

Privacy Notice

Summary of Privacy Notice

[Read the Full Privacy Notice](#)

Sixt Rent a Car, Inc. ("SIXT") respects your concerns about privacy. This Privacy Notice governs the privacy practices of SIXT in Canada when you interact with us in connection with rental car reservations. The notice does not apply to the handling of your personal information by any SIXT entities located outside the United States or Canada.

If you have questions about our privacy practices, please email us at privacy-us@sixt.com.

Region Specific Disclosures:

Canada: If you are a resident of Canada, please [click here](#) for more information on specific Canadian resident rights regarding the privacy of your personal information.

California Residents: If you reside in the State of California, please [click here](#) for more information on specific California resident rights regarding the privacy your personal information.

Nevada Residents: Nevada residents may opt-out of future sales of certain covered information a Nevada resident provides and can submit a request to opt-out by emailing privacy-us@sixt.com.

United Kingdom and European Union Residents: If you reside in the United Kingdom or European Union, or rented a vehicle in either of the above-mentioned places, please contact dataprotection@sixt.com.

BY USING ANY OF OUR WEBSITES OR APPS, YOU UNDERSTAND AND ACKNOWLEDGE WE WILL COLLECT AND USE YOUR PERSONAL INFORMATION AS DESCRIBED IN THIS PRIVACY NOTICE.

How We Collect Information [tell me more](#)

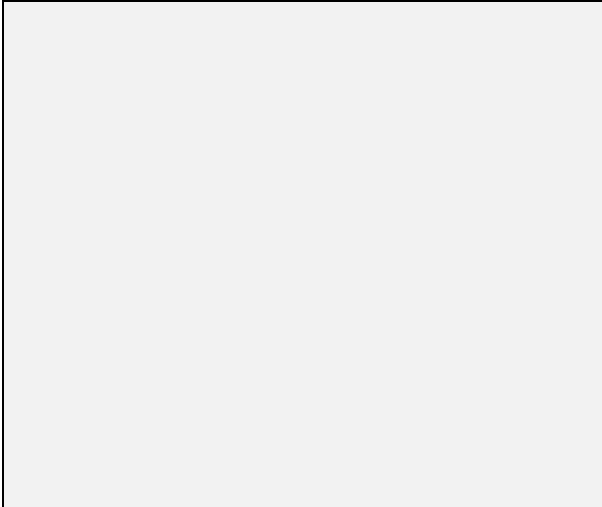
We collect information about you from a variety of sources, including via:

- Our websites, mobile sites and applications
- Customer service, including by email & phone
- Partner travel sites and applications
- Rental location counters
- Events or other promotions
- Our parent and affiliate companies
- Business partners
- Corporate customers

Information We Collect [tell me more](#)

The information we collect may include:

- Your SIXT account
- Basic contact information (name, address, phone number, email address).
- Photographs
- Credit or debit card details
- Government-issued ID number
- Rental transaction details and history with SIXT
- Information you share with us via social media
- Geo-location of the device using SIXT apps
- Website and app usage data
- Information provided to us by third parties



- Images that we may capture via video monitoring at our locations
- Vehicle operation and location data
- Marketing preferences
- Frequent flyer or travel partner affiliations

How We Use Your Information [tell me more](#)

We use the information we collect to:

- Facilitate your rental reservation
- Manage your SIXT memberships, account profile and card
- Maintain a record of your rentals
- Provide customer support
- Offer and tailor products and services
- Manage events and promotions
- Operate and evaluate our business and marketing programs
- Comply with applicable legal requirements and our policies, and enforce our rights

Information Sharing [tell me more](#)

We may share the information we collect with:

- Service providers that perform services for us
- Travel agents, brokers and booking engines
- Independent SIXT-branded locations and websites
- Corporate members of our rental programs
- Loyalty programs and other business partners
- Online ad networks
- Credit reporting and fraud prevention agencies
- Government authorities or others, as required by law

Overview

Sixt Rent a Car, LLC (“SIXT”) respects your concerns about privacy. This Privacy Notice describes the types of personal information we collect when you interact with us in connection with rental car reservations in Canada, and how SIXT collects, uses, retains and discloses your personal information. This Privacy Notice does not apply to the handling of your personal information by any SIXT entities located outside the United States or Canada, or by independent operators of SIXT-branded locations or websites.

