



# WHITECAR

Beyond Expectation

## Whitecar Privacy Policy

### 1. Beyond Expectation

We will only use your data to improve your experience.

### 2. Secure

We'll protect your data like it's our own.

### 3. Straight to the point

We believe in simplicity not confusion. That means simple language and no surprises.

### 4. No spam

You decide how you hear from us, if at all.

### 5. No rainy day data saving

Your info won't just hang about – if we don't need it, we'll delete it.

### Protecting Your Privacy

At Whitecar, we are 100% committed to protecting the privacy and security of our customers and site visitors (you). If you have any questions about how we protect your privacy, please get in touch via [hello@white.car](mailto:hello@white.car)

For all our services, the data controller — the company that's responsible for your privacy— is Whitecar Limited.

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## How we use your information

We use your information in a number of different ways — what we do depends on the information. The tables below set this out in detail, showing what we do, and why we do it.

<b>Your name and contact details</b>	
How we use your name & contact details	Why?
Deliver your car to you	We've got to do this to perform our contract with you (it's a bit hard to provide a car if we don't use your name and contact details!)
Send you service messages by text, e-mail or through our app, such as reservation updates	We've got to do this to perform our contract with you (so you can tell when your car is coming)
Sending you information by email, SMS, or post, about our new products and services	To keep you up to date. We only send this if you have a legitimate interest in the information
Fraud prevention and detection	To prevent and detect fraud against either you or Whitecar – unfortunate, but absolutely essential
Showing you Whitecar adverts as you browse the web	So you can see our latest products and deals
Finding out what you, and other customers, like	To ensure we are giving you what you want, and to stay ahead of the competition

<b>Your Driving License Information and History</b>	
How we use your driving license information	Why?
To make sure are eligible to drive our vehicles	We've got to do this to perform our contract with you - if you cannot legally drive our cars we cannot provide you with them
To check your identity	To prevent and detect fraud against either you or Whitecar – unfortunate, but absolutely essential

<b>Your date of birth information</b>	
How we use your date of birth	Why?
Fraud prevention and detection	To prevent and detect fraud against either you or Whitecar – unfortunate, but absolutely essential

<b>Your payment information</b>	This means your card's security/CVV code, don't worry, we don't keep them
How we use your payment information	Why?
Take payment, and give refunds	We've got to do this to perform our contract with you — we can't go giving our cars away!
Fraud prevention and detection	To prevent and detect fraud against either you or Whitecar – unfortunate, but absolutely essential

<b>Your contact history with us</b>	What you've said to us — for example, over the phone, on instant chat, or on social media.
How we use your contact history	Why?
Provide customer service and support	We've got to do this to perform our contract with you, after all, you expect the best service from us
Train our staff	So that, when you contact us, you get the best possible customer service

<b>Purchase history and failed bookings</b>	What you've booked or when we've missed you
Why?	How we use your purchase history and failed bookings
Offer you the car you want when and where you want it	We've got to do this to perform our contract with you
Provide customer service and support, and handle cancellations	We've got to do this to perform our contract with you
Finding out what you, and other customers, like	To ensure we are giving you what you want, and to stay ahead of the competition

<b>Information about your phone or laptop, and how you use our website and app</b>	Information you give us when you browse our site or use our app, including your IP address and device type and, if you choose to share it with us, your location data, as well as how you use our website and app.
How we use information about your phone or laptop, and how you use our website and app	Why?
Improve our website and set default options for you (such as language and currency)	To give you the best possible booking experience
Protect our website	To prevent and detect fraud against either you or Whitecar – unfortunate, but absolutely essential — and to meet our legal obligations about looking after your data

<b>Information from accounts you link to us</b>	What we do if you link your Twitter or Facebook accounts to us
How we use information from accounts you link to us	Why?
To enable you to log into our website simply and easily without having to create a specific account	To make it easier for you to use the Whitecar website
To provide product and service updates	So you know if something we add to our service is of interest to you

<b>Your responses to surveys, competitions and promotions</b>	
How we use your responses to surveys, competitions and promotions	Why?
Run the survey, competition or promotion	We've got to do this to perform our contract with you — if we can't use your entry, you can't possibly win!

