

# PRIVACY POLICY

**This privacy policy sets out how THTCars uses and protects any information that you give THTCars when you use this website.**

THTCars is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

**THTCars** may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from January 1<sup>st</sup> 2023.

**The responsible authority for data processing at THTCars is:**

Reservations Admin  
Branch Manager

If you have any questions or comments about our privacy policy, your rights or our data protection processes in general, you can contact us at support@THTCars.com or write to our data protection officer at the address above.

## What we collect

We may collect the following information:

- full name and address
- contact information including email address
- demographic information including location
- driving licence details
- other information relevant to customer surveys and/or offers

## What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- To process bookings, creating a contract for delivery and payment of your rental vehicle.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new cars, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customize the website according to your interests.

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## **Security**

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We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. To ensure your safety whilst using our website, all booking enquiries (quotes), payments and communications that we receive are processed with HTTPS secure encryption using state of the art encryption (SSL/TLS). You will know that your browser uses this secure transmission as it is indicated by the Internet address beginning with "https" and a small lock symbol (usually) displayed in the address bar of your browser window. When the lock is closed, it is a safe transfer. Some browsers show the address bar or part of it in green color for this case.

A small percentage of our high-asset vehicles are fitted with vehicle telematics systems (GPS) provided by GDPR-complaint third-party company Plant-I. Plant-I vehicle tracking data is held on an Amazon Secure Server, based mainly in the UK and the EEA. They have security software in place to prevent data being lost, used, altered, disclosed or accessed in an unauthorized way. You can view their Privacy Policy in full by clicking [here](#). Any data obtained from these systems are stored securely and safely for up to 6 months after a rental has completed for Insurance, PCN, Crime, or DPA request purposes. If for any reason, you wish to request we remove this data from our systems, please email [info@THTCars.com](mailto:info@THTCars.com) with your hire details.

As with all rental companies within the travel industry, we process payments via our website which means your card details are retained on our system after your payment has been processed. We hold this information for PCN purposes for up to six weeks after your rental

has completed. We are fully PCI DSS compliant certified by Barclaycard and constantly update our payment systems with the latest security software to ensure your details are kept safe.

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## **How we use cookies?**

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A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

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## **Google Analytics**

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Our website uses Google Analytics, a web analytics tool provided by Google Inc. The cookies that are stored on your computer, allow us to analyze your use of our website. This information is solely used to monitor our performance, improve our service and make necessary updates to our website. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. We use the service on our website with activated IP anonymity. This means that on our website, your IP address will be abbreviated beforehand by Google within the member states of the European Union or in other contracting states of the Agreement in the European Economic Area and therefore anonymous. Only in exceptional cases will the full

IP address be transferred to a Google server in the USA and abbreviated there. On our behalf, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to the website activity and internet usage to us as website operators.

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### **Links to other websites**

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Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

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### **Email Preferences**

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When signing for your rental at the counter, you will be asked to confirm that you agree to receive promotional offers, discounts and articles of interest from time to time. You have the right to revoke this consent at any time so we include an unsubscribe link at the bottom of every email should you wish to opt-out of future newsletter emails. You can unsubscribe now by emailing [unsubscribe@THTCars.com](mailto:unsubscribe@THTCars.com) thus revoking your consent.

After booking, THTCars will send you a "booking voucher" containing useful information, what to bring to the counter and instructions on where to collect your vehicle. After your rental is completed, we may also send you a survey asking you to review your experience with THTCars.

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### **Your personal information**

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We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you

promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

We also reserve the right to transfer your data to United States government police, councils and third-party parking authorities who process Penalty Charge Notices or Parking Charge Notices (PCNs) in the event a PCN or crime is incurred during your rental.

You may request details of personal information which we hold about you under the Data Protection Act 2018. A small fee will be payable. If you would like a copy of the information held on you please write to us.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

It is possible to visit our website without giving any personal data but in order to make a booking, you would need to provide your name, address, age of the driver, contact information such as an email address or a phone number, credit card or bank information. In order to be able to guarantee certain offers, we may need your date of birth, driving license and ID information.