Our websites and online marketing are not directed to, and Sixt does not knowingly collect personal information from minors. If you nevertheless believe that your child has provided us with their personal information, please contact privacy-us@sixt.com so we can assist with deleting their data.

You may connect with SIXT via our website, SIXT.com, our mobile site and application, via our Facebook page and other social media pages, or by calling our customer service center.

Scope of the Privacy Notice

This Privacy Notice explains the collection, use and disclosure of personal information by SIXT when you interact with us in connection with car rental reservations in the United States and in Canada. SIXT is a global brand with operations and locations throughout the world, and this Privacy Notice does not apply to SIXT affiliates outside the United States or Canada.

Types of Information We Collect and How It's Collected

We collect information from you, directly and through third parties, in accordance with this Privacy Notice, when you contact us, interact with us in person, or online through our website, social media, or apps, or use our products or services. Other sources of information include travel sites with which we collaborate, information obtained from our parent or affiliate companies or information you provide when you participate in events or certain promotions. We may not be able to provide the services requested if you do not provide some of the information requested, and not providing the requested information may limit our ability to provide you with the level of service that you would otherwise expect from Sixt.

When renting a vehicle, including those individuals added as authorized drivers, or using Sixt for a service, we may collect the following information.

- Personal Information and Identity Verification. When renting a vehicle, some of the information we collect can personally identify you, including, for example, your name, address, phone numbers, email addresses, birthdate, government identification, passport, payment information, insurance information, membership ID or travel partner affiliations and Sixt accounts (including login and password) including past rental history with Sixt and associated accident, claims or violations.
- Transaction Information. Information related to your transaction with Sixt includes vehicle rental information, rental and return locations, dates of the rental, type of rental, vehicle preference, vehicle details (like gas mileage, or damages), ancillary products purchased, airline and flight number, photographs of you, claims information, emergency contact information, reservation number, calls recorded for quality assurance, security footage at branches, traffic and tolls violations, customer service communications, dispute resolutions communications, accident or damage claims information and information you provide regarding your marketing preferences or in the course of participating in surveys or promotional offers.

- Car Data. Car data includes information such as collision information and vehicle operation information like condition, mileage, tire pressure, fuel status and other diagnostic performance information. Depending on the specific technology or programs available in your rental vehicle, vehicle manufacturers and built-in services such as Apple Car Play or OnStar may also collect data or other personal information from the vehicle pursuant to their privacy policies.
- Location Information. With your consent, we can access location information (geo-location, zip code, postal code, or geographic region) from your mobile device. This location information will only be available if you allow the mobile application to access your device's location services.

When you download our applications or visit or use our website, social media platforms or applications or interact with us using e-mail, texts, or other forms of electronic communications, we may use cookies, scripts or similar technologies to collect information like IP addresses, unique device identifiers, operating systems, geo-location information (such as, with your consent, the real-time geographic location of the device on which you install our mobile applications), clickstream data and how you interact with our websites.

We also collect information from third parties including information from:

- Third party travel booking channels (who generally provide contact information and booking information, such as a confirmation number, and other information needed to facilitate the rental);
- Insurance providers;
- Your employer;
- Airlines, hotels, and membership clubs;
- Licensees,
- Payment card companies;
- Your social media services consistent with your information sharing settings on your device; and
- from other third-party sources that are lawfully entitled to share your information with us.

Please note that some of our rental locations are equipped with video monitoring for security purposes, which may capture your image while you are on our property.

In addition, when you visit our website or use our mobile applications, we, along with our service providers, may collect certain information by automated means, such as cookies and web beacons. A "cookie" is a text file that websites send to a visitor's computer or other Internet-connected device to uniquely identify the visitor's browser or to store information or settings in the browser. A "web beacon," also known as an Internet tag, pixel tag or clear GIF, is used to transmit information back to a web server. Our emails may also contain web beacons.

