

How We Manage Your Personal Information

1. Introduction

At Trend Car Rentals, we recognise the importance of your privacy and understand your concerns about the security of the personal information you provide to us. We comply with the Australian Privacy Principles (APPs) as contained in the Privacy Act 1988 (Cth). The APPs detail how personal information may be collected, used, disclosed, stored and destroyed, and how an individual may gain access to or make complaints about the personal information held about them.

This privacy policy deals with how we manage personal information collected by us. We are committed to protecting the personal information that we hold about you.

2. Personal information we collect and hold

“Personal information” is information or an opinion about an identified individual, or about an individual who is reasonably identifiable.

“Sensitive Information”, a sub-set of personal information, is information or an opinion about an individual’s racial or ethnic origin, political opinions, political association membership, religious beliefs or affiliations, philosophical beliefs, professional or trade association membership, trade union membership, sexual orientation or practices or criminal record, and includes health information and genetic information.

In the course of doing business, we endeavour to collect business information only. However, the collection of personal information in some instances is necessary or unavoidable.

The kinds of personal information we collect from you or about you depend on the transaction you have entered into with us, the goods and services you or your organisation have contracted us to provide, and the goods and services you or your organisation are interested in.

If you are a current or prospective customer of Trend Car Rentals, the kinds of personal information that we commonly collect and hold from you or about you may include: your name, address, gender, date of birth, telephone numbers, fax number, email address, driver’s license details and/or passport details and upon our request a copy of your driver’s license and/or passport, vehicle registration details, voice and image, credit card details when you make a purchase, social media preferences, any preference you tell us about or any other information you provide, details of transactions relating to the use of our goods, products, services or other benefits.

If you are a prospective employee or contractor to Trend Car Rentals, the kinds of personal information that we commonly collect and hold from you or about you may include: your name, address, gender, date of birth, telephone numbers, voice and image, email address, education, qualifications and employment experience, background checks, and referee checks. Generally, we do not collect sensitive or health information. However, your drivers' licence details may disclose sensitive information to us, and we may collect sensitive information about you (eg, health information, background checks) if you are applying for a position with us. We may also collect sensitive information from you or about you where there is a legal requirement to do so, or where we are otherwise permitted by law. In all other situations, we will specifically seek your consent.

When you browse our website, contact us electronically or engage with us on social media, we may record geographical tagging and statistical data from your activity. We use cookies to collect non personal information, and anonymous information about visits to our website and to track how you reached our website. You will be given the option to disable cookies when you visit our website, but this may prevent proper functionality of the website. In particular you may not be able to store your preferences, and some of our pages might not display properly. If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Our website also contains links to other websites of interest. Once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

3. How and Why we collect and hold personal information

Generally, we collect personal information directly from you when you contact or deal with us, such as when you make a reservation or request a product or service. For example we may collect your personal information from our rental locations or through our in-vehicle technology.

Generally we collect hold and use personal information about our customers to provide them with a range of products, services and benefits. This includes collecting and using your personal information to complete your rental booking, to provide you services in connection with your rental, for example navigation assistance or E-Toll Tag, to provide you customer service assistance and to process fees and charges connected to your rental account.

We also collect and use your personal information to assist our internal administration and operations including accounting, risk management, record keeping, archiving, systems development and testing and staff training.

You can be anonymous or use a pseudonym when dealing with us, unless:

- the use of your true identity is a legal requirement; or
- it is impracticable for us to deal with you on such basis.

4. How we use and disclose personal information

We use and disclose personal information from you or about you where it is reasonably necessary for us to carry out our business functions, activities and services.

For example, the reasons we use and disclose your personal information include: • processing and administering your dealings with us as a customer, supplier or contractor;

- providing you with the products and services you have requested from us;
- developing processes, products, services and benefits to better meet your needs;
- dealing with any complaint made by you to us or any complaints handling body;
- where applicable for invoicing purposes only, to any third party who is responsible for payment of your account for your car rental; and
- disclosing your information for use by relevant parties in connection with our services, such as any enforcement body issuing infringement notices and to any toll road operator.

Where we use your personal information for marketing and promotional purposes, you can opt out at any time by notifying us. Opt out procedures are also included in our marketing communications.

We may disclose your personal information to:

- government departments and enforcement bodies where required or permitted by law.

Where we wish to use or disclose your personal information for other purposes, we will obtain your consent.

If we do not use or disclose your personal information, or if you do not consent, then we may not be able to answer your enquiry, complete the

transaction you have entered into, or provide the goods and services that you or your organisation have contracted us to provide.

5. How you may access and correct your personal information

We have procedures in place for dealing with and responding to requests for access to, and correction of, the personal information held about you.

