).



Please, note that the withdrawal of your consent does not affect the lawfulness of the personal data processing based on consent prior to its withdrawal.

### When do we share personal data?

Your personal data will be transmitted to other third parties, only under the following circumstances (e.g. law enforcement/supervisory authority):

- Allow processing of payments
- Enable the execution of additional service of the rental agreement
- Rental insurance operation and management
- Recovering due unpaid amounts
- Filing a police report
- Transferring fines or tolls
- Investigatory bodies in the framework of a formal disciplinary or criminal investigation (if applicable)

Some of the above-mentioned recipients may be based outside the EU/EEA and process your personal data outside of the EU/EEA. Where this is the case, appropriate safeguards in accordance with Chapter V of the GDPR are put in place, such as standard contractual clauses adopted and approved by the European Commission.

### Your rights in relation to personal data

As a natural person, you have a number of data subject rights regarding your personal data including:

- **right of access:** You can request access to the data concerning you at any time as well as a copy of the data;
- **right to rectification:** You can request at any time that inaccurate or incomplete data be rectified;
- **right to request the erasure of data:** You can request that your data be deleted when, for example, the data is no longer necessary for the purposes for which it was collected or processed;
- **right to restriction of processing:** You can request that we restrict the processing of data if, for example, you question the accuracy of the data concerning you or if you object to the processing of data concerning you;



- **right to data portability:** You have the right to have your data transferred to another data controller in a structured, commonly used and machine-readable format, if the processing is carried out by automated means or if it is based on prior consent;
- **right to object to data processing:** You can object to the processing of your data and can withdraw your consent if the processing is based on consent, for example if the data is used for commercial prospecting purposes.

These rights can be enforced within the limits defined by articles 15 to 23 of the EU/UK GDPR.

**To exercise your data subject rights, please contact: [rental@hz-hertz.com](mailto:rental@hz-hertz.com)**

Requests will be dealt with by the EU Customer DSR Handling Team and will be responded to within 1 month at the latest, starting from the moment of your identity confirmation. We may extend the time limit by a further 2 months if the request is complex or if we have received a high number of requests.

We may request additional information to help us confirm your identity and to ensure that you respect your right to access the personal data (or to exercise any other of your rights). This is a security measure to ensure the non-disclosure of your personal data to an unauthorised person.

You will in general not have to pay a fee to exercise any of your individual rights mentioned in this Policy. However, we may charge a reasonable fee if your request to exercise your individual rights is manifestly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

If you wish to contact Hertz's EU Data Protection Officer (DPO) or lodge a complaint, you can email: [euprivacy@hertz.com](mailto:euprivacy@hertz.com) or write to the address:

Data Protection Officer  
Hertz Europe Limited  
11 Vine Street  
Uxbridge, Middlesex,  
UB8 1QE, UK

If you are not satisfied with our response, you also have the right to lodge a complaint at any time with the Data Protection Commission (DPC), the Irish supervisory authority for data protection issues, or, as the case may be, any other competent supervisory authority depending on the place of your habitual residence, on the place where you used our services or on the place where you believe infringement may have happened.

### **Revisions to privacy policy**

We reserve the right to update and revise this Policy at any time and from time to time, as it deems necessary or appropriate. Such revision will be effective upon posting but will not apply retrospectively. If we make material revision, we will note the date of such update to the "**Effective Date**" at the top of this page.