

Hertz Mobile Application Privacy Policy

INTRODUCTION

Hertz, including its subsidiaries Thrifty and Dollar (“we,” “our,” or “us”) respects your privacy and aims to protect the Personal Information we obtain from you. This mobile application privacy policy (sometimes referred to herein as “policy”) explains what data we collect about you, how we collect it, the measures we take to keep your Personal Information secure and the uses we make of it. We also explain the options you have regarding your Personal Information. When you request services from us, access our websites, or use the Hertz Mobile Application(s) (“App”) you consent to our collection, retention, and use of your Personal Information in the manner described in this Policy and accept the risks as outlined. This Policy is supplemental to our company Privacy Policy, found [here](#). This policy was last updated December 31, 2019.

OVERVIEW

This policy covers information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household Personal Information we collect about you related to our Hertz Mobile Application rental business (“Personal Information”). It does not address data that does not relate to you, such as aggregated anonymous data. We are free to use non-Personal Information as we wish. We do not knowingly obtain Personal Information from individuals under the age of 16 years. We may change or discontinue our App at any time.

LOCATION DOWNLOAD RULE

Download of this App is authorized only in The United States of America (“USA”). Any use of the App by non-USA residents is unintended and not supported by us.

DATA TYPES

The following Data Types represent a non-exclusive list of the types and methods of data collection, and are provided as an illustration of how and what we collect as part of the use of Our App:

Unique Device Identifiers. A unique device identifier (or “Unique Device ID”) is an alpha-numeric string of data that can either be part of the hardware of your device or automatically assigned to your device by the operating system or software. We may associate Unique Device IDs with other information and will treat the combined information as personally identifiable information in accordance with this policy for as long as it is combined. Unique Device IDs may be used to enable certain features and also to personalize and serve advertising based on your interests and usage of other apps. See “Opt-Outs” below, for information regarding how to limit the use of Unique Device IDs.

Location Based Information. When you use one of our location-enabled services, we may collect and process information about your actual location. Some Apps and other online services require your location information for one or more features to work. Where our App collects precise information about the location of your device it will be used to provide location services for the App, and for such things as tagging, vehicle delivery or pick up location, or check-in. The location-based services offered in connection with our App are for individual use only and should not be used or relied on as an emergency locator system, used while driving or operating vehicles, used in connection with any hazardous environments

requiring fail-safe performance, or any other situation in which the failure or inaccuracy of use of the location-based services could lead directly to death, personal injury, or severe physical or property damage. The location-based services are not suited or intended for family finding purposes, fleet tracking, or any other type of business or enterprise use – other products exist today that may be used specifically for these purposes.

Unique Mobile App numbers. When you install or uninstall an App containing a unique mobile app number, or when such a service searches for automatic updates, that number may be sent to us. Information about your installation, for example, the type of operating system, may also be sent to us. We may use the Unique Mobile App numbers as specifically indicated in the App, as well as to assess the performance of our App or other online services, prevent fraud, provide technical support, conduct research, generate analytics, address internal online services operations, and/or respond to your needs. We may also use this information to personalize the services offered by us or our affiliates, including providing personalized advertising on some Mobile Apps.

Information Submitted Through the Mobile App. When you register with us or use the App, you may provide (a) your name, email address, age, user name, password, photo, driver license pictures or information, payment card information, and other registration information; (b) transaction-related information, such as when you make purchases, respond to any offers, or download or use Apps from us; (c) information you provide us when you contact us for help; and (d) information you enter into our system when using the App, such as contact information. We may use the information you provided us, in accordance with applicable laws, to contact you from time to time to provide you with important information, information related to your On Demand membership or transactions, required notices, and marketing promotions.

Other Information Collected Through the Mobile App. Subject to the functionality of the App and your particular mobile device, we may also collect additional information through your use of the App including (a) your mobile phone number; (b) any name you might have assigned to your device; (c) your contacts/address book; (d) your web browsing history; (e) information concerning other apps you have downloaded or used; (f) other stored information on your device such as videos, photos, photo location, audio, calendar, passwords, dialer, microphone and/or social network credentials. We may use information collected through the Mobile App as specifically indicated in the App, as well as to assess the performance of our App or other online services, prevent fraud, provide technical support, conduct research, generate analytics, address internal online services operations, and/or respond to your needs. We may also use this information to personalize the services offered by us or our affiliates, including providing personalized advertising.

DATA COLLECTION AND ADVERTISING

Our App uses third parties to collect data and personalize ads based on your interests and your usage of various apps, web browsing, and other data. Interest-based data may consist of, among other things, Unique Device IDs, log data, or similar information, paired with data regarding which apps you use and related usage data. This advertising helps keep the cost of online services low or free. Certain analytics companies that we use may also automatically collect data to help us understand how the online service

is being used, such as the frequency and duration of usage. We may utilize third parties to market to you based on the data gained through this App.

USES AND TRANSFERS

We and Our designated service providers may use your information to provide you with the services or products you request from us.

