

# Privacy Notice

Last Updated: November 16, 2022

GUY RENTS, INC. dba RENTAL GUYS is committed to respecting your privacy. The purpose of this Privacy Notice is to inform you what information we collect from you, how we use your information and the choices that you have regarding our use of your information. This Privacy Notice applies to information we collect about you in our stores, through our websites and mobile applications, and anywhere else we interact with you. By using any of our web sites, mobile applications, or sharing your information with us, you are accepting and consenting to the practices described in this Privacy Notice.

**1. Types of Information We Collect and How We Collect the Information.** We collect information from you, directly and through third parties, in accordance with this Privacy Notice any time you contact us, interact with us, or use our website, App, products or services.

**Equipment Rentals.** When you inquire about renting equipment, we will collect your location information to determine rates and identification information like your name, email address, billing address, shipping address, telephone number, and as may be applicable, your billing account information or your payment information (name, card number, card expiration date, CVV). We use this information to process your equipment rental request. We may also add you to our marketing lists so we can send you information. You may opt-out of receiving marketing emails from us by clicking the “unsubscribe” link provided with each email. If you provided your consent for text message and call marketing, you can opt-out by replying and unsubscribe by texting **STOP** or **STOP ALL**. If you need additional assistance, please call 530-343-0219.

**Credit applications and Accounts.** If you apply for credit or open an account, we collect your identification information such as name, company name, telephone number, fax number, physical address, email address, federal tax identification number, business license number. We use this personal information to evaluate and process the credit application and create and manage accounts.

**Purchases:** When you make a purchase, we will collect your identification information such as name, email address, physical address, card number, expiration date, and CVV. We use this personal information to process your purchase.

**Payment Information.** When you make payments, we will collect your identification information such as name, email address, physical address, card number, expiration date, and CVV. We use this personal information to process your payments.

**Rental Pickups.** When you pick up your rental, we will collect your identification information such as your name, physical address, telephone number, driver’s license number to confirm your reservation.

**Location Information.** We may collect information about your location from our websites, your mobile devices, and your visits to our locations. You may opt out of our collection of information about your location from mobile devices at any time by turning off transmission of geolocation data and push notifications on your mobile device.

**Equipment Tracking.** Some of our equipment have tracking devices that track the location of the equipment at all times. This information is used for ensuring the safety of the equipment and prevent theft. You cannot opt out of the tracking information.

**Internet or other electronic activity.** Your browsing and click history, including information about how you navigate within our services and which elements of our services you use the most. We use your other identifying information, internet activity and browsing history, commercial information, demographic information, and geolocation data to analyze preferences, trends and statistics.

**Security Video.** Our stores are equipped with security cameras that record vehicles coming in and out of our yards, including license plate numbers and type of vehicle, time of entering and existing, and building and counter cameras that capture the images of you entering and exiting our stores, time of entry and exit, and your likeness. This information is obtained for security and fraud prevention purposes. You cannot opt out of this collection of this information. This information is kept by us directly and/or our third party security provider and we only share the content as needed with our staff internally to manage security and loss prevention, our insurer, law enforcement or by response to court order or subpoena.

**Applying for employment.** If you apply for employment with us, we collect your identifying information such as your name, email address, physical address, telephone number, and your employment and education history. We use this personal information to evaluate your application, to communicate with you, and as may be required to comply with law.

**2. Categories and Types of Personal Information We Collect.** We collect the following categories and types of personal information:

**Contact Information:** your first and last name, postal address, email address, and phone number;

**Other identifying information:** IP address, social media user names, passwords and other security information for authentication and access;

**Financial Information:** credit card, debit card and bank account information;

**Demographic information:** gender, age, employment information and salary information;

**Geolocation data;**

**Internet or other electronic activity:** your browsing and click history, including information about how you navigate within our services and which elements of our services you use the most;

**Commercial information:** products purchased or viewed on our website;

### 3. Categories of Use.

**Transactional Purposes:** We use your contact information, financial information, and commercial information to receive, process, confirm, send and track your rental reservations, rentals, purchases and service, and to communicate with you about your rental reservations, rentals, purchases, and service.

**Security and Fraud Prevention:** We use your contact information, other identifying information, commercial information, financial information, geolocation data, internet activity and browsing history, and inferences to protect this website, our company, and others and to prevent fraud, theft and misconduct.

**Analytical Purposes:** We use your other identifying information, internet activity and browsing history, commercial information, demographic information, and geolocation data to analyze preferences, trends and statistics.

**Marketing and Promotional Purposes:** We use your contact information, commercial information, demographic information, internet or other electronic activity, geolocation data, and inferences to inform you of new products, services and offers, and provide you with targeted advertising.

**Maintenance and Improvement of Services and Website:** We use your contact information, commercial information, and internet activity and browsing history to provide and maintain functionality on our website, customer relations, and diagnose technical and service problems and administer our websites and apps.

### 4. Information Sharing.

**Service Providers.** We may use and contract with companies or persons to provide services including credit card processing, shipping, data analysis and management, promotional services. We provide our service providers the information needed for them to perform these services, and when we do, we ask our service providers to confirm that their privacy practices are consistent with ours.

