



## PROTECTION OF PERSONAL DATA

You are kindly requested to read the following communication regarding processing of personal data.

The law 30/06/2003 n. 196 "Subject code on personal data protection" has the aim to guarantee that the processing of personal data is carried out with full respect to basic liberty and to personal dignity rights, with special reference to Privacy and Personal identity. The here above mentioned decree provides that the person whose data has been collected is given information on the purpose and manner in which processing will occur and that consent is to be given by the person involved. Us from Maggiore Rent SpA and its members (The Sistema Maggiore) totally agree to the principles of this law we therefore believe that everyone has the right to protect its own private life. On the attached informative/report requested by the law you will find all of the needed information regarding the purpose and the methods of personal data processing. You are kindly requested to read it and to subscribe to it together with the Rental Agreement thus allowing us to process the suitable data.

### PROTECTION OF INDIVIDUALS

The here below informative issued under article 13 Law 196/03, related to data processing carried out by Maggiore Rent SpA, regarding data, collected through the on-line booking of the offered services, when drawing up Rental Agreement of cars, vans, or subsequently during performance of the contract itself. The data collected will be processed under observance of the here above described normative/regulation and under Sistema Maggiore's well known judgement. Processing will be carried out through the collecting of data on paper or on-line, data entry will follow into Gruppo Maggiore's central processor based on a security system of access codes and kept under supervision. Processing foresees communication of all or part of the data to third parties within the companies of the Maggiore Group, companies of the Sistema National or Alamo, Licensee companies and Mandate holders, external operational companies, to the representative if in need, depending on the role it carries out within management procedures of the offered services and/or the undersigned rental agreement contract itself, activities required for risk minimization, bad debt, fraud or banks credit card Companies. Keeping in mind that Sistema Maggiore has joined an international circuit, personal data given, through booking the offered services and/or the drawing up of a Rental Agreement, could be transferred abroad Especially if under your specific request of a service needed abroad or travelling abroad. Providing personal data and agreeing to its processing is necessary, failure to provide personal data will prevent Maggiore Rent and or licensees /Affiliates to guarantee the booking and/or to fulfil their contractual obligations. The data cannot be consulted by others and it is available to Maggiore, only as necessary, in the case of theft or not consigning the vehicle according to the terms stipulated; or in the case of wrecks or anomalous events. Maggiore will not access thus said data in any situation or way other than those stated. Our purpose is to every now and again send our customers news and commercial material, invites to events, promotion information accomplished with the aid of other companies working in the transport, tourism or business trip field or send questionnaires to know customers point of views on quality service, customer satisfaction, in order to improve customer rapport and our service. The mentioned information should be sent also by automatic instruments such as e-mail, fax, sms, mms. Consent to this specific processing is optional, and we kindly ask you to cross the box on the booking form/interface and/or on the Rental Agreement Letter if you want to receive this information. As regards to the aforesaid processing, you can exercise the provided rights foreseen by Article 7. Law 196/03 that is here below described:

1. The interested party has the right to acknowledge the existence of personal data concerning him even if not yet registered.
2. The interested party has the right to know the following:
  - a) The origin of personal data
  - b) Purpose and processing

- c) The logic applied in case of processing data with electronic aid
- d) Information regarding the owner, heads, and the assigned delegate according to Article 5, comma 2
- e) Who and what category of people personal data is given to.

3. The interested party has the right to obtain the following:

- a) Updating, correction, data integration if required
- b) Erasure, the transformation into anonymous form or the blocking of data processed unlawfully, including those that are not necessary for the purpose they were collected or processed
- c) The statement that the here above described operations (a and
- d) have been notified to the subjects to whom data has been communicated or released, also related to their contents except when the fulfilment of such information seems impossible or it involves too big of an effort compared to the right that needs to be protected.

4. The interested party has the right to refuse altogether or in part,

- a) on legitimate grounds to the processing of personal data although relevant to the purpose when collected if:
- b) processing of personal data whose purpose is advertising material, or retail sale or market research or commercial information

In order to protect Maggiore and the Client from risk of theft or fraud, satellite tracking systems that are able to individuate location, speed and driving conduct may be installed in the vehicle. Data management facilities that process and handle that information are specialized outsourcers, whose information is available by contacting Maggiore; in no case will the drivers' names be communicated to that facility. The data will be stored in accordance with all of the necessary security measures required, for up to 1 year, at which time it will be cancelled. The method used for transmitting the data guarantees its safety. Following notification, Maggiore can handle that data and reserves the right to communicate it to Judicial authorities, Insurance companies, Legal Studios or Studios specialized in preventing or managing theft and wrecks, as well reserving the right to use that data or permit its use for any action to safeguard its own interests.

Maggiore Rent SpA has the property for data processing on the Rental Agreement as well as the Licensee/Affiliate also mentioned on the Rental Agreement. Should you need further enquiries Maggiore Rent SpA is on Via di Tor Cervara, 225 – 00155 Rome. The address of the licensee/Affiliate is to be found on the Rental Agreement.

Sistema Maggiore