

# Kyte Privacy Policy

## Introduction

We greatly respect your privacy, and this policy is designed and created in that spirit! This policy applies to all users and visitors of the Kyte offer.

This policy describes the information we collect, how it is used and shared, and your choices regarding this information.

Effective Date: 28 February 2019

## Data collection and uses

### Scope

This policy applies to users of Kyte' services anywhere in the world, including users of Kyte' apps, websites, bookings, features or other services.

### Data controller

The data controller for your information is Kyte  
Questions, comments and complaints about Freebilities data practices can be submitted to Kyte's data protection officer under support@Kyte.com.

## The information we collect

The following information is collected by or on behalf of Kyte:

1. Information you provide

This may include:

- Name, phone number, login name and password (for the Kyte site, NOT for your email provider);

- Address;
- Payment or banking information (including related payment verification information);
- Store, website and product information;
- Birth date;
- Photo;
- Signature;
- Preferences and interests;
- Employer, job, education, income

This information can be provided upon signup but also via other means of communication that we have with you, such as email or phone..

## 2. Information created when you use our services

This may include:

- Purchase activity;
- Activity on the service,
- Location and sensor information, e.g. GPS traces
- Views and interactions with content
- People with whom you communicate or share content.

## 3. Information from other sources

This may include:

- Location data
- Payment or banking information (including related payment verification information);
- Activity on third-party sites and apps that use our services
- Information about the apps, browsers, and devices you use to access Kyte services, including unique identifiers, browser type and settings, device type and settings, operating system, address of referring website, mobile network

information including carrier name and phone number, and application version number; We may also automatically collect certain logistical information in server logs, including information about how you use various features of the Service and information about the number, frequency and length of each session.

- We may also automatically collect certain information through the use of “cookies.” Cookies are small data files stored on your hard drive at the request of a website. Among other things, cookies help us to improve the Service and your experience. If we link cookies to any personally identifiable information, we will treat this information as personally identifiable information. If you wish to block, erase, or be warned of cookies, please refer to your browser manufacturer to learn about these functions. However, if you choose to remove or reject cookies, this could affect certain features or services made available via the Service.
- We may also employ the use of anonymous identifiers, which are random strings of characters that are used for the same purposes as cookies on platforms, including certain mobile devices, where cookie technology is not available. We may use Web beacons or similar technology on the Service. Web beacons are small, invisible graphic images that may be used on the Service or in emails relating to the Service to collect certain information and monitor user activity on the Service, such as to count visits, understand usage effectiveness and to tell if an email has been opened and acted upon.
- We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). We may associate your device identifiers or phone number with your Kyte account.
- Information about you that is publicly available; and
- Information received by us about you from third-party sources (such as credit agencies).

Kyte may combine the information collected from these sources with other information in its possession. You can choose not to provide certain personally identifiable information but, if you choose to do so, you might not be able to take advantage of the Service.

## How we use your information

Kyte uses the information it collects for purposes including:

1. Providing services and features

Kyte provides you a service to rent a car including delivery.

Specifically we are using this information to

- to process and complete any transactions in connection the Service (e.g., to rent you a car);
- to request feedback and to otherwise contact you about your use of the Service;
- to respond to your emails, questions, comments, requests and complaints, and to provide customer service;
- to monitor and analyze Service usage and trends;
- to personalize and improve the Service, and our users' experiences with the Service (such as providing content or features that match interests), and to increase the Service's functionality and user friendliness;
- to provide you with news and information about our or third-party events, offers, promotions and services we think will be of interest to you;
- to send you confirmations, updates, security alerts and support and administrative messages, and otherwise facilitate your use of, and our administration and operation of, the Service;
- to notify you about important changes to the Service; and
- for any other purpose for which the information was collected.

Customer support

We use the information we collect to assist you when you contact us for customer support.

## 2. Research and development

We may use the information we collect for testing, research, analysis and product development. This allows us to improve and enhance the safety and security of our services, and develop new features and products.

## 3. Communications from Kyte

Kyte may use the information we collect to communicate with you about products, services, promotions, studies, surveys, news, updates and events.

## 4. Legal proceedings and requirements

We may use the information we collect to investigate or address claims or disputes relating to your use of Kyte' services, or as otherwise allowed by applicable law, or as requested by regulators, government entities, and official inquiries.

# Information sharing and disclosure

Kyte may share information it collects:

1. With Kyte service providers and business partners

Kyte may provide information to its vendors, consultants, marketing partners, research firms, and other service providers or business partners. This may include:

- Payment processors and facilitators;
- Cloud storage providers;
- Marketing partners and marketing platform providers;
- Data analytics providers;
- Research partners, including those performing surveys or research projects in partnership with Kyte or on Kyte' behalf;
- Vendors that assist Kyte to enhance the safety and security of its website and apps; and
- Consultants, lawyers, accountants and other professional service providers.
- Third party service providers, including but not limited to those involved in deliveries, ride hailing, car or bike sharing, taxi services or car rental.
- Sharing with the employee's employer: We might use personal information (such as your name and email address) and approach your employer to negotiate deals for employees.

2. For legal reasons or in the event of a dispute

Kyte may share your information if we believe it is required by applicable law, regulation, legal process or governmental request.

3. With your consent

Kyte may share your information other than as described in this policy if we notify you and you consent to the sharing. Managing, reviewing, and updating your information

When you're signed in, you can always review and update information.

## Information retention and deletion

Kyte may retain your user profile and other information after you requested an offer.

Users may request deletion of their accounts and associated personal information at any time. Following such request, Kyte deletes or anonymises your account information.

Kyte may retain certain information about you as required by law and for legitimate business purposes permitted by law.

In some circumstances, Kyte may be unable to delete your account, such as if there is an unresolved claim or dispute. Upon resolution of the issue preventing deletion, Kyte will delete your account.

## Information for EU users

If you are a Kyte user in the EU, you have the following rights with respect to Kyte's handling of your personal information. To exercise these rights, please submit your request to Kyte's data protection officer at [support@kyte.com](mailto:support@kyte.com).

1. Explanation and copies of your data

You have the right to request an explanation of the information that Kyte has about you and how Kyte uses that information.

You also have the right to receive a copy of the information that Kyte collects about you if collected on the basis of consent or because Kyte requires the information to provide the services that you request.

2. Correction

If Kyte has information about you that you believe is inaccurate, you have the right to request correction of your information.

3. Deletion

Users may request deletion of their accounts and profile at any time.

4. Objections and complaints

Users in the EU have the right to object to Kyte's processing of personal data, including for marketing purposes based on profiling and/or automated decision making. Kyte may

continue to process your information notwithstanding the objection to the extent permitted under GDPR.

## Updates to this policy

We may occasionally update this policy. If we make significant changes, we will notify you of the changes through your Kyte account or through other means, such as email. To the extent permitted under applicable law, by using our services after such notice, you consent to our updates to this policy.