We may use your information to communicate with you regarding any reservation you initiate or rental transaction; your membership/status in one of our membership programs; or changes to the terms or features of any of our membership programs to which you belong.

So that we may communicate with you, you give us your consent to call you on or send text messages to your mobile telephone/device. You also consent to our use of auto-dialers and pre-recorded messages in connection with any such telephone call or text message, including calls or texts to mobile telephone numbers. We will not charge you for such calls or texts. Your mobile service provider will charge you according to the applicable plan to which you subscribe.

Some of the uses and disclosures mentioned in this Privacy Policy may involve the transfer and processing of your personal information to and in various countries around the world, which may have different levels of privacy protection than your country of residence or interaction with us. By submitting your personal information, you consent to such transfers and processing.

We may share your personal and other information with our affiliates, licensees, assigns, and designated service providers.

We may also disclose your personal and other information to unaffiliated third parties if we believe in good faith that such disclosure is necessary: (a) to comply with the law or in response to a subpoena, court order, law enforcement request, or other legal process; (b) to protect the interests, rights, safety, or property of Us or others; (c) to enforce any terms of service on Our websites or the terms and conditions of any rental, purchase, or utilization; (d) to provide you and others with the services or products requested by you or your designated representative, and to perform other activities related to such services and products, including billing and collection; (e) to provide you with special offers or promotions from Us that may be of interest to you; or (f) to operate Our systems properly.

The collection, further use, and disclosure of your information by Third-Party Providers or by other third parties is not the responsibility of us. Such collection, use, and/or disclosure is governed by the third parties' privacy policies.

OPT-OUTS

In addition to the options provided by your mobile operating systems, you may opt out of the collection of information on Mobile Apps as follows:

Uninstalling the Mobile App. You can stop all collection of information by the App by uninstalling the App. You may use the standard uninstall processes as may be available as part of your mobile device or via the Mobile Application marketplace or network from which you downloaded the App;

Opt out of interest-based advertising. See the instructions below or contact us for information about how to opt out from the use of information to serve targeted advertising by advertisers and/or third party network advertisers. Note that the effect of opting out of targeted advertising will be to prevent targeted advertising, but will not prevent you from seeing all advertisements. Information may still be collected and used for other purposes (such as research, online services analytics or internal operations, and to enforce your opt-out preferences):

For Apple Users: iOS 7 or higher, you can change your settings in the following location: Settings > Privacy > Advertising. iOS 6, you can change your settings in the following location: Settings > General > About > Advertising. iOS 4 or 5, you can opt out following the instructions [here](#). For further information please see Apple's website [here](#).

For other major mobile platforms: Open the platform account settings, select "Ads".

Opt out of location data go to "settings" on your mobile device to opt out of the collection of location data.

Opt out of Cross-App Data Collection - the Digital Advertising Alliance ("DAA") offers a separate choice tool for the collection of cross-app data on a mobile device for interest-based advertising and other applicable uses. To exercise choice for companies participating in this choice tool, you can install the DAA's AppChoices app (see <http://www.aboutads.info/appchoices>).

SECURITY

We use reasonable administrative, technical, personnel, and physical measures (a) to safeguard personal information against loss, theft, unauthorized use, disclosure, or modification; and (b) to ensure the integrity of your personal information. To help us protect your privacy, you should maintain the secrecy of any logon IDs and passwords, Member numbers, or other identifiers or credentials you may have set up or were provided with in connection with your participation in or use of our products, services, or Apps.

As you may be aware, there is no completely secure method of transmitting or storing data. Although their physical characteristics are different, postal mail, telephone calls, text messages, faxes and transmissions over the Internet or wireless networks all present possibilities of loss, misrouting, interception and misuse of the data that is transmitted. We take commercially reasonable measures to protect against the loss, misuse and unauthorized access or disclosure, alteration and destruction of your Personal Information by aiming to maintain appropriate physical, procedural and electronic safeguards to protect your Personal Information, including: restricting access to Personal Information to our employees or service providers on a "need to know" basis; enforcing policies and procedures for our employees in their handling of Personal Information; and using technologies designed to safeguard data during its transmission, such as SSL encryption for the data you provide on our websites. If you have reason to believe that any account with us is no longer secure, you must immediately contact us.

We try to strike a balance between the security of your data and your convenience. As a result, we may sometimes use a method of communication that is less secure than a less convenient alternative. For example, but not limitation, we may send you an e-mail or a text message in unencrypted form (i.e. instantly readable) because many of our customers are unable to access encrypted (i.e. coded) e-mail or messages. This means that our message, if misrouted or intercepted, could be read more easily than encrypted messages. Such messages may contain personal information. Please do not include confidential information, such as your credit card number or account passwords, in any e-mail or text you send to us or on any posting you make to a public area of a third party social network page, especially since any such posting immediately becomes public. For a more secure way to communicate with Us over the Internet, please click on the "Contact Us" link on any of Our websites.

