

Chase Car Rental operates the website **www.chaserentacar.com** (the “Service”). This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use the Service and the choices you have associated with that data. We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, the terms used have the same meanings as in our Terms of Use, accessible from <https://www.chaserentacar.com/terms-of-hire.html>

Definitions

- **Service**

Service is the website **www.chaserentacar.com** operated by Chase Car Rental.

- **Personal Data**

Personal Data means data about an individual which can be used to personally identify that person.

- **Usage Data**

Usage Data is data collected automatically by the Service.

- **Cookies**

Cookies are small pieces of data stored on your device (computer or mobile device).

- **Data Controller**

Data Controller means the person or business who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any Personal Data is processed.

For the purpose of this Privacy Policy, we are a Data Controller of your Personal Data.

- **Data Processors (or Service Providers)**

Data Processor (or Service Provider) means any person or entity who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers in order to process your data.

- **Data Subject (or User)**

Data Subject is any individual using our Service and is the subject of Personal Data.

Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

Personal Data

While using our Service, we may collect certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Cookies and Usage Data

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us.

Usage Data

We may also collect information on how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's IP address, browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking & Cookies Data

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

When you first visit our website you will be asked whether you wish to use cookies. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. Find out how by visiting <https://cookies.insites.com/disable-cookies/>. Note that if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- Session Cookies. We use Session Cookies to operate our Service.
- Preference Cookies. We use Preference Cookies to remember your preferences and various settings.
- Security Cookies. We use Security Cookies for security purposes.

Use of Data

Chase Car Rental uses the collected data for various purposes:

We use sensitive billing information (such as cardholder name, credit card number, and expiration date) for the purpose of completing the car rental bookings you conduct with our Service.

- To provide you with the products and services you request.
- To provide you with car rental confirmation and updates.
- To manage your account, including processing bills and providing travel notifications.
- To communicate with you in general.
- To respond to your questions and comments.
- To measure interest in and improve our products, services, and website.
- To notify you about special offers and products or services that may be of interest to you.

- To otherwise customize your experience with this website, to solicit information from you, including through surveys.
- To resolve disputes, collect fees, or troubleshoot problems.
- To prevent potentially prohibited or illegal activities.
- To apply our Terms of Use, and as otherwise described to you at the point of collection.
- Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.

Security of Data

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

Your Data Protection Rights Under General Data Protection Regulations (GDPR)

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Chase Car Rental aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

If you wish to be informed what Personal Data, we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- **The right to access, update or to delete the information we have on you.** If you would like to have the information, we have on you updated or deleted please contact us.
- **The right of rectification.** You have the right to have your information rectified if that information is inaccurate or incomplete.
- **The right to object.** You have the right to object to our processing of your Personal Data.
- **The right of restriction.** You have the right to request that we restrict the processing of your personal information.
- **The right to data portability.** You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.
- **The right to withdraw consent.** You also have the right to withdraw your consent at any time where Going Places Travel relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

For more information, please contact your local data protection authority in the European Economic Area (EEA).

Data Retention

We retain your personal information for as long as necessary to provide the Service and fulfil the transactions you have requested, or for other essential purposes such as complying with our legal obligations, maintaining business and financial records, resolving disputes, maintaining security, detecting and preventing fraud and abuse, and enforcing our agreements.

Service Providers

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics & Behavioral Remarketing

We may use third-party Service Providers to monitor, analyze and retarget ads to users of our Service.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on by visiting <https://tools.google.com/dlpage/gaoptout>. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Google AdWords

- Google AdWords remarketing service is provided by Google Inc.
- You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>
- Google also recommends installing the Google Analytics Opt-out Browser Add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.
- For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Facebook Pixel

- Facebook Pixel is an advertising service offered by Facebook to allow Chase Car Rental to view analytics and learn about the types of people using its Service, how they got there and what actions they are taking. It allows for the tracking of conversions from ads displayed on Facebook to assist in measuring the performance of ad campaigns and collect remarketing data.
- To opt-out from Facebook's interest-based ads follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>
- For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

LinkedIn Conversion Tracking and Insights Tag

- The LinkedIn Insight Tag is a piece of lightweight JavaScript code that we have added to our website to enable in-depth campaign reporting and to help us unlock valuable insights about our website visitors. We use the LinkedIn Insight Tag to track conversions, retarget website visitors, and unlock additional insights about members interacting with our LinkedIn adverts.
- The LinkedIn Insight Tag enables the collection of metadata such as IP address information, timestamp, and events such as page views. All data is encrypted. The LinkedIn browser cookie is stored in a visitor's browser until they delete the cookie or the cookie expires (there's a rolling six-month expiration from the last time the visitor's browser loaded the Insight Tag).

- You can opt out of cookies from LinkedIn on your LinkedIn settings page and we recommend you read their Cookie Policy for more information.

Payments

We may provide paid products and services within the Service. In that case, we may store payment information and use third-party services for payment processing (e.g. payment processors).

We may store or collect your payment card details for the purpose of providing the duties of a travel agency only. Chase Car Rental adheres to the standards set by Payment Card Industry Data Security Standard (PCI-DSS). Information may be provided to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors also adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

Links to Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Children's Privacy

Our Service is not directed to children. We do not sell products or services for purchase by children. We do not knowingly collect personally identifiable information from anyone under the age of 16 unless consent is given by a parent or guardian. If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Your Consent

By using our site, you consent to our website's Privacy Policy.

Changes to our Privacy Policy

If we decide to change our Privacy Policy, we will post those changes on this page.

Contacting Us

If there are any questions or requests regarding this Privacy Policy you may contact us by visiting <https://www.chaserentacar.com/contact-us.html>