

Privacy Policy (1st April 2026) Safe Drive Group Ltd (Reg 17062528).

Updates to this Privacy Notice

You can tell when this Privacy Notice was last updated by looking at the date at the top of the Privacy Notice. If we make changes to this Privacy Notice, we will post the changes on our Website.

If we make a change that significantly affects your rights or, to the extent we are permitted to do so, significantly changes how we use personal information or the purpose for which we use it, we will notify you by way of a prominent posting on our Services, prior to the change becoming effective. If you have an account with us, we may also notify you about such changes to this Privacy Notice by e-mail (sent to the email address provided in your account), through our Services, or as otherwise required or permitted by applicable law. Any changes to this Privacy Notice will become effective upon uploading or posting of the revised Privacy Notice. As such, we encourage you to review this website from time to time for the latest information on our privacy practices.

PLEASE NOTE THAT WHEN YOU USE ANY OF OUR SERVICES, WE WILL COLLECT, USE AND DISCLOSE YOUR PERSONAL INFORMATION AS DESCRIBED IN THIS PRIVACY NOTICE. If you have questions, comments, or suggestions, you can always contact us using any of the ways described in the Contact Us section.

1. PERSONAL INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect personal information from you, directly and through third parties, in accordance with this Privacy Notice any time you contact us, interact with us, rent a vehicle (whether through us or a third party), join one of our loyalty programs or use any of our Services. This includes where our rental vehicles contain technology that tracks the vehicle and collects information about the vehicle's location, technical information, fuel readings and mileage readings. We refer to this as Connected Card Data. Please be aware that if you do not provide us with personal information that we need in order to safely provide our Services or to fulfil our legal obligations, we will not be able to provide our Services to you. For example, when you rent a vehicle from us, we need your name, address, payment information, and driver's license, which is personal information. If you refuse to provide us with any of this personal information, we will not be able to rent a vehicle to you. If you refuse to provide us with the personal information we need, we will re-confirm that the consequences of failing to provide us with that personal information is that we cannot provide the Services to allow you an opportunity to provide the required personal information.

2. HOW WE USE PERSONAL INFORMATION

We use personal information for a number of purposes relating to: (i) fulfilling your rental booking with us, (ii) providing other products or Services requested by you, (iii) administrating

our relationship with you, (iv) managing incidents such as vehicle damage or theft, and (v) marketing the products and services of ours and our business partners to you.

3. LEGAL BASIS OF PROCESSING

We rely on one of a number of grounds under applicable data protection law to permit us to process your personal information. These include as is necessary to perform our contract with you; for the purposes of our legitimate interests; the fulfilment of legal obligations; protection of vital interests and any processing where we have collected your consent.

4. HOW WE USE COOKIES AND OTHER SIMILAR TECHNOLOGIES

When you access our websites and Apps, we use cookies and similar technologies to help us understand how you use our websites and Apps and ensure that they function as intended, to optimize user experience, for analytics and to show tailored offers on our website and third party sites. Further details can be found in the Cookies Policy.

5. HOW WE SHARE PERSONAL INFORMATION

The nature of our business and operations requires us to share personal information within the Safe Drive Group Ltd and with our third-party service providers and business partners so that we are able to provide you with your rental booking and other products and services you request (such as insurance and our loyalty reward programs) and customer assistance, as well as to verify your identity and complete fraud checks, support our IT infrastructure, and market products and services that we and our business partners offer or to comply with applicable laws.

6. HOW LONG WE KEEP PERSONAL INFORMATION

We keep personal information for no longer than is reasonably necessary or required by applicable law. How long we keep personal information depends on the type of personal information and the purpose(s) for which we collected it and the applicable legal requirements.

7. HOW WE PROTECT PERSONAL INFORMATION

We take reasonable steps aimed to ensure personal information is protected from unauthorized use, access, disclosure, alteration, destruction, or loss.

8. YOUR RIGHTS AND CHOICES

You have rights and choices that you can make regarding the personal information we have about you.

9. THIRD PARTY WEBSITES

Our Services 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.

10. **Contact us**

If you have questions, comments, or suggestions, you can always contact us. For your protection, we may need to verify your identity before we assist with your request by verifying that you can provide us with information about you that we have previously collected.