**Law Enforcement and Courts.** We may disclose your contact information when we have reason to believe that it is necessary to identify, contact or bring legal action against persons or entities who may be causing injury to you, our company or to others. We may also disclose your contact information when law or legal process requires it.

**For a sale:** We do not share your personal information for money, however, we do share personal information with certain third parties, which may be considered a “sale” under the California Consumer Privacy Act. In the preceding twelve (12) months, we have shared your *internet or other electronic network activity* collected via cookies with data analytics providers. To opt-out of the sale of your personal information via cookies, please see Information Collected From Cookies below.

**5. Information Collected From Cookies.** We use cookies, pixel tags, beacons, scripts and similar technologies to adjust and optimize our content to your preferences, to provide you with useful functionalities, to remember your previous rentals and your travel preferences, to help us make our website, Apps, products and services more convenient and efficient, to improve our services, to help us analyze usage trends and patterns, and to tailor online advertisements by us and our partners to you. We also use analytic software, such as Google Analytics and others, to help us to better understand how our websites and Apps function on your device and for research and development. We may also utilize certain forms of display advertising and other advanced features through Google Analytics, such as Remarketing with Google Analytics, which uses third-party cookies (such as the DoubleClick advertising cookie) or other third-party cookies together to inform, optimize, and display ads based on your past visits to the services. For information on how Google Analytics collects and processes data, as well as how you can control information sent to Google, review Google's site “How Google uses data when you use our partners’ sites or apps” located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/) and you can learn about Google Analytics’ currently available opt-outs, including the Google Analytics Browser Ad-On, at <https://tools.google.com/dlpage/gaoptout/>.

We may use third party platforms to help us promote interest-based advertisements to you or to offer integration with third-party services (such as the Facebook Like button). These providers use cookies or similar tracking technologies to collect information about your use of our websites, including our mobile apps, over time so that they may deliver the integrated services or play or display ads on our services, on other websites, apps or services you may use, and on other devices you may use. We may share a common account identifier (such as a hashed email address or user ID) with our third-party advertising partners to help identify you across devices. We and our third-party partners use this information to facilitate integrated services or to make the advertisements you see online more relevant to your interests, as well as to provide advertising-related services such as reporting, attribution, analytics and market research. You have options when it comes to cookies and other web tracking tools.

You can set your browser or device to refuse all cookies or to indicate when a cookie is being sent. However, some features or services may not function properly without cookies. Some browsers support a “Do Not Track” feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Our websites do not currently change the way they operate based upon detection of a Do Not Track or similar signal. As the internet and other e-commerce channels continue to develop, we may deploy and utilize different types of technologies to collect data regarding your visit or usage.

**6. How Information is Protected.** The security of personal information is important to us. We take reasonable steps designed to protect personal information from unauthorized use,

access, disclosure, alteration, destruction or loss. You are responsible for keeping your account safe. Do not share your passcode, membership and pin numbers with anyone. Please be mindful that hackers and scammers may impersonate us or our website. For more information about phishing, please visit <https://www.consumer.ftc.gov/articles/0003-phishing>. If you suspect an unauthorized use or security breach of your information, you must notify us as soon as possible. We are not responsible or liable for any loss or damage if your account passcode, membership numbers and pin numbers are stolen or used inappropriately.

**7. Children's Privacy.** Our websites, Apps, products, and services are not for children under the age of 13. We do not knowingly collect personal information from children. If you think we have received personal information from children under the age of 13, please contact us immediately.

**8 California Privacy Notice.** The California Privacy Notice supplements the Privacy Notice above and applies only to individual residents of the State of California and describe how we collect, use, disclose, and process personal information of individual residents of the State of California, either online or offline, within the scope of the California Consumer Privacy Act of 2018 (CCPA). The CCPA grants certain rights to California residents. If our processing of your personal information is subject to the CCPA, you are entitled to the following rights:

**Right to access:** You have the right to request what personal information we have collected, used, disclosed, and sold about you within the preceding twelve (12) months. You may only make a request for access twice within a 12-month period.

**Right to deletion:** You have the right to request the deletion of your personal information that we collect or maintain, subject to certain exceptions.

**Right to opt-out:** You have the right to opt-out of the sale of your personal information to third parties.

**Right to non-discrimination:** You have the right to not receive discriminatory treatment if and when you exercise your rights to access, delete, or opt-out under the CCPA.

To exercise your right to access or delete your personal information, you may submit a request toll-free at 530-343-0219 or via email to: [businessoffice@rentalguys.com](mailto:businessoffice@rentalguys.com)  
To opt-out of the sale of your personal information via cookies, please see **Information Collected From Cookies** above. For requests submitted via telephone and email, you must provide us with sufficient information that allows us to reasonably verify you are the person about whom we collected the personal information and describe your request with sufficient detail to allow us to properly evaluate and respond to it.

**9 Nevada Residents.** Chapter 603A of the Nevada Revised Statutes permits a Nevada resident to opt out of future sales of certain covered information that a website operator has collected or will collect about the resident. To submit such a request, please contact us at [businessoffice@rentalguys.com](mailto:businessoffice@rentalguys.com) with the subject line "Nevada opt-out".