
Customers Appreciate Better Service Pty Ltd trading as CABS CAR hire
Privacy Policy in terms of the Protection of Personal Information
Act 4 of 2013 (POPIA)

Enterprise Information

Customers Appreciate Better Service Pty Ltd trading as CABS Car Hire

Company Registration Number: 1995 / 002686 / 07

TAX Number 9353002836

VAT Number:4030150082

Addresses: P O BOX 13239 MOWBRAY 7705 or 14 MONTREAL AVENUE AIRPORT INDUSTRIA CAPE TOWN 7490

Information Officer Details:

Registration Number:12636/2021-2022/IRRTT

Registered Information Officer: J.H Erasmus (henrie@cabs.co.za – 011 392 1388)

Registered Deputy Information Officer: M. Buttress (maizie@cabs.co.za – 011 392 1388)

Scope of the policy

Customers Appreciate Better Service (PTY) LTD trading as CABS Car Hire (we refer to the company as “CABS Car Hire,”) This Privacy Policy covers the personal information we collect, use and disclose through your use of our websites, mobile applications , products and services, either online or offline.

Changes to the policy:

If we make a change that significantly affects your rights, we will notify you by way of a prominent posting on our websites, prior to the change becoming effective. If you have an account with us, we may also notify you about material changes to this Privacy Notice by e-mail (sent to the e-mail address provided in your account), or as otherwise required or permitted by law.

Any changes to this Privacy Notice will become effective upon posting of the revised Privacy Notice. Use of our websites, products and services following the posting of a new Privacy Notice constitutes your acceptance of the revised Privacy Notice then in effect. In some cases, we may provide additional disclosures or privacy notices specific to certain products, services, or programs. Those additional terms supplement, and are to be read in conjunction with, this Privacy Notice.

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Type of information collected and method of collections

Director(s):

Raymond Booth (Chairman)
Moses T. Chingwena
Anne Marie Chingwena
Sibongile Chingwena
Henri Erasmus (Managing Director)

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Your Rights

By using our website, product or services, you understand and acknowledge that we will collect and use your personal information describe in the Privacy Policy.

1. Type of information collected and method of collection

We collect information from you, directly and through third parties, in accordance with this Privacy Notice any time you contact us, interact with us in person, through our services or on third-party platforms, or use our websites, products or services. If you do not provide the information we request, we may not be able to provide our products or services to you.

Personal Information.

- Some of the information we collect can personally identify you, including, for example, your name and contact information, birthdate, identification document, payment information, payment arrangements, insurance arrangements, and information related to your rentals or use of products or services we provide or enable. For example, when you make a reservation, we collect your personal information such as: your name and contact information; birthdate; driver license, identification document; payment information, including credit or debit card information and other information that may be necessary to rent you a vehicle, provide you with services, contact you about these services or verify your identity. If you participate in an insurance program through us or are involved in an accident or property damage, we may collect additional information about your insurance provider and/or coverage.
- We may record or monitor any call you make to us for quality control, to enforce our rights, or for training or similar purposes. We may collect photos and videos in some instances, such as when you choose to share them with us on social media or when we receive a notice of a traffic violation that includes a picture or video. Our rental locations may also be equipped with cameras and/or video security surveillance systems (CCTV)
- When you download, visit or use our websites or interact with us using e-mail, texts or other forms of electronic communication, we may use cookies and similar technologies to automatically collect certain information, including, for example, your IP addresses, browser type, Internet service provider ("ISP"), location, how you interact with our websites, referral/exit sites, operating system, date/time stamp, and clickstream data.
- We also collect personal information about you from third parties, including information from third party travel booking channels; service providers; licensees; airlines, hotels, membership clubs, payment card companies, advertisers and other partners; from

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your employer; from your social media services consistent with your information sharing settings on such services; and from other third-party sources that are lawfully entitled to share your information with us.