We also may use third-party website analytics tools (such as Omniture and Google Analytics), that collect information about visitor traffic on our sites and mobile applications. The information we may collect by automated means includes:

- Information about the devices our visitors use to access the Internet (such as the IP address and the device, browser and operating system type)
- URLs that refer visitors to our sites
- Dates and times of visits to our sites
- Information on actions taken on our sites (such as page views and site navigation patterns)
- A general geographic location (such as country and city) from which a visitor accesses our websites
- Search terms that visitors use to reach our sites

Some information collected may be maintained in a form that is not linked to a particular individual, such as vehicle information that is not connected to a passenger or other aggregated, de-identified, or anonymized information and this Privacy Policy does not apply to such non-personal information which we may collect and use or disclose for a variety of purposes. Any non-personal information that is linked or combined with personal information will be treated as personal information and is subject to this Privacy Notice.

Sensitive Information

The California Privacy Rights Act introduces “sensitive personal information” as a subcategory of personal information and it can be defined as personal information that reveals an individual’s: (a) social security number, driver’s license or state identification card, passport number, (B) account log-in, financial account, debit or credit card information in combination with any required security or access code, password, or credentials allowing access to an account; (C) precise geolocation; (D) racial or ethnic origin, religious or philosophical beliefs, or union membership; (E) the contents of a consumer’s mail, email and text messages; and (F) genetic data. Sensitive information Sixt collects includes driver’s license, state identification card, and/or passport numbers. This information is solely used for the purposes of processing the rental transaction between Sixt and its customer.

Online Advertising

On our websites, we may collect information about your online activities. You may see certain ads on this and other sites because we participate in advertising networks. Ad networks may include third-party ad servers, ad agencies, ad technology vendors, social networks, and research firms. We are not responsible for the privacy practices of these third parties, and we encourage you to read their privacy policies, which may apply to these third-party programs.

Ad networks allow us to target our advertising to users through demographic, behavioral and contextual means. These networks track your online activities over time across third-party websites or online services by collecting information through automated means, including through the use of cookies, web server logs, web beacons and other methods. The networks use this information to show you advertisements for SIXT and our business partners that are tailored to your individual interests. The information our ad network vendors collect includes information about your visits to websites that participate in the vendors' advertising networks, such as the pages or advertisements you have viewed, and the actions you take on the sites. This data collection and ad targeting may take place both on our websites and on third-party websites that participate in the ad networks. This process also helps us track the effectiveness of our marketing efforts.

Because there is not yet a consensus on how companies should respond to web browser-based or other do-not-track ("DNT") mechanisms, we do not respond to web browser-based DNT signals at this time.

How We Use the Information We Collect

We may use the information we obtain about you to:

- Facilitate your rental vehicle reservation (including, for example, by helping you identify the closest SIXT location using the geo-location of your mobile device)
- Register you for a SIXT profile, including the SIXT card, and manage and maintain your account
- Process, validate, confirm, verify and monitor your rental reservations (including by processing payment card transactions and contacting you about reservations)
- Maintain a record of your reservations and rentals
- Respond to your questions and comments and provide customer support
- Communicate with you about our products, services, offers, events and promotions, and offer you related products and services we believe may be of interest to you
- Enable you to share information with your social network
- Facilitate your communications with us, through social networks and other interactive media
- Manage your participation in our events, sweepstakes and other promotions
- Tailor our products and services to suit your personal interests and the manner in which visitors use our sites, applications and social media assets
- Operate, evaluate and improve our business and the products and services we offer
- Analyze and enhance our marketing communications and strategies (including by identifying when emails sent to you have been received and read)
- Analyze trends and statistics regarding visitors' use of our sites, mobile applications and social media assets, and the purchases visitors make on our sites

- Protect against and prevent fraud, unauthorized transactions, claims and other liabilities, and manage risk exposure, including by identifying potential hackers and other unauthorized users
- Enforce our [Terms and Conditions](#)
- Comply with applicable legal requirements and industry standards and our policies

We also may use the information we obtain about you in other ways for which we provide specific notice.

Information We Share

We do not sell or otherwise disclose personal information about you, except as described in this Privacy Notice.

