

## Terms for the Processing of Personal Data

QUICK rent a car, s.r.o. (“**Company**” or “**we**”), based at Aviatická 1092/8, Ruzyně, 161 00 Praha 6, are aware of the importance of protecting your personal data and your privacy. We undertake to protect and respect these values when handling your personal data as we provide our services.

Below you will find all the information you need relating to the processing of your personal data by our Company – if you have any additional queries, [write to us](#).

### Definitions

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### Definitions

- **Personal data** means all information on an identified or identifiable individual subject to protection.
- **Special category of personal data** means personal data on the racial or ethnic origin, political opinion, religion or philosophical beliefs or trade union membership, as well as genetic data, biometric data for the unique identification of an individual and the health or sex life or sexual orientation of an individual.
- **Personal data relating to criminal convictions and crimes (“data on criminal convictions”)** means personal data that can only be processed under the supervision of a public authority or on the basis of authorisation under Union law or the laws of a Member State providing appropriate guarantees as regards the rights and freedoms of data subjects.
- **Processing** means any operation or set of operations with personal data or sets of personal data carried out with or without automated processes (such as collection, storage, modification, restriction, deletion or destruction).
- **Data subject** means any identified or identifiable individual. Personal data directly or indirectly identify the data subject.
- **Controller** means an individual or legal entity, public authority, agency or other body that alone or together with others defines the purposes and means for the processing of personal data.
- **Processor** means an individual or legal entity, public authority, agency or other body that processes personal data for the controller.

### [Who is the controller of your personal data](#)

We are the controller of your personal data, i.e.:

QUICK rent a car, s.r.o.

ID No.: 072 05 473

Based at Aviatická 1092/8, Ruzyně. 161 00 Praha 6

Registered in the Commercial Register lodged with the Municipal Court in Prague, File Ref. C 296539

Email: [✉]

### [What data we process and why](#)

We process your personal data that you provide to us yourself. [More](#)

**Booking a vehicle:** you provide us with your personal data particularly when booking a vehicle. This primarily means all the personal data that you enter in the booking form on our website used to book a vehicle (e.g. first name, surname, email, address). These data are used to reserve the selected vehicle, or for a written contract on the lease of the vehicle and for communication with you for the purpose of concluding that contract and handing over the vehicle.

In order to conclude a contract for the lease of the selected vehicle we will need other personal data (e.g. the number of your identity card or your bank account number). Our vehicles are equipped with GPS tracking and information about your position and speed are continuously collected via GPS for the duration of the vehicle lease. We process those personal data we process on the basis of the lease contract for the purpose of the rights and obligations under that contract; detailed information on the provision and processing of such personal data is contained in the vehicle lease contract that you will receive if you book a vehicle.

**Claims, complaints, queries:** We also process all personal data that you provide us with as part of claims, complaints or in other such cases, via email, by telephone or in person, particularly for the purpose of settling your claim/complaint or query.

We may also process the personal data that you provide us to the necessary extent for the following purposes:

- when we need such data to assert our rights and legal claims (e.g. if you have an outstanding claim against us or in the event of a lawsuit). We may also process your personal data for the purposes of audits conducted by public authorities and/or within the framework of bookkeeping and compliance with our tax obligations;
- if you are a customer of ours or if you have granted your consent, we may use your electronic contact details for the purposes of sending commercial messages via email or SMS. You may unsubscribe from commercial messages using [this contact form](#).

We also process personal data that we obtain automatically via our website. [More](#)

If you visit our website we may collect and store certain information about you, such as the date and time you accessed our website, your IP address, your computer's language settings or operating

system. We may also process information on your behaviour on our website, e.g. the links you click on our website or the services you request from us. However, information about your behaviour on our website is anonymised to ensure maximum privacy, and so even we are unable to connect such data to a specific user, i.e. a specific person. If you visit our website from your mobile device or tablet, information about that device may also be collected.

All the above information is collected on our website using **Google Analytics**, whose terms relating to the processing of personal data can be found here: <https://marketingplatform.google.com/about/analytics/terms/us/>

If you connect to Facebook, information is collected via the **Facebook pixel** application, whose terms relating to the processing of personal data can be found here: <https://developers.facebook.com/docs/facebook-pixel/implementation/gdpr/>

**Cookies** are also processed automatically.

### **What is a cookie file?**

This is a small text file that is created by visiting any website. It is used as a standard tool for storing information about how our website is used.

Cookies enable us to differentiate between (although not identify) individual users and adapt content to suit their specific preferences. Cookie files are important. Browsing the web would be much more complicated without them.