- Depending on the technology used in your rental vehicle, vehicle manufacturers and built-in services such as 'Apple CarPlay' may also collect Connected Car Data or other personal information from the vehicle pursuant to their privacy policies. For more information about this third party information collection, please refer to the Third Party Collection section below.

Location Information

- We may collect information about your location from our websites, your mobile devices, and your visits to our locations. You may opt out of our collection of information about your location from mobile devices at any time by turning off transmission of geolocation data and push notifications on your mobile device.

Non-Personal Information

We may also collect or transform information so that it is 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 ("non-personal information"). This Privacy Notice does not apply to non-personal information, which we collect, use and disclose for a variety of purposes. However, any non-personal information that is linked to or combined with personal information will be treated as personal information subject to this Privacy Notice.

2. Use of Information

Personal Information

We use your personal information to:

- provide you with our websites, products and services;
- provide you with additional services or functionalities (for example, automatically receive the vehicle location, odometer, fuel level and other information in connection with your rental);
- administer your rental, manage your rental records and to calculate your fees (for example, to automatically record the start of your rental, any exchange or upgrades, and the fuel or mileage usage and charges);
- communicate information regarding your reservation or rental. These communications are transactional, or service related and will be sent via email, text or phone calls;
- diagnose problems, analyze trends, and assess our performances;
- provide roadside assistance;
- improve our operations and services;
- better understand our customers' preferences;
- better understand how our vehicles are being used;
- tailor our services, promotions and offers to our customers;
- research and develop new products and services;
- maintain our fleet;

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- recover lost, stolen or towed rental vehicles;
 - interact with you in person, through our services or on third-party platforms (such as social media sites);
 - provide you with, and improve, relevant marketing or offers from us and our partners, and to inform our advertising and marketing campaigns;
 - run our contests or promotions;
 - enable third-party vehicle applications and services;
 - improve road safety and reduce traffic;
 - respond to legally binding requests from law enforcement, regulatory authorities or other third parties;
 - ensure the security of our or another's premises, property or other assets;
 - defend, protect or enforce our rights or applicable terms of service;
 - prevent fraud or the recurrence of fraud;
 - assist in the event of an emergency; and
 - comply with applicable law.

We use cookies and similar technologies to adjust and optimize our content to your preferences, to provide you with useful functionalities, to remember your previous rentals and your travel preferences, to help us make our website, products and services more convenient and efficient, to improve our services, to help us analyze usage trends and patterns, and to tailor online advertisements by us and our partners to you. We also use analytic software, such as Google Analytics and others, to help us to better understand how our websites function on your device and for research and development.

We may use third party platforms to help us promote interest-based advertisements to you or to offer integration with third-party services (such as the Facebook Like button). These providers use cookies or similar tracking technologies to collect information about your use of our websites, over time so that they may deliver the integrated services or play or display ads on our services, on other websites, services you may use, and on other devices you may use. We may share a common account identifier (such as a hashed email address or user ID) with our third-party advertising partners to help identify you across devices. We and our third-party partners use this information to facilitate integrated services or to make the advertisements you see online more relevant to your interests, as well as to provide advertising-related services such as reporting, attribution, analytics and market research. You have options when it comes to cookies and other web tracking tools.

You can set your browser or device to refuse all cookies or to indicate when a cookie is being sent. However, some features or services may not function properly without cookies. Some browsers support a "Do Not Track" feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Our websites do not currently change the way they operate based upon detection of a Do Not Track or similar signal. As the internet and other e-commerce channels continue to develop, we may deploy and utilize different types of technologies to collect data regarding your visit or usage.

Data Retention

We may retain your information for as long as you have an account CABS Car Hire as needed to provide you our services, or as otherwise necessary for the processing purpose(s) for which the information was originally collected and any other legitimate business purpose, including, for legal, archival, accounting, and/or audit purposes. If you close your account or request, we provide you our services, we may

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retain your information because we have a legal, auditing or account obligations or it is in our archive system and cannot be separated from other information.

