

# Privacy Policy

*Last updated: 11 March 2025*

Car Mart Direct ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information in compliance with the Australian Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

## 1. What Information We Collect

We may collect and store the following types of personal information:

- **Personal Details:** Name, date of birth, address, email, and phone number.
- **Driver's Licence & Identification:** Licence number, expiry date, and a copy of your licence.
- **Rental & Payment Information:** Payment details, transaction history, and rental preferences.
- **Vehicle Usage Data:** Information about your rental history, vehicle use, and kilometres driven.
- **Communication Records:** Correspondence between you and Car Mart Direct.
- **Insurance History:** Previous claims or incidents related to vehicle rentals.

## 2. How We Collect Your Information

We collect personal information directly from you when you:

- Submit a rental application or enquiry.
- Provide identification and payment details.
- Communicate with us via phone, email, or website forms.
- Use our services, including vehicle rentals and related transactions.
- Interact with our website, including through cookies and analytics tools.

## 3. Why We Collect Your Information

We collect, use, and store your information to:

- Process and manage rental bookings.
- Verify your identity and eligibility for vehicle hire.
- Communicate with you about your rental agreement and services.

- Ensure the security of our vehicles and compliance with rental terms.
- Handle insurance claims and incident reports.
- Improve our services and customer experience.

#### **4. How We Share Your Information**

We do not sell your personal information. However, we may disclose it to:

- Law enforcement or regulatory bodies where required by law.
- Insurance providers for claims processing.
- Payment processors to facilitate transactions.
- Service providers assisting with vehicle maintenance, roadside assistance, or IT support.
- Third parties where you have given consent or as required for legal purposes.

#### **5. How We Protect Your Information**

We implement security measures to protect your personal information from unauthorised access, modification, or disclosure. This includes:

- Secure storage of personal data.
- Access controls and authentication measures.
- Regular security reviews and updates.

#### **6. Access & Correction of Your Information**

You have the right to request access to or correction of your personal information. If you wish to do so, please contact us at [insert contact details].

#### **7. Cookies & Online Data Collection**

Our website may use cookies and tracking technologies to improve user experience and website functionality. You can adjust your browser settings to disable cookies if preferred.

#### **8. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on our website.

## **9. Contact Us**

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, please contact us:

Car Mart Direct

Unit 25, 2-18 Pippabilly Place, Upper Coomera, 4209, QLD

[admin@carmartdirect.com.au](mailto:admin@carmartdirect.com.au)

Ph: 07 5519 3798