### **What are cookies used for?**

Cookies are used for several purposes. On our website we use the following cookies:

**Technical cookies:** we use technical cookies to ensure that our website works correctly (e.g. to enable you to book a vehicle with us). Our services on the website could not work without these cookies.

**Functional cookies:** functional cookies prevent you from having to constantly log in and keep resetting your preferences (e.g. the language in which the site is displayed). In such a case your password is always encrypted. The use of these cookies is not essential, but makes visiting our site a far more pleasant and user-friendly experience.

**Analytical cookies:** analytical cookies help us to improve the services we provide on our website, which also benefits you. Analytical cookies are collected on our website using a Google Inc. Script; such data are subsequently anonymised, after which those data are no longer personal data, as anonymised cookies cannot be linked to a specific user or individual. We work only with anonymised cookies. From cookies we are therefore unable to determine how a specific user has behaved on our website (the pages visited, the goods and services browsed, etc.)

We also use our findings from these cookies for advertising purposes; on the basis of such data we may display an advertisement on a third-party website which we consider relevant to you.

### **How can you specify which of your cookies we process?**

Just use a standard internet browser (e.g. Internet Explorer, Safari, Firefox, Chrome) set to anonymous browsing, which will prevent data on the sites you visit from being stored, or you can disable cookies entirely in your browser. However, if you also block technical and functional cookies, certain features designed to help you will not work.

Our processing of your personal data does not involve automated decision-making, including profiling.

#### [What entitles us to process personal data](#)

We may process your personal data:

- **when you book a vehicle and then conclude a contract for the lease of the vehicle:**
  - (i) on the basis of that contract (fulfilment of a contractual obligation and conclusion of a contract);
  - (ii) on the basis of our and/or your legitimate interest (settling mutual rights and obligations, exercising and enforcing contractual rights);
  - (iii) to ensure compliance with legal obligations, particularly the obligation to store accounting and tax documents pursuant to the Accounting Act and tax regulations.
- **when dealing with claims, complaints and queries:**
  - (i) to ensure compliance with contractual obligations; and
  - (ii) on the basis of our and/or your legitimate interest (the settlement of a claim/complaint, including the out-of-court settlement of a dispute, responding to queries, settling mutual rights and obligations)
- **when sending commercial messages** on the basis of your consent and/or – if you are a customer of ours – we may also send you commercial messages without you having granted your consent (the legal title is our legitimate interest in direct marketing, if you have not refused to be sent commercial messages.
- **when processing via our website:**
  - (i) on the basis of our legitimate interest (for the creation of targeted advertising and to adapt our services to your needs)

#### [You may refuse to allow the processing of personal data](#)

If you refuse to provide your personal data needed for the purposes of booking a vehicle and concluding a contract for the lease of a vehicle, we will probably be unable to accept your booking and/or conclude a lease contract with you.

Refusal to provide the personal data necessary for dealing with a claim/query/complaint, particularly your identification details and a description of the claim/subject of the complaint or query, will mean that we are unable to duly investigate and settle your case.

Targeted advertising, retargeting and remarketing settings may be modified in your cookie settings.

[More](#)

#### [To whom we may provide your personal data](#)

We process your personal data are controllers, and may thus disclose such data to our business partners for the purpose of delivering the vehicle to your specified address (first name, surname, delivery address, telephone number, or email address).

We may also provide your personal data to our partners as processors, if their professional know-how is required for the relevant form of processing, particularly insurance companies, accountants, tax advisors, legal service providers or the relevant leasing company, if it owns the leased vehicle.

We may also pass on data needed to verify the identity of the driver of a leased vehicle on request to the police, a regional authority or municipal authority with extended powers in accordance with Act No. 361/2000 Coll., on road traffic.

Data collected and stored when you visit our website may also be passed on to the operators of Google Analytics and Facebook Pixel:

- Google Ireland Limited, based at Gordon House, Barrow Street, Dublin 4, Ireland; whose terms relating to the processing of personal data can be found here: <https://marketingplatform.google.com/about/analytics/terms/us/>
- Facebook Ireland Limited, based at 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, D02 X525, Ireland; whose terms relating to the processing of personal data can be found here: <https://developers.facebook.com/docs/facebook-pixel/implementation/gdpr/>

If you pay by credit card, our company does not have your credit card details. Your credit card details are available only to the secure payment portal and the relevant bank.

If you have saved your credit card details to speed up subsequent payments on our website, we only possess anonymised data on your credit card (e.g. the first and last few digits of the credit card number). If you also want to delete those details, simply open the settings in your browser user profile and then just delete your credit card details.