You may request access to your personal information by contacting us on accounts@trendrentals.com.au

In most cases, we expect that we will be able to comply with your request. However, if we do not agree to provide you access or to correct the information as requested, we will give you written reasons why.

We will take reasonable steps to ensure that the personal information we use or disclose is accurate, complete and up to date, having regard to the purpose of the use or disclosure. We rely on the personal information we hold about you to efficiently provide our goods and services. For this reason, it is very important that the personal information we collect from you is accurate, complete and up to date. To assist us to keep our records up to date, please notify us on accounts@trendrentals.com.au of any changes to your personal information.

6. Destruction and De-identification

We protect your personal information in a number of ways, and take reasonable steps to ensure that it is protected from misuse, interference and loss, and from unauthorised access, modification and disclosure in accordance with our obligations under the Privacy Act and the APPs.

Your personal information is kept in secure locations, and access to it is restricted to those who have the appropriate authorization under our policies. Where we share the information with third parties, we ensure they also have appropriate policies and security in place.

We will retain your personal information whilst it is required for any of our business functions or purposes as outlined in this Policy, or other lawful purpose in accordance with the Privacy Act.

When the information is no longer required, it is de-identified, deleted, or securely destroyed. As an example, our destruction and de-identification methods may include:

- Paper records being placed in security bins and/or shredded; or
- Electronic records being deleted from all locations, to the best of our ability, or encrypted and/or placed beyond use.

7. **Data Breaches**

In Australia, if we suspect that a data breach has occurred, we will undertake an assessment into the circumstances of the suspected breach within 30 days after the suspected breach has occurred.

Where it is ascertained that a breach has actually occurred and where required by law, we will notify the Privacy Commissioner and affected individuals as soon as practicable after becoming aware that a data breach has occurred.

8. **How you may make a privacy complaint**

Our Privacy Officer can be contacted to discuss or attempt to resolve any complaints relating to the collection, storage and use of your personal information. For further information, please contact our Privacy Officer at accounts@trendrentals.com.au

We have procedures in place for dealing complaints and concerns about our practices in relation to the Privacy Act, the APPs and any alleged breach of this Policy.

We will respond to your complaint in accordance with the relevant provisions of the Privacy Act. Specifically, we will investigate your complaint and respond to you with our findings and our proposed action, within 30 days. In the event you are dissatisfied with the outcome of the complaint of the investigation, you may refer your complaint to the Office of the Australian Information Commissioner.

If your complaint is about how we handle your personal information, you can contact the Office of the Australian Information Commissioner (OAIC) on 1300 363 992 or visit www.oaic.gov.au.

9. **Transfer of personal information overseas**

Trend Car Rentals is not affiliated with other businesses located overseas. In the course of doing business with you, we may disclose some of your personal information to overseas recipients. However, we will only do so where:

- it is necessary to complete the transaction you have entered into; and
- you have provided consent; or
- we believe on reasonable grounds that the overseas recipient is required to deal with your personal information by enforceable laws which are similar to the requirements under the APPs; or

- it is otherwise permitted by law.

While it is not practicable to list every country or region in which such recipients may be located, we note that we presently do not have affiliations with any overseas companies.

10. Links to Other Sites

This site contains links to other Websites. We are not responsible for the Privacy Policies of other sites.

11. Contact Us

Our Contact details are:

Trend Car Rentals
18 Belfree Drive, Green Fields, SA, 5107
Phone: 1300291113
Email: accounts@trendrentals.com.au

This Privacy Policy was updated in July 2022. We may update it from time to time at our discretion.

12. Google Analytics, Display Advertising and Remarketing

The Google Analytics features implemented on the Trend Car Rentals website is based on Display Advertising (e.g., Remarketing, Google Display Network Impression Reporting, the DoubleClick Campaign Manager integration, or Google Analytics Demographics and Interest Reporting).

Visitors can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Ads Settings.

Trend Car Rentals will not facilitate the merging of personally-identifiable information with non-personally identifiable information previously collected from Display Advertising features that is based on the DoubleClick cookie unless robust notice of, and the user's prior affirmative (i.e. opt-in) consent to, that merger is given.

Trend Car Rentals also uses Remarketing with Google Analytics to advertise online. This means that third-party vendors, including Google, show your ads on sites across the Internet.

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Trend Car Rentals and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies

(such as the DoubleClick cookie) together to inform, optimize, and serve ads based on someone's past visits to your website.

Remarketing is used to exclusively market Trend Car Rentals products to prospective clients that have either showed a declared interest in Trend Car Rentals service offering or may have interests related to the services.

Our ads will appear to targeted users when visiting participating display sites available to us with third party vendors such as Google.

Cookies are used to identify an IP address and remarket relevant advertising material to interested parties.

Opting out of this program with Google is possible at the Ads Preference Manager.