



# PRIVACY POLICY

## INTRODUCTION AND ACCEPTANCE OF POLICIES

ProsRent respects the privacy rights of our users. When you use our Site (as defined below), we receive information that may directly or indirectly identify you (“personal information” or “personal data”).

This privacy policy (this “Privacy Policy”) governs and describes how ProsRent, LLC (“ProsRent”, “we,” “us” or “our”) may collect, use, and disclose personal information that we obtain through or from:

- prosrent.com (the “Site”);
- information that may be collected from other sources as detailed below; and
- third party sources such as data brokers, publicly available sources, and our partners.

This Privacy Policy also explains your rights with respect to such information.

ProsRent is the data controller of your personal information under this policy and the of personal information submitted to the Site or collected through the Site.

Your access to and use of the Site is subject to ProsRent’s Terms and Conditions of Use (the “Terms”). Any capitalized terms used but not defined in this Privacy Policy have the meanings provided in the Terms.

**BY USING, REGISTERING TO, OR OTHERWISE ACCESSING THE SITE, YOU AGREE TO THIS PRIVACY POLICY AND GIVE AN EXPLICIT AND INFORMED CONSENT TO THE COLLECTION, USE AND PROCESSING OF YOUR PERSONAL DATA IN ACCORDANCE WITH THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT VISIT, INSTALL, USE, REGISTER TO, OR OTHERWISE ACCESS OUR SITE OR ANY OF OUR SERVICES.**

This website is operated by ProsRent, LLC. Our privacy policy covers information collected at this website as well as information that may be collected during Site visits and from other sources as detailed below. The purpose of this policy is to inform you of how we handle your personal data.

If you are under 18, you must let your parent or guardian know about ProsRent's Privacy Policy before you register to use this Site or any of this Site's services.

## HOW TO CONTACT US

If you have any questions or comments about this Privacy Policy, the Site, or our privacy practices, including the processing of your personal information, if you would



like to exercise your data rights under applicable laws, or if you believe your privacy rights have been violated, please contact us by:

Calling us at: 866.308.1402

Or by e-mail: [hello@pros.rent](mailto:hello@pros.rent)

## DATA SOURCES

We obtain data about you:

When you interact with our Site:

- Contact information, such as your name, address, phone number, and e-mail address;
- Rental information, such as the items you rent, billing and delivery address;
- Preference information, such as your contact and marketing preferences, and brand and product interests;
- Demographic information, which may include gender, ZIP code and other information about you;

When you contact us or receive communications from us:

- Call recordings including information about your call and that you share when you call us on the phone;
- Records and copies of your correspondence (including e-mail addresses and social media), if you contact us.
- Your interactions with e-mails that we send to you, which may include Internet protocol (IP) addresses, browser type, Internet service provider (ISP), operating system, date/time stamp, and/or clickstream data.

From other sources:

- If you share from the Site or post a comment or other content with a friend/contact on social media, we may collect your friend's/contact's name;
- We may receive information about you and your activities on and off the Site from third-party partners, such as information from a partner when we jointly offer services or from an advertiser about your experiences or interactions with them. We may add this information to the information we have already collected from you in order to improve the products and services we provide.

## CATEGORIES OF SOURCES FOR PERSONAL INFORMATION WE COLLECT ABOUT YOU



We collect information through various categories of sources. For example, we collect and obtain information:

- You provide, such as when you make a rental transaction, interact with a salesperson, visit or contact us, register for an online account, respond to a survey, engage in a promotional activity, register to attend an event or appointment, apply for employment, or sign up for e-mails or marketing information;
- From social media platforms and networks that you use in connection with our website or mobile application, or that share or allow you to share information with us, such as Facebook, Twitter, Pinterest, and Instagram. Please review the privacy policies and settings of the social media platforms and networks that you use; and
- Using cookies and automatic collection methods. For example, we and third parties we work with may collect information from the computer, tablet, phone, or other device that you use to access our website or that you use to open an e-mail or click on an advertisement from us. This collection includes automatically collected information, and generally does not include personal information unless you provide it through our website or you choose to share it with us. For more information on our use of cookies, see below.
- Information provided by third parties. To the extent allowed by applicable law, we may collect personal information about you from other third-party sources. We may maintain this information or associate it with personal information we already have about you. This information helps us to improve our Site, to deliver better and more personalized products and services, to update, expand, and analyze our records, identify new customers, and provide products and services that may be of interest to you. To the extent we combine such third-party information with information we already have about you, we will treat the combined information in accordance with this Privacy Policy. Third-party sources we may use vary over time, but may include:
  - Data brokers from which we purchase demographic data to supplement the information we collect;
  - Social networks when you reference our products or services or grant permission to ProsRent to access your data on one or more of these services.
  - Publicly-available sources or data in the public domain.
- From public sources or purchased from third parties. Examples of the types of personal information that may be obtained from public sources or purchased from third-parties and combined with information we already have about you, may include:
  - Contact information about you from third-party sources to verify your address so we can better recognize your preferences, prevent fraud, or communicate with you, or



- Data acquired from third-parties, such as social networking sites which is combined with information we already have about you, to create more tailored advertising and experiences.