We may share the information we collect with:

- Businesses that provide services on our behalf (such as identity verification services, payment processors or debt collection agencies)
- Any intermediary you use, such as a travel agent, broker or booking engine, in relation to any aspect of your rental
- Independent operators of SIXT-branded locations and websites (i.e., licensees or franchisees) for use in providing the products or services you have requested, and to communicate with you regarding such products and services
- Your company or organization if you use our services under a corporate membership or other commercial account
- Our loyalty program partners, and other business or marketing partners
- Financial institutions that issue and process credit and debit cards, in connection with payment card transactions
- Credit reporting and fraud prevention agencies
- The government or private organizations responsible of the processing or handling of traffic or parking related violations
- Driver licensing authorities directly or through intermediary organizations, when needed to verify compliance with SIXT's safe driver criteria for qualified drivers and/or to verify license information

We may also disclose information about you (i) if we are required to do so by law or legal process, (ii) when we believe disclosure is necessary to prevent harm or financial loss, or (iii) in connection with an investigation of suspected or actual fraudulent or illegal activity.

In the event we sell or transfer all or a portion of our business or assets, we will use reasonable efforts to direct the transferee to use personal information you have provided to us in a manner that is consistent with our Privacy Notice. Following such a sale or transfer, you may contact the entity to which we transferred your personal information with any inquiries concerning the processing of that information.

We also may share the information about you in other ways for which we provide specific notice at the time of collection.

Data Retention

We retain your personal for as long as you have an account with Sixt, as needed to fulfill our services or obligations to you, or as otherwise necessary for the processing purposes for which the information was originally collected. Additionally, we will retain your personal information for any legitimate business purposes, including any legal, accounting, archival or audit purposes. Depending on the state of the rental transaction, we are required by law to retain some of your personal information indefinitely.

Your Choices

We offer you certain choices about what information we collect from you, how we use and disclose the information, and how we communicate with you.

Here are the choices we offer:

Marketing Emails

You may choose not to receive marketing email communications from us by clicking on the unsubscribe link in the marketing emails or by unsubscribing your email from our newsletter at <https://www.sixt.com/sixt-news/newsletter/newsletter-unsubscribe/>. If you opt out, you will continue receiving emails related to your reservations as well as important information about your relationship with SIXT.

Targeted Advertising & Tracking

We may engage with advertising networks that are members of organizations or programs that manage the privacy choices that these ad networks offer to consumers. For example, you may opt out of receiving targeted advertising through the Network Advertising Initiative member ad networks by [clicking here](#) or the Digital Advertising Alliance member ad networks by [clicking here](#). You may opt-out of targeted ads on Facebook by [clicking here](#).

Please note that we also may work with ad networks that offer their own opt-out mechanisms and may not participate in the opt-out mechanisms that we linked above.

Geo-Location Information

When you use a SIXT application on your mobile device, we may use the geo-location of the device to enhance your booking experience, and to provide you with notifications related to our locations, reservation information, local offers or other information that we think will be

helpful in providing you with better services. You may choose not to share your geo-location details with us by adjusting the device's location services settings. For instructions on changing the relevant settings, please contact your service provider or device manufacturer. Please note that if you disable geo-location services for the SIXT application, you will not be able to take advantage of location-based features of the application.

Camera Information

With your consent, our application may utilize your device's camera. If you have allowed us to utilize your device's camera in the past and wish to revoke the permissions, please change the settings on your device.

Cookies

Most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to disable existing cookies. Please note, however, that without cookies you may not be able to take full advantage of all of our sites' features. In addition, disabling cookies may cancel opt-outs that rely on cookies, such as web analytics or targeted advertising opt-outs.

Access and Correction

You may obtain a copy of certain personal information we maintain about you or update or correct inaccuracies in that information using the SIXT account you may establish on our website. In addition, if you believe other personal information we maintain about you is inaccurate, you may request that we correct or amend the information by contacting us as indicated in the "How to Contact Us" section of this Privacy Notice.

Links to Other Websites

Our websites may contain links to other sites for your convenience and information. These sites may be operated by companies not affiliated with SIXT. Linked sites may have their own privacy notices, which you should review if you visit those websites. We are not responsible for the content of any websites not affiliated with SIXT, any use of those sites, or those sites' privacy practices.

Data Transfers

This is a Canadian website and application subject to Canadian laws, including those governing the privacy and security of your information. When we obtain personal information about you, we may process the information outside of the country in which you are located, including in the European Union and the United States. The countries in which we process the information

may not have the same data protection laws as the country in which you are located. We will protect your information as described in this Privacy Notice.

