

# Privacy Policy

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## Introduction

This Privacy Policy explains how Rental Tracker BV ("we," "our," "us") collects, uses, discloses, and protects the personal information of our business clients ("you," "your") in compliance with the EU's General Data Protection Regulation (GDPR). By using our service, you agree to the terms of this Privacy Policy. If you do not agree, please do not use our service.

## 1. Information We Collect

We collect only the necessary information required to provide our GPS tracking service to fleet owners:

- Full name and address: For billing and invoicing purposes, including business registration details (Company Identification and VAT number).
- Username and password: For user authentication. Passwords are stored using encryption methods.
- Email address: For service and billing notifications and password reset requests.
- GPS location data: Including GPS coordinates, speed, altitude, angle, current time, and various sensor parameters.
- HTTPS requests: Including IP addresses, requested URLs, referral URLs, and browser attributes.

## 2. Legal Basis for Processing

We process your company/ personal data based on the following legal grounds:

- Performance of a contract: To provide and manage our service.
- Legitimate interests: To improve our services and ensure security.
- Consent: For specific purposes where we request your consent (e.g., for cookies).
- Legal obligations: To comply with legal requirements.

## 3. How We Use Your Information

We use your information solely to provide and improve our services:

- We do not sell, share, or disclose your data to third parties except in the following circumstances:
  - Legal obligations: When we are required to disclose your data to comply with legal obligations, such as court orders, law enforcement requests, or regulatory requirements.
  - Protection of rights: When it is necessary to protect our rights, property, or safety, or those of our users or others.

## 4. Cookies

We use cookies for session management and to analyze website traffic:

- Session cookies: These expire when you log out or close your browser.
- Traffic log cookies: Used for statistical analysis to improve our website.

We recommend enabling cookie support for full functionality of our website. You can manage cookies through your browser settings.

## 5. Data Security

We implement robust security measures to protect your data:

- Secure Servers: Sensitive Data is primarily stored on secure Microsoft Azure cloud servers in European Union (EU) data centers, protected by firewalls and updated with security patches.
- SSL Encryption: All connections are secured with SSL to encrypt data transmitted between your browser and our servers.
- Encryption: Data collected during account creation, including passwords, is encrypted and stored securely.
- Tracker-Server Communication: Data transmission between trackers and servers is in itself not relatable to an client or end-user and is therefore not encrypted.

While we strive to protect your data, we cannot guarantee absolute security. If you suspect your account has been compromised, contact us immediately.

## 6. Your Rights

Under GDPR, our business-clients have the following rights regarding personal data:

- Access: Request access to data.
- Rectification: Correct inaccurate data.
- Erasure: Request deletion of data ("right to be forgotten").
- Restriction of Processing: Restrict how data is processed.
- Data Portability: Receive data in a structured, commonly used format.
- Objection: Object to data processing based on legitimate interests.

To exercise your rights, please contact us at [info@rentaltracker.nl](mailto:info@rentaltracker.nl). We may require proper identification before processing your request.

## 7. Data Retention

We retain your information for as long as your account is active or as needed to provide our services. Once your data is no longer needed, it is automatically deleted. However, to comply with legal obligations, certain financial data (such as full name, address, and billing information) will be retained for a minimum period of 7 years in accordance with Dutch tax regulations. GPS data is retained for a period of 2 years.

## **8. Data Transfers**

Data is not transferred outside the EU/EEA, we ensure it is protected by appropriate safeguards, such as standard contractual clauses or binding corporate rules. If an GPS-tracker is outside of this region it will periodically send its signal to our servers within the EU/ EEA.

## **9. Responsibility of Fleet Owners**

Fleet owners using our services must comply with GDPR and ensure that they have the appropriate consent from their customers, drivers or users (private persons) for the use of GPS tracking. Rental Tracker BV does not know the personal information of the drivers of the cars and or users of the equipment and is not responsible for any misuse of data by fleet owners.

## **10. End-Consumer Inquiries**

If you are an end-consumer (private person) renting a vehicle or using equipment with our GPS tracking service, any questions or concerns regarding your personal data should be addressed to the company you rented the vehicle from or obtained the equipment through. This includes drivers and/ or users of the equipment. Rental Tracker BV does not directly manage the data of end-consumers and is not responsible for handling their inquiries.

## **11. Changes to This Policy**

We may update this Privacy Policy from time to time. Significant changes will be communicated to you via email or a prominent notice on our website. Please review the policy periodically for updates. The last update was made on June 25, 2024.

## **12. Contact Us**

For any questions or concerns about this Privacy Policy or our data practices, contact us at:

- Email: [info@rentaltracker.nl](mailto:info@rentaltracker.nl)

- Address: Rental Tracker B.V., Machlaan 5, 9761 TK, Eelde, The Netherlands