You don't have to give us any of this personal information but if you don't, you may not be able to order a car from the website, and you are unlikely to receive our optimal overall customer experience. That is your choice – and we respect that.

We also anonymise and aggregate personal information (so that it does not identify you) and use it for purposes including testing our IT systems, research, data analysis, improving our site and app, and developing new products and services. We also share this information with third parties.

### **Sharing your information**

We do not, and will not, sell any of your personal data to any third party. We want to earn and maintain your trust, and we believe this promise is absolutely essential in order to do that.

However, we share your data with the following categories of companies as an essential part of being able to provide our services to you, as set out in this statement:

Companies that help deliver our service to you, such as payment service providers and logistics partners.

Professional service providers, such as marketing agencies, advertising partners and website hosts, who help us run our business.

Credit reference agencies, law enforcement and fraud prevention agencies, so we can help tackle fraud.

Companies approved by you, such as social media sites (if you choose to link your accounts to us)

We may provide third parties with aggregated but anonymised information and analytics about our customers and, before we do so, we will make sure that it does not identify you.

### **Marketing messages**

If you have said we can, we'll send you marketing messages by email, text, to keep you aware of what we're up to and to help you discover more about our service.

### **How to stop marketing messages from Whitecar**

You can stop receiving marketing messages from us at any time.

You can do this:

- Through your account settings.
- By clicking on the 'unsubscribe' link in any email.
- By contacting our Customer Care team

Once you do this, we will update your profile to ensure that you don't receive further marketing messages.

Please note that it might take a few days for all our systems to be updated, so you might get messages from us while we process your request.

Stopping marketing messages will not stop service communications (such as order updates or where you have expressed an interest in an activity at Whitecar, for example new locations).

### **Seeing adverts for Whitecar online**

We also engage in online advertising, to keep you aware of what we're up to and to help you see and find our service.

Like many companies, we target Whitecar banners and ads to you when you are on other websites and apps. We do this using a variety of digital marketing networks and ad exchanges, and we use a range of advertising technologies like web beacons, pixels, ad tags, cookies, and mobile identifiers, as well as specific services offered by some sites and social networks, such as Facebook's Custom Audience service.

The banners and ads you see will be based on information we hold about you, or your previous use of Whitecar (for example the content you read on the Whitecar website) or on Whitecar banners or ads you have previously clicked on.

### **Keeping your information**

We'll hold on to your information for as long as you have your account, or as long as is needed to be able to provide our services to you, or (in the case of any contact you may have with our Customer Care team) for as long as is necessary to provide support-related reporting and trend analysis only.

If reasonably necessary or required to meet legal or regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we may also keep hold of some of your information as required, even after you have closed your account or it is no longer needed to provide the services to you.

### **Your rights**

You have a lot of rights relating to your personal information:

- The right to be informed about how your personal information is being used
- The right to access the personal information we hold about you
- The right to request the correction of inaccurate personal information we hold about you
- The right to request that we delete your data, or stop processing it or collecting it, in some circumstances

- The right to stop direct marketing messages and to withdraw consent for other consent-based processing at any time
- The right to request that we transfer or port elements of your data either to you or another service provider
- The right to complain to your data protection regulator — in the UK, the Information Commissioner’s Office

If you want to exercise your rights, have a complaint, or just have questions, please contact us.

### **Changes to how we Protect Your Privacy**

We may change this page from time to time, to reflect how we are processing your data.

If we make significant changes, we will make that clear on the Whitecar website or other Whitecar services, or by some other means of contact such as email, so that you are able to review the changes before you continue to use Whitecar.

### **Cookies**

We use cookies on our website to make it easier to use. We love cookies.

### **How to contact us**

We always want to hear from our customers (especially if you feel we’ve let you down or could do better).

If you:

- Have any questions or feedback about this notice
- Would like us to stop using your information
- Want to exercise any of your rights as set out above, or have a complaint

Please don’t hesitate to contact us, we will be happy to answer any questions you may have.

You can contact our team by dropping us a line at [hello@white.car](mailto:hello@white.car) or contacting us through the live chat on the Whitecar website.