We generally retain Personal Information about our customers for as long as we believe appropriate for the purposes for which it was collected, unless otherwise required by law. Information is stored and accessed in various locations, and cloud services and storage may be utilized.

CALIFORNIA RESIDENT'S PRIVACY RIGHTS

California's Civil Code section 1798.100 et seq. provides residents of California a number of rights as they relate to Personal Information. These are the "right to know", the "right to delete", and the "right to opt-out".

Right to Know. You may request Hertz provide you the specific pieces of personal information that Hertz has about you; categories of personal information we have collected about you; categories of sources from which the personal information is collected; categories of personal information that Hertz sold or disclosed for a business purpose about you; categories of third parties to whom the personal information was sold or disclosed for a business purpose; and the business or commercial purpose for collecting or selling personal information. Please note that much of the information you can make a request for is already contained in this Policy. Should you wish to exercise this right, please see the section below which explains how to do so. If you do not have an account with Hertz, we may ask for some Personal Information in order to verify your identity and your rights to the data subject to your request.

Right to Delete. California law gives residents a limited right to request deletion of their Personal Information. However, this right is limited by a number of exceptions. Fundamentally, if Hertz has a permissible need to retain Personal Information, we are not under an obligation to delete such information, even when requested. Generally, we retain Personal Information so we may complete the transaction for which the personal information was collected, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between us and you; detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity; debug to identify and repair errors that impair existing intended functionality of our online properties; enable solely internal uses that are reasonably aligned with your expectations based on your relationship with Hertz; comply with a legal obligation; or otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which your provided the information. As such, we generally do not accept requests to delete Personal Information. However, we will respond to requests to remove Personal Information from

some of our systems as a part of a request to close or otherwise disable a membership account. If you would like to request deletion of Personal Information, please see the section below which explains how to do so. If you do not have an account with Hertz, we may ask for some Personal Information in order to verify your identity and your rights to the data subject to your request.

Right to Opt-Out. We may sell or otherwise monetize your information to unrelated third parties where permitted by law. You have the right to request that We do not sell Personal Information that We have collected. If you exercise that right, please note that pursuant to the CCPA We may have to subsequently inform you that you need to opt-in if the sale of your Personal Information is required to complete a transaction you have initiated. If opting-in is required, we will provide you with the necessary instructions. If you would like to request that We do not sell your Personal Information pursuant to the requirements of the CCPA, click [here](#) or call 888-777-5870. The link will take you to an interactive webform that you can complete and submit to make a request for deletion; if you use the telephone number, you will be guided through a process that will allow you to submit a request. We also share Personal Information with third parties for marketing purposes and permit our marketing partners to collect data directly from you. You may choose to opt-out of this sharing or collection of your Personal Information with third parties for marketing purposes by following the opt-out procedures noted in the section above titled "Opt-Outs". Please note that this opt-out does not prohibit disclosure made for non-marketing purposes.

Designating an Authorized Agent. California law permits California residents to designate an agent to manage their rights under California law. If you would like to designate an agent to manage your privacy preferences, you may do so using the mechanisms noted below under "Exercising California Privacy Rights". Note that If you do not have an account with Hertz, we may ask for some Personal Information in order to verify your identity and your rights to the data subject to your request. We will also need sufficient Personal Information about your authorized agent to be able to identify them. As part of this process, you must have permission from your authorized agent to disclose their Personal Information to us for the purpose of acting as your agent.

Non-discrimination. California law does not permit Hertz to discriminate against you because you exercised any your rights under this title, including, but not limited to, by: denying you access to goods or services; charging different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties; providing a different level or quality of goods or services; suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

Exercising California privacy rights. If you are a California resident and would like to exercise any of your rights you may do so by going to our website at www.hertz.com/californiaprivacyrights, emailing us at privacy@hertz.com, or calling 888-777-5870. To help protect your privacy and security, we will take reasonable steps to verify your identity, such as requiring a password and user ID, and possibly photo ID before granting access to your Personal Information.

ACCESS

Where required by applicable law we provide users with access to personal information they provide through online services and the ability to review, update and correct it as and when necessary. To help

protect your privacy and security, we will take reasonable steps to verify your identity, such as requiring a password and user ID, and possibly photo ID before granting access to your personal information.

GOVERNING LAW

This Privacy Policy and any dispute or claim arising out of or in connection with this Privacy Policy or its subject matter (including non-contractual disputes or claims) are subject to U.S. law, and any such disputes will be subject to the forum of Delaware, utilizing Delaware law.

CHANGES

We reserve the right to change this Privacy Policy at any time for any reason by posting revisions herein. Such changes will be effective upon posting, but will not apply retroactively. Whenever we make a change, we will note the date of such update in the introductory paragraph above.

To opt out of changes, do not download the App, or if already downloaded, remove the App from your device(s).

CONTACT

We hope this policy answers your questions about our collection and use of your Personal Information. If you have additional questions or want to contact us for a specific purpose, please contact us at: privacy@hertz.com