How We Protect Personal Information

We maintain administrative, technical and physical safeguards designed to assist us in protecting the personal information we collect against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

Please note that no electronic transmission of information can be entirely secure. We cannot guarantee that the security measures we have in place to safeguard personal information will never be defeated or fail, or that those measures will always be sufficient or effective.

To help protect yourself, you should safeguard your SIXT account user name and password and not share that information with anyone. You should not use the same user name and password for your SIXT account as you do for your other online accounts. Using the same log-in credentials across your online accounts may significantly increase the risk of identity theft and fraud. You should also sign off your account and close your browser window when you have finished your visit to our site. Please note that we will never ask for your SIXT account user name or password via email.

Updates to this Privacy Notice

This Privacy Notice may be updated periodically. We will post a notice on SIXT.com to notify you of any material changes to our Privacy Notice and indicate at the bottom of the notice when it was most recently updated. We will also communicate changes as required by applicable law.

How to Contact Us

If you have any questions or comments about this Privacy Notice, or if you would like us to update information we have about you or your preferences, please contact us by email at privacy-can@sixt.com. You also may write to us at:

SIXT Rent A Car, Inc.
Attention: Privacy
P.O. Box 8188
Fort Lauderdale, FL 33310

Last Updated: April 13, 2022

Information for Canadian Residents

If you are a resident of Canada, you have the right to:

- Access your personal information and rectify it;
- Withdraw any consent provided; and
- Where applicable, place a complaint with a supervisory authority.

Exercising your Rights

If you wish to exercise any of your above-mentioned rights, you may contact us at privacy-can@sixt.com. Additionally, as a Canadian resident, you may wish to contact the Privacy Commissioner of Canada which can be reached at <https://www.priv.gc.ca/en/contact-the-opc/> or at the Office of the Privacy Commissioner of Canada located at 30 Victoria Street, Gatineau, Quebec, K1A 1H3. Sixt reserves the right to restrict access to your information or to limit your rights in the case that we are able to retain your personal information, even if you withdraw your consent, pursuant to applicable laws or required retention policies.

Information for California Residents

Your California privacy rights and disclosures

If you are a California resident, you may have the right to:

- Know.
 - The categories of personal information that we have collected about you during the past 12 months.
 - The categories of sources from which personal information is collected.
 - The business or commercial purpose for collecting or selling personal information.
 - The categories of third parties with whom we share your personal information.
 - Whether we've disclosed your personal information to third parties for a business purpose, and if so, the categories of personal information we disclosed, and the categories of third parties to whom we disclosed it.
 - Whether we have sold your personal information, and if so, the categories of personal information we sold, and the categories of third parties to whom we sold it.
- Access. To request a copy of the personal information that we have collected about you.
- Deletion. To request that we delete personal information about you that we have collected from you.

- Opt out of sales. To direct us not to sell your personal information to third parties for valuable consideration.
- Opt out of Sharing. To opt out of your data being shared.
- Nondiscrimination. To exercise your rights described above free from discrimination.

These rights are subject to limitations under California law, and we may choose to deny any request, if permitted to do so by applicable law.

How to exercise your rights

You may submit a request to exercise your rights described above [here](#). You may also call us toll free at 1-888-568-6483. To opt out of sales, please click [Do Not Sell My Personal Information](#).

You may have to provide us with information to help us verify your identity before we can process your request.

Personal information that we collect, use and share

The chart below summarizes the information described throughout this policy in a manner required by California law.

See our Privacy Policy for a description of the sources of the personal information we collect, as well as the business and commercial purposes for which we collect, use and share this information.

Under California law, some disclosures we make to vendors and business partners for consideration may qualify as “sales” from which you may opt-out.

Category	Do we collect this info?	Do we share this info with third parties for business purposes?	Do we disclose this info for valuable consideration?
Identifiers	Yes	Yes	No
Online identifiers	Yes	Yes	Yes
CA Customer Records Categories	Yes	Yes	No
Protected Classification Characteristics	Yes, but only if you volunteer it to us or if your protected classification is displayed on your driver’s	Yes	No

	license (e.g., vision impaired)		
Commercial Information	Yes	Yes	No
Internet or Network Information	Yes	Yes	Yes
Geolocation Data	Yes, when you decide to grant us access to it	No	No
Professional or Employment Information	Yes, when your reservation is associated with a corporate account	Yes	No
Inferences	Yes	No	No