

# Privacy Policy for Exhilaride Rentals

At Exhilaride, we respect the privacy of our customers. We have implemented this privacy policy to explain to you how we use and protect personal information we gather from you by means of this Web site, and our partner sites.

**By using our Web site, you consent to the collection, use and disclosure of your information, as described in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use our Web site.**

## WHAT INFORMATION IS COLLECTED

### • INFORMATION YOU PROVIDE

As a general rule, you will not be required to provide personally identifiable information as a condition of browsing our Sites. You may provide us with certain information in connection with a transaction or in your interactions with our Web Site, and at our location. This information may include but is not limited to your:

- name
- address
- telephone numbers (including mobile)
- email address
- driver's license number and expiration date
- date of birth
- credit card numbers
- auto insurance provider and policy number

### • INFORMATION COLLECTED AND STORED AUTOMATICALLY

In order to complete your reservation, we utilize rental software provided by Rentcentric and payment software provided by Authorize.net. These independent companies operate their own secure websites. For reservation transactions, customer data is entered and stored on secure servers managed by these companies. They maintain their own Privacy Policy with respect to the data that you provide. Please refer to the Privacy Policies posted on their company websites that is applicable to your transaction.

As part of the standard operation of our Sites, certain information may be automatically provided to our Web servers by your computer. For each visitor to our Sites, our Web server automatically recognizes the visitor's domain name or IP address (where possible), but not the visitor's email address. An IP address is a number assigned to your computer when you connect to the Internet. As part of the protocol of the Internet, Web servers can identify your computer by its IP address.

### • Online Behavior Advertising

We may use third-party advertising companies to serve ads on our behalf across the Internet. These companies employ cookie and pixel tag technology to measure and improve the effectiveness of ads for their clients. These third-party advertising companies may use this information automatically collected about your visits to this and other Web sites in order to provide targeted ads about goods and services of interest to you, and for online preference marketing purposes.

## HOW COLLECTED INFORMATION IS USED

We use the information we collect for the following purposes:

- To assist you with reservations and rentals.
- To allow you to modify or cancel a reservation.
- To conduct other transactions that you request.
- To service your account with us, respond to your questions and contact you when necessary.
- To provide you with discounts, coupons, offers, and other information that may be of interest to you. You may receive these offers in advertising that is directed to you via third party sites and media properties, including in social media. You may be able to opt-out of these ads by clicking on an icon in the ad or through the privacy settings in each media property.
- To assist us in providing better products and services (for example, we may contact you by telephone, mail or email to assist us in evaluating the performance of our staff, to assess the quality of product and service received and to help us improve our Web site, facilities, and services).
- To compile statistics and analysis about our customers' use of our Web site, products and services, which are only used to enable us to provide better customer service, products, features and functionality to you and other customers in the future.

We may opt to provide you the ability to enter a friend's name and email address in order for Exhilaride to send your friend a one-time email inviting him or her to visit the sites. Exhilaride stores this information for the sole purpose of sending this one-time email.

We attempt to retain information we collect for commercially reasonable periods of time or in accordance with specific policies or as required by law to be used for statistical, marketing, archiving, and other analytical purposes. Information collected for a specified purpose will only be used for that purpose and, after a reasonable period of time, will no longer be actively stored when that purpose

has been fulfilled. Inactive data may, however, continue to be used for statistical, marketing, archiving, and other analytical purposes.

#### **WITH WHOM THE INFORMATION MAY BE SHARED**

To update your marketing preferences see the "CORRECTING OR CHANGING YOUR INFORMATION/CONTACTING EXHILARIDE" section below. We also may disclose this information to third parties: (1) when required by law, (2) in response to legal process, (iii) without legal process in response to a request from law enforcement relating to a criminal investigation; (3) to protect our rights, privacy, safety or property, or the public; (4) to permit us to pursue available remedies or limit damage that we may sustain, or (5) to enforce the terms of any rental or sales agreement or our website's terms and conditions; We may disclose your personal information to third-party service providers including a payment processor to bill you for goods or services, an email provider to send email and other communications to you on our behalf, among others. These service providers are contractually required to maintain the confidentiality and security of your information. However, your information may be accessible to U.S. authorities in accordance with applicable laws.

#### **TESTIMONIALS**

We may post customer testimonials/comments/reviews on our web sites which may contain personally identifiable information. We will obtain your consent via email prior to posting the testimonial. To request the removal of your testimonial, please contact us through one of the methods listed below.

#### **LINKED SITES**

Our Sites contains links to other Web sites (such as those of our marketing partners or advertisers), which may have privacy policies that differ from our own. We are not responsible for the activities and practices that take place on these Web sites. Accordingly, we recommend that you review the privacy policy posted on any Web site that you may access through our Web site.

#### **SOCIAL MEDIA WIDGETS**

Our Web site includes Social Media Features, such as the Facebook button. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

#### **CHILDREN'S PRIVACY**

This Web site is not directed to, and Exhilaride does not knowingly collect personal information from, children under the age of 13. We recommend that parents actively participate in their children's use of the Internet.

#### **CHOICES YOU CAN MAKE ABOUT YOUR INFORMATION**

All Exhilaride email advertisements will provide you with the opportunity to remove yourself from our email list. You may choose to opt back in to our email advertisements at any time, in which the most recent action will prevail. We will give you an opportunity to opt-out of the gathering of your personally identifiable information, specific uses of your personally identifiable information and any marketing promotions in accordance with the procedures set out in the section below, "**Correcting or Changing Your Information.**"

#### **CORRECTING OR CHANGING YOUR INFORMATION/CONTACTING EXHILARIDE**

We are concerned about the accuracy, currency, and completeness of the information we collect and make efforts we deem appropriate to ensure that the information we have is accurate and up-to-date. In addition to the options provided to you in this policy, if you wish to review, amend, correct, update or delete personally identifiable information we have collected about you or limit how we use it contact us at the information provided below. Please also contact us if you have any questions about privacy on our Web site. You may contact us via email at [rentals@exhilariderentals.com](mailto:rentals@exhilariderentals.com), and we will attend to your request and make any necessary revisions.

We reserve the right not to allow access to your information if we believe in good faith that such disclosure is prohibited by law or if the rights of another individual might be violated.

#### **SECURITY PROCEDURES**

We are concerned with the security of your personally identifiable information and work with service providers to provide secure transmission of your information from your PC or Mobile Device. While we strive to protect your personal information, we cannot guarantee the security of any information transmitted over the Internet. Once we receive your information, we take steps that we believe are reasonably appropriate to protect its security, both internally and from outsiders, from loss, misuse, unauthorized access, disclosure, alteration and destruction, and to ensure the integrity of the data we collect. We use a combination of technological, physical, administrative and policy methods as we deem appropriate to protect this data. We advise that you take reasonable precautions when using a computer that is not your own or in a public setting.

#### **CHANGES IN TERMS**

We may update this privacy statement to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the email address specified in your account) or by means of a notice on this site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.