## OUR PURPOSE FOR COLLECTING INFORMATION

We use the information that we collect to conduct our business, deliver the Site, and to provide you with the best possible user experience. We may use the information in the following ways.

### To Provide Services:

- To present the Site and its contents to you and allow you to participate in interactive features on the Site (including promotions);
- To fulfill your orders and process your payments and other transactions requested by you and to send you confirmation regarding the foregoing;
- To provide you with information regarding our products and services that we think you will like;
- To respond to you, such as when you: place an order, call us, make a request or inquiry, complete a survey, or share a comment or concern;
- To personalize your experiences with us and the Site, including remembering your interests and preferences, customizing the products and services we share with you, facilitating your interactions with our salespeople, and tracking and categorizing your activity and interests on our Site;
- To send you marketing communications, communicate with you about our products or services, respond to you when you contact us and let you know about our policies and terms;
- To carry out our obligations and enforce our rights that arise from any contracts entered into between you and us, including for billing and collection;
- To provide you with notices about your account, including billing and collection notices;
- To create a list of actual and prospective users and subscribers for our products or services;
- To comply with any legal or regulatory obligations;
- For analytics to improve our Site and business processes, to detect and prevent fraud, and for any other business purpose that is permitted by law; and
- For any other purpose for which you provide your consent.

### To Process Transactions:

We use third-party payment processors to process payments made to us. In connection with the processing of such payments, we do not retain any financial information such as credit card numbers. Rather, all such information is provided directly to our third-party processors and is governed by those third-party processors' privacy policies. We only use payment processors who are PCI-compliant. Our third-party processors currently include: Authorize.net (their privacy policy may be viewed at



usa.visa.com/legal/privacy-policy.html.) and quickbooks.intuit.com (their privacy policy may be viewed at [www.intuit.com/privacy/](http://www.intuit.com/privacy/)).

#### For Data Retention:

Subject to applicable law, we may retain your information for as long as your account is active or as needed to provide you services, comply with our legal obligations, resolve disputes and enforce our agreements. We may not remove your Personal Information when there is a legal storage requirement, such as accounting rules or when there are other legal grounds to keep the data, such as an ongoing contractual relationship.

#### CATEGORIES OF THIRD PARTIES WITH WHOM WE SHARE PERSONAL INFORMATION

We do not sell your personal information to third parties; however, we do share personal information with third parties for other purposes. We may disclose your personal information to a third party for a business purpose. When we disclose personal information for a business purpose, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

We share your personal information with the following categories of third parties:

- **Business Partners.** We disclose personal information and other data with select partners who provide goods, services and offers that enhance your experience at ProsRent, or that we believe will be of interest to you.
- **Service Providers.** We disclose personal information and other data to third-party service providers for the purposes described in this Privacy Policy. Examples of service providers include companies that provide website hosting, data analysis, payment processing, order fulfillment, information technology and related infrastructure provision, customer service, email delivery, marketing, auditing and other services. Examples include Hotjar, Webflow and Google Analytics.

**Corporate Reorganization.** We may disclose or transfer your personal information and other data to a third party in the event of any reorganization, merger, acquisition, sale, joint venture, assignment, transfer or other disposition of all or any portion of the ProsRent's business, assets or stock (including any bankruptcy or similar proceedings).

#### OTHER USES AND DISCLOSURES

We will use and disclose personal information as we believe to be necessary or appropriate: (a) to comply with applicable law, including laws outside your country of



residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including authorities outside your country of residence and to meet national security or law enforcement requirements; (d) to enforce our Terms and other agreements; (e) to protect our operations; (f) to protect the rights, privacy, safety or property of ProsRent, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

## AGGREGATE, DE-IDENTIFIED DATA

We also collect, use, and share aggregated and de-identified data such as statistical or demographic data for any purpose at our discretion. Aggregate and de-identified data could be derived from your personal information but will not directly or indirectly reveal your identity. If we combine or connect aggregate or de-identified data with your personal information so that it could be used to directly or indirectly identify you, we would treat such combined data as personal information, which will be used in accordance with this policy.

## YOUR RIGHTS AND CHOICES REGARDING YOUR PERSONAL INFORMATION

By using our Site, to the maximum extent permitted by applicable law, you expressly give your consent for the collection and use of your personal information in compliance with this Privacy Policy. This does not affect lawful processing under applicable laws based on other legal basis such as contractual obligation, compliance with applicable laws, and legitimate purposes.

### Right to Opt-Out

ProsRent offers Site visitors a means to choose how we use the information provided. If you receive a marketing communication or promotion from us, you may opt-out of these communications at any time by following the unsubscribe instructions included in the promotion sent by e-mail.