#### [How long we will process your data](#)

Primarily we process your personal data for the entire duration of our contractual relationship. After the termination of that relationship we store your data to the necessary extent for the next 4 years until any of the contracting parties' claims have lapsed, or until their mutual rights and obligations have been settled.

If personal data are processed on the basis of your consent, those personal data are processed for the duration of that consent (until it is revoked).

In the case of sending commercial messages your personal data are processed until you explicitly revoke your consent to the sending of such commercial messages. You may revoke your consent to the sending of commercial messages using [this contact form](#).

In cases where personal data are processed in relation to a claim, complaint or query, your personal data are processed: (i) until your claim/complaint has been settled, including the out-of-court settlement of a dispute, and we subsequently store your data to the necessary extent for the next 4 years until any of the contracting parties' claims have lapsed, or until their mutual rights and obligations have been settled, and (ii) in the case of queries, until your query has been answered.

If we are obliged to store your personal data by a different law (e.g. accounting, tax regulations) or if we as controllers may be subject to an audit at a certain time by an administrative body during which documents containing your personal data could be requested, your personal data will be processed to that extent for the relevant length of time.

#### [Your rights](#)

You may exercise the following rights in relation to your personal data processed by us:

- **the right to access** personal data. [More](#)

<p>You have the right to be informed whether your personal data are processed and, if so, you have the right to access your personal data and the following information: the purpose of processing, the relevant category of personal data, recipients, the length of time for which your personal data are</p>
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stored, your rights in relation to the processing of your personal data, your option to file a complaint with the Office for Personal Data Protection, sources of personal data, if such data do not come from you, and whether data are subject to automated decision making, including profiling, and also on suitable guarantees if personal data are provided to a third country. You also have the right to receive a copy of your personal data; the provision of such a copy may not infringe upon any third-party rights.

- **the right to correct** personal data. [More](#)

You have the right to have imprecise data corrected and incomplete data supplemented that relate to you, by providing an additional declaration.

- **the right to delete** of personal data. [More](#)

You have the right to have personal data relating to you deleted, if there are appropriate reasons for doing so – in particular, personal data must be deleted if such data are no longer needed for the purpose for which they were collected or processed, if you revoke your consent to the processing of such data, if you file an objection either to processing for the purposes of direct marketing or due to lack of overriding serious reasons for the processing of personal data, or if the deletion of such data is required by the laws of the Union or the Czech Republic.

- **the right to restrict** the processing of personal data. [More](#)

If you claim that your personal data are imprecise (for the time it takes us to check the accuracy of such data) or if you suspect that your personal data are processed illegally or that we no longer need your data although you do need such data to determine, exercise or defend your claims, you may request that the processing of your personal data be restricted. You may also exercise this right if you have filed an objection against the processing of your personal data on the grounds of our legitimate interest, for the time it takes us to check whether we have overriding serious reasons justifying such processing.

- **the right to the portability** of personal data, if personal data are processed in an automated manner and on the basis of your consent or a contract. [More](#)

At your request we may pass on personal data that relate to you and that you have provided, to you or to another controller that you specify, in a structured, commonly used and machine-readable format.

- **the right to revoke consent** to the processing of personal data, if processing is based on consent. The revocation of consent does not affect the legality of data processing prior to revocation.

If your personal data are used for the purpose of sending commercial messages or if we process your data for a different purpose on the basis of our legitimate interest, you **also have the right to file an objection against** such processing. If you file an objection against processing for the purposes of

sending commercial messages, your personal data will no longer be processed for such purposes; in other cases we will assess whether we have serious reasons for processing such data, in which case we will of course inform you.

The above rights may be exercised in relation to our company on the basis of a request, which may be filed:

- a) in writing to the registered address of the company: Aviatická 1092/8, Ruzyně. 161 00 Praha 6,
- b) electronically using the [contact form](#) or by sending an email to: [\*]

If you send a request we are entitled – after assessing the risk of damage in the event of incorrect identification – to verify your identity in another manner, e.g. by sending an authentication email/SMS requesting a response to the email address/telephone number provided in the contract concluded with our company, or a request for you to provide further information about yourself.

If you suspect that your personal data are processed in violation of the Regulation, you also have the right to file a complaint with the supervisory authority, which in the Czech Republic is the Office for Personal Data Protection (address: Pplk. Sochora 27, 170 00 Praha 7, email: [posta@uoou.cz](mailto:posta@uoou.cz)).