

This Privacy Policy describes how Drive Sally, LLC and its affiliates (“Sally,” “we,” “us,” and/or “our”) handle personal data we collect online (e.g., through our websites) and offline (e.g., over the phone, through text messages, from third-parties, in physical locations, and in-person) in connection with our business (the “Services”). This Privacy Policy explains the types of personal data we collect and process, how we may use and share the data, and the choices that are available to you with respect to our handling of your data.

INFORMATION WE COLLECT

Information we collect directly from you

We collect the information you provide directly to us, such as when you reserve a vehicle, enter into an agreement with us, create a payment account, or interact with us on the internet, through text messages, on the phone, and in person. The types of personal data we may collect directly from you include:

- Your name
- Phone number
- Email
- Language
- Nationality
- Address
- Emergency contact + phone + relationship
- DMV license number + expiration
- Birth date
- TLC license + expiration
- Payment data
- Credit card and billing information
- Account information, such as your username and password
- optional information you may choose to provide, such as your age, gender, and your location, and
- Any other information you choose to provide.

Information about you through your use of our Services

We may collect information about you and your use of the Services, when you:

- Create or change your account
- Rent or express interest in renting our vehicles
- Correspond with our service team
- Use the rental vehicle

Information we collect from other sources

If you wish to rent or do rent one of our vehicles, we collect certain information about you and your actions from third parties in the furtherance of business. This may include third-party telematics providers and information collected from equipment installed in your rental vehicle, such as vehicle location, speed, acceleration, and duration of trip. We may collect video and other images from camera equipment installed in your vehicle, and insurance information from insurance carriers, including loss runs and motor vehicle reports (history of accidents and costs associated with them). We may also run motor vehicle reports about you and your driving history and collect that information from relevant state agencies and other third parties.

Information we collect by automated means

When you visit our Services online, we collect certain information automatically. To collect this information, we may use cookies, web beacons, log files, and similar technologies. A “cookie” is a text file that websites send to a visitor’s computer or other internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. A “log file” tracks your actions on websites and may collect information related to your device, browser, internet service provider, and the time of your activity. A “web beacon,” also known as a pixel tag or clear GIF, is used to transmit information back to a web server. We may also collect information

about your online activities over time and across third-party websites. The information we collect automatically may include:

- URLs that refer visitors to our websites;
- Search terms used to reach our websites;
- Details about the devices that are used to access our websites (such as IP address, browser information, location information, device information, and operating system information);
- Details about your interaction with our websites (such as the date, time, length of stay, and specific pages accessed during your visits to our websites, and which emails you may have opened); and
- Usage information (such as the number and frequency of visitors to our websites).

HOW WE USE YOUR INFORMATION

We may use the information we collect to deliver the Services you request, to maintain your account and our interactions with you, and to provide, maintain, and improve our Services. ***In that regard, you hereby give us consent to contact you by phone and text messages at the number or numbers you have provided to us.*** We also use the information we collect to:

- Communicate with you about our Services;
- Respond to your requests, inquiries, comments, and suggestions;
- Facilitate your engagement with the Services and fulfill our obligations to you under our agreements; and
- Protect against, identify, investigate, and respond to fraud or other illegal activity.

HOW WE SHARE YOUR INFORMATION

We may share the information we collect:

- With service providers and vendors that provide services for us or on our behalf, such as insurance companies who insure our vehicles;
- With select partners, service providers, and vendors in connection with the provision of our Services;
- To comply with a legal or regulatory obligation, protect and defend Sally's rights or property, protect the safety of our customers and the public, and protect against legal liability;
- In connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by a third party;
- Between and among Sally's current and future parents, subsidiaries, affiliates, and other companies under common control and ownership; and
- With your consent and at your direction.

YOUR RIGHTS AND CHOICES

Managing or deleting your Sally account

You may review, update, or modify your account information, including profile and contact information, at any time by calling our office. You may delete your Sally account or change your account or contact preferences by emailing privacy@drivesally.com.

Restricting cookies

Most web browsers are set to accept cookies by default. You can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our websites and Services.

CHILDREN

Our Services are not designed for children and we do not knowingly collect personal data from children. If you have reason to believe that a child has provided personal data to us, please contact us at privacy@drivesally.com, and we will delete that information from our databases.

DATA TRANSFERS

Sally is headquartered in the United States, and we currently only have operations and entities in the United States. If you provide information to us from another country, we may transfer your personal data to, or store or access it in,

a jurisdiction that may not provide equivalent levels of data protection as your home jurisdiction. We will take steps to ensure that your personal data receives an adequate level of protection in the jurisdictions in which we process it.

LINKS TO OTHER WEBSITES AND THIRD PARTY CONTENT

We may provide links to third-party websites, services, and applications that are not operated or controlled by Sally. This Privacy Policy does not apply to third-party services, and we cannot take responsibility for the content, privacy policies, or practices of third-party services. We encourage you to review the privacy policies of any third-party service before providing any information to or through them.

DATA RETENTION

Our retention periods for personal data are based on business needs and legal requirements. We retain personal data for as long as is necessary for the processing purpose(s) for which the data was collected, and any other permissible, related purpose.

CHANGES TO OUR PRIVACY POLICY

We may change this Privacy Policy from time to time. If we do so, we will post the updated policy on our sites and will indicate when the Privacy Policy was last revised. If we make any material changes, we will provide you with additional notice. You should periodically review our current Privacy Policy to stay informed of our personal data practices.

CALIFORNIA PRIVACY RIGHTS

California law permits residents of California to request notice of how their information is shared with third parties for direct marketing purposes or to opt out of such sharing. If you are a California resident and would like a copy of this notice or to opt out, please submit a written request to the following address: Drive Sally, LLC, 2209 Queens Plaza North, Long Island City NY 11101, Attn: Legal, or by emailing us at privacy@drivesally.com.

CONTACTING SALLY

If you have questions or concerns regarding this Privacy Policy, or would like to update your preferences or information we have about you, please contact us at the information provided below. We will take reasonable steps to respond to your request.

Drive Sally, LLC
2209 Queens Plaza North
Long Island City NY 11101
privacy@drivesally.com