

Revised: July 8, 2021

Privacy Notice

Thank you for visiting RentalHQ.com powered by American Rental Association or the RentalHQ mobile application (the “Site”). Please read the following Privacy Notice (“Notice”) carefully. All products and services on the Site are made available subject to this Notice.

If you do not agree with our privacy practices, do not download or use the Site. By downloading or using the Site, you agree to this privacy policy.

OUR COMMITMENT TO PRIVACY: We respect your privacy and assure you that we are committed to protecting and safeguarding your information. Our privacy notice covers the Site. To better protect your privacy, we provide this Notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this Notice easy to find, we make it available on the home page, at every point where personally identifiable information may be requested, and in the App store in the description of the app.

THE INFORMATION WE COLLECT: This Notice applies to all information collected on or submitted to our Site. This Site may contain forms for visitors to request information, products and services. These forms may ask for contact information (such as your name, address, or e-mail address), or location information. Information from these forms is used to provide the products or services that you request.

We use a third-party, Google Analytics for Firebase, to collect and analyze Rental HQ mobile application usage details about you and your device. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based advertising or other targeted content.

DATA RETENTION: We will store the personal information that we collect for as long as necessary to fulfill purposes for which the information was collected, to fulfill the purposes described in this Privacy Notice, to comply with applicable law, or as otherwise disclosed to you.

SEND REQUEST FUNCTIONALITY: We may provide users of this site with the ability to send a request for rental reservation or information to a participating rental store (“Send Request Functionality”). We may choose, but is not obligated, to monitor the Send Request Functionality to assure proper working order and general customer satisfaction.

HOW WE USE INFORMATION: We process your personal information to present our Site and its content to you and to provide (and improve) the products and services that we offer our customers and clients. We may use your personal information for the following purposes:

- **Providing services:** We use the information you submit about yourself to provide the information or services you request. We share the information you provide to get your rental store listed on the Site with outside parties and the information may be publicly accessible by all users of the Site.
- **Responding to customer inquiries:** We use return e-mail addresses for our legitimate interest in answering the e-mail we receive. Such addresses are not used for any other purpose and are not shared with outside parties.

- **Communicating with you:** You can register with our Site to get your rental store listed. Information you submit on our Site will not be used for this purpose unless you consent to such uses by filling out the registration form.
- **Improving the Site, Mobile Application, and Advertising:** We use non-identifying and aggregate information for our legitimate interests in better designing our Site, sharing the information with advertisers, and marketing our products and services. For example, we may tell an advertiser that X number of individuals visited a certain area on our Site and the demographic distribution of these individuals. We may also use your personal information to notify you of updates to the App or changes to any products or services we offer through it. We engage third-parties such as Google Analytics for Firebase to perform various functions on our behalf. To learn about the privacy practices of Google Analytics for Firebase please review the Firebase Data Processing and Security Terms and related documentation located at: <https://firebase.google.com/terms/data-processing-terms>.
- **Administrative purposes:** We may use your personal information for our legitimate interest in using or transferring your personal information within our organization for internal administrative and operations purposes.
- **Complying with legal obligations:** Under certain circumstances, we will be required to collect and process your personal information to fulfil a legal obligation. For example, we may collect information from individuals for identification verification purposes. We will cooperate fully with any law enforcement authorities, subpoenas, court orders, governmental, regulatory, or administrative requests requesting or directing us to disclose information of anyone posting materials on or through our website.
- **Resolving disputes:** We may disclose your information to third parties to enforce our Terms of Use (LINK) or other agreements; or to protect the rights, property, safety, or interests of RentalHQ, American Rental Association, or any third party. For example, we may disclose your identity or other information about you to any third party who claims that material posted by you violates their rights, including their intellectual property rights or their right to privacy.
- **Other purposes:** We may also seek your consent to process your personal information for specific purposes. When you provide your consent to process your personal information, you may withdraw your consent at any time. We may also use your personal information to fulfill any other purpose for which you provide it.

We never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

HOW WE SHARE YOUR PERSONAL INFORMATION: We may share your personal information as provided below.

- **Third Party Service Providers:** We may occasionally engage other individuals or entities to perform services on our behalf. For example, we may use a third party service provider to fulfill orders, process payments, send email or postal mail, analyze data, provide marketing services, or provide customer service.
- **Business Transactions:** We may sell all or a portion of our business to a related or unrelated entity. In such transaction, our customer information would be considered a business assets and subject to being transferred to a purchasing business.
- **Other Purposes:** We may share your personal information for any other purpose disclosed by us when you provide the information, or for other purposes with your consent.

OUR COMMITMENT TO DATA SECURITY: To help prevent unauthorized access, maintain data accuracy and ensure the correct use of information, we have implemented physical, electronic and managerial procedures designed to safeguard and secure the information we collect online. While we cannot guarantee that loss, misuse or alternation to data will not occur, we take many precautions to help prevent such unfortunate occurrences. Any other particularly sensitive information, such as your credit card number collected for a commerce transaction, is encrypted prior to transmission.

OUR COMMITMENT TO CHILDREN’S PRIVACY: Protecting the privacy of the very young is especially important. For that reason, we do not knowingly collect or maintain information at our Site from those we actually know are under the age of 16 and no part of our Site is structured to attract anyone under 16. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at privacy@ararental.org.

HOW TO CORRECT YOUR INFORMATION: You have the following options for changing and modifying personal information that has been previously provided.

Send your request to the following postal address: American Rental Association, 1900 19th Street, Moline, IL 61265, Attention: Member Services.

E-mail: privacy@ararental.org. To protect your privacy and security, we may also take reasonable steps to verify your identity before granting access or making corrections.

HOW TO CONTACT US: Should you have other questions or concerns about this Notice, please call us at 800-334-2177 or send us an e-mail at privacy@ararental.org. Alternatively, you may mail information to us at the following postal address: American Rental Association, 1900 19th Street, Moline, IL 61265.

OTHER WEB SITE LINKS: Our Web site contains links to other sites, which we provide as a convenience to you. If you choose to use the services provided on these other Web sites, you may be asked to provide personal information. We encourage you when you leave our site to read the privacy policies on those Web sites. Our privacy notice and statement applies to RentalHQ Web sites and mobile applications only.

PRIVACY NOTICE CHANGES: Material changes in the Notice will be posted on this page without other written, verbal or electronic communications. The date the privacy policy was last revised is identified at the top of the page.

Inquiries or concerns regarding this Notice or any other policies of this Site may be sent via e-mail to privacy@ararental.org.