3. Sharing of Information

To facilitate the uses of personal information identified in this Privacy Notice, we may share your personal information with a variety of third parties, including our service partners and business partners.

(a) THIRD PARTY COMPANIES

We may share your Personal Data with third parties in the following circumstances:

(i) To provide services to you: We will share your personal data among ourselves, our agents, our licensees and other companies to provide services to you, including to:

- make your rental reservations.
- process and/or confirm your transactions.
- provide you with enhanced rental services, such as services provided in connection with Hertz membership programs.
- provide you with customer assistance.
- bill and collect amounts owed in connection with your rentals and membership(s).
- for customer satisfaction and market research purposes to help us improve our services.

(ii) Disclosure to companies you use: We will also share your information with companies you use in connection with your rental, including:

- your credit or debit card provider and other companies that process your charges.
- any intermediary you use, such as a travel agent or broker, in relation to any aspect of your rental.
- any operator of a membership program for which you are rewarded for renting with us, such as a frequent flyer program.
- any Sponsoring Organization that is paying all or part of your rental charges

(iii) Protective and legal uses: We may use, share and disclose your personal data for legal reasons as we believe necessary or appropriate, including to:

- comply with applicable law, including laws outside your country of residence.
- process, handle or otherwise respond to claims for damages, including for bodily injury or property damage.
- comply with legal process.
- respond to requests from public and government authorities including those outside your country of residence.
- enforce our terms and conditions.
- recover our vehicles or any monies due, such as debt collection agencies.
- protect our operations or those of any of our subsidiaries.
- protect our rights, privacy, safety or property, and/or that of our subsidiaries, you or others.
- allow us to pursue available remedies or limit the damages that we may sustain.

(iv) Disclosure to our service providers and agents: We may use other companies as our service providers or agents to act on our behalf and assist us in the conduct of our business, performing services for us under our instruction. These services may include hosting certain websites or databases, operating "apps" for us on our social media networks' pages, running contests, sweepstakes and other promotions

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for us, sending marketing communications, carrying out data analysis and conducting customer satisfaction surveys or another research. We will seek to require our service providers and agents to maintain appropriate security standards to protect your personal data and use the personal data we provide to them only for the purposes we specify.

(v) Disclosure for corporate transactions: We may disclose your personal data to a third party in connection with any contemplated or actual reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).

We may share your personal information with our third-party service providers and partners to help us with our marketing and promotional projects, such as managing our social media pages, running contests and other promotions, or to comply with your directions or any additional consent you have provided us.

If you are renting with a corporate account, we may share personal information with the organization that manages the account for their own purposes. We recommend you review their privacy policy to learn more about their privacy practices.

We and our business and promotional partners send you information about products and services you may like. For example, we may help to arrange hotel rentals, flights or other services from our business partners, and share personal information with our business partners in order to provide those services and facilitate your reservations. We may also work with third parties, such as our airline and payment card partners, to allow us and our partners to deliver advertisements to our shared customers. Our partners may be able to provide more relevant offers to you based upon information that we share about your rentals, as well as information in your loyalty program profile. Additionally, we may allow third-party partners to recognize you when you visit that partner's website or to recognize you as one of their customers when you visit our websites or apps so that they may provide more relevant offers to you. You may revoke your consent to receive marketing and promotional e-mails and text messages from us and our business and promotional partners. Please note that revoking consent to receive marketing and promotional e-mails and text messages does not affect our non-promotional or non-marketing communications, including, for example, communications about the status and activities of your accounts, billing communications, responses to your requests, post-service feedback or survey requests, confirmations, and similar communications.

We may share website usage information, including searches, transaction and profile information (but not your name) with our partners for the purpose of making the online advertisements on our websites and other websites that display our advertisements more relevant.