### Our Policy on “Do Not Track” Signals and Third-Party Website Tracking under the California Online Protection Act (CalOPPA)

We do not support Do Not Track (“DNT”). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

## CHILDREN’S PRIVACY

Our Site and services are not intended for children under the age of 13. No one under age 13 years old may provide any personal information to or on the Site. We do not



knowingly collect, maintain, or use personal information from children under the age of 13. If you are under 13 years old, do not use or provide any information on our Site, make any purchases through the Site, or provide any information about yourself to us, including your name, address, telephone number, or e-mail address. If we learn we have collected or received personal information from a child under 13 years old, we will promptly delete that information from our records.

## INFORMATION SECURITY

ProsRent will maintain appropriate technical and organizational security measures designed to protect your personal information from accidental loss, unauthorized use, alteration, or disclosure. Although we implement and maintain security measures that are appropriate for our business activities, please be aware that no security measures are perfect or impenetrable and any transmission of personal information is at your own risk. If you have questions regarding the security of your personal information, you can contact us at [hello@pros.rent](mailto:hello@pros.rent).

## COOKIES AND TRACKING TECHNOLOGIES

Like most website operators, ProsRent and its partners use cookies or similar technologies to analyze trends, administer the website, track users' movements around the website, and to gather demographic information about our user base as a whole. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our websites. Additionally, some Internet browsers have a "do not track" feature that lets you tell websites that you do not want to have your online activities tracked. These features are not yet uniform, so we are currently not set up to respond to such signals.

We use session Cookies that expire at the end of a browser session (from when a user opens the browser window to when they exit the browser) and persistent Cookies which remain on your hard drive until you erase them or they expire. How long a persistent Cookie remains on your browser depends on how long the visited website has programmed the Cookie to last or they can be stored for longer.

We use Cookies for different purposes, including tracking your consent for various services, personalizing content, and targeting advertisements.

To the extent permitted by applicable law and with your consent, we may permit third parties to collect user personal information over time or across third-party websites, and we may permit third parties to gather personal information passively on our websites for behavioral advertising purposes. Examples include Google Analytics.

## CHANGES TO THIS POLICY



ProsRent reserves the right to modify this Privacy Policy at any time. It is our policy to post any changes we make to this Privacy Policy on this page and the changes will be effective upon ProsRent's publication of the updated Privacy Policy except as described below. If ProsRent makes material changes to how we treat your personal information, we will notify you by e-mail (sent to the e-mail address specified in your account) or by means of a notice on our Site thirty (30) days prior to the change becoming effective. However, changes made to comply with applicable laws will be effective immediately. You are responsible for ensuring we have an up-to-date e-mail address for you and periodically visiting this page to check for any changes to our Privacy Policy. Your continued use of the Websites and the Services expressly indicates your acceptance of ProsRent's then-current Privacy Policy and your consent to ProsRent's collection of personal information in accordance with the then-current Privacy Policy.

If you have questions or concerns about this Privacy Policy, please contact ProsRent using the information in the Contact Information section above. The date this Privacy Policy was last revised is identified at the top of the page.

#### WEBSITE LOCATION, TRANSFER AND PROCESSING

THE SITE IS OPERATED BY PROSRENT IN THE UNITED STATES, AND PERSONAL INFORMATION WILL BE PRIMARILY STORED IN THE UNITED STATES. BY PROVIDING PERSONAL INFORMATION TO US, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, YOU ACKNOWLEDGE THAT WE COLLECT, MAINTAIN, PROCESS AND TRANSFER SUCH INFORMATION IN AND TO THE UNITED STATES AND OTHER COUNTRIES AND TERRITORIES, PURSUANT TO THE LAWS OF THE UNITED STATES OR SUCH OTHER JURISDICTIONS, WHICH MAY PROVIDE LESSER PRIVACY PROTECTIONS THAN EUROPEAN ECONOMIC AREA COUNTRIES, AND TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, YOU ACKNOWLEDGE THAT YOUR INFORMATION MAY THUS BE SUBJECT TO U.S. FEDERAL AND TEXAS STATE LAW AND OTHER FOREIGN LAWS AND ACCESSIBLE TO U.S. AND FOREIGN GOVERNMENTS, COURTS, LAW ENFORCEMENT AND REGULATORY AGENCIES. BECAUSE PROSRENT IS LOCATED IN THE UNITED STATES, THESE DATA TRANSFERS TO THE UNITED STATES ARE NECESSARY TO PROVIDE THE SITE AND SERVICES TO YOU AS SET FORTH IN OUR TERMS OF SERVICE AND TO OPERATE OUR WEBSITE. WHEN APPLICABLE, WE WILL OBTAIN YOUR CONSENT FOR THESE DATA TRANSFERS TO THE UNITED STATES.

#### DISPUTE RESOLUTION

If you have an unresolved privacy or data use concern that ProsRent has not addressed satisfactorily, please contact [hello@pros.rent](mailto:hello@pros.rent).

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