We may share your personal information with law enforcement and regulatory authorities or other third parties as required or permitted by law, including for the purpose of:

- responding to a subpoena, court order or other legal processes;
- defending, protecting or enforcing our rights;
- assisting in the event of an emergency; and
- complying with applicable law.

We may also share personal information with third parties in the event of an actual or potential merger or acquisition, consolidation, change in control, transfer of assets, bankruptcy, reorganization, or liquidation. To the extent that local laws require it, we will provide you notice on our websites or via e-mail of our intent to transfer personal information to a third party for this purpose.

Personal Location Information.

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We only share information about your location with:

- our third-party service providers to help provide our services or third-party services you have requested;
 - third parties for whom you have provided consent, including, for example, with partners who provide location-based marketing;
- or

law enforcement and regulatory authorities or other third parties as required or permitted by law, including for the purpose of:

- responding to a subpoena, court order or other legal processes;
- defending, protecting or enforcing our rights;
- to locate an overdue or suspected stolen or lost vehicle
- assisting in the event of an emergency; and
- complying with applicable law.

4. Protection of Information

The security of personal information is important to us. We take reasonable steps designed to protect personal information from unauthorized use, access, disclosure, alteration, destruction or loss. You are responsible for keeping your account safe. Do not share your passcode, membership and pin numbers with anyone. Please be mindful that hackers and scammers may impersonate us or our website

5. Third Party Collection

Our websites may include links to and from the websites of our affiliates and business partners. We do not control how personal information is collected or used on those websites, so please review the privacy policy of any website you visit as a result of following any links to or from the websites of our affiliates and business partners.

Depending on the technology used in your rental vehicle, vehicle manufacturers and built-in services, such as Apple CarPlay, and Android Auto, may also collect Connected Car Data from our vehicles pursuant to their privacy policy and share the Connected Car Data with us. Please note, Connected Car Data may be received by the manufacturer of the connected car or the owner of the built-in service prior to it being received by us. If you choose to sync your information or a device to the car (using Bluetooth, USB or otherwise), data from you or your device may be accessed and stored on the car's systems, such as the infotainment system. Please always unpair your device and ensure that you take the necessary steps to remove your information from the system when you return the car at the end of your rental period. If you do not do this, your information may be retained in the system and could be accessed by anyone who is authorized to use the car. We are not responsible for any data that is left in the vehicle as a result of your use.

6. Geographic Locations

CABS CAR Hire store your personal information only in South Africa. Transborder information flow will be monitored and will comply to Section 72 through the use of the necessary contractual commitments from the relevant third parties.

7. Your rights

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You have the right to request access to, review, and update your Personal Data covered by this Policy, and can request this by contacting us at the details set out .While we will make reasonable efforts to accommodate your request, we also reserve the right to impose certain restrictions and requirements on such access requests, if allowed or required by applicable laws. If you are a member of one of our membership or rewards programs, you may update the information in your member profile by logging into your applicable member profile.

You also have the right to:

request rectification of your Personal Data where the information that we hold about you is incorrect or incomplete

object to the processing of your Personal Data for direct marketing purposes, including profiling to the extent it relates to direct marketing;

object to the processing of your Personal Data where our legal basis for that processing is that such processing is necessary for our legitimate interests, subject to any overriding legitimate grounds that we may have for the processing;

object to automated decision making (including profiling) in certain circumstances;

request erasure of your Personal Data in certain circumstances, such as where processing is no longer necessary for the purpose it was originally collected for and there is no compelling reason for us to continue to process (or store) it;

request restriction of your Personal Data in certain circumstances, such as that we do not process certain of your Personal Data (other than merely by storing them) following a rental in circumstances where all matters relating to the rental have been completed and the data is being stored only to meet certain legal (e.g. tax) requirements; and

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receive (or ask us to transmit to another organization) your Personal Data that you have provided to us which we process by automated means where our processing is either based on your consent or is necessary for the performance of a contract with you.

- (c) In addition, where we process your Personal Data on the basis of your consent, you can withdraw that consent at any time.

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