

PRIVACY POLICY

1. Introduction

This Privacy Policy sets out how POF RENTAL collects, processes, stores, shares, and protects personal data in accordance with UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (PDPL), its Executive Regulations, and all applicable UAE laws and regulations, including those issued by the Roads and Transport Authority (RTA). This policy applies to individual customers, corporate clients, chauffeurs, drivers, fleet users, website visitors, and business partners.

2. Scope of Application

This policy applies to personal data processed in connection with vehicle rental, fleet leasing, chauffeur-driven services, corporate rentals, insurance handling, telematics-enabled vehicles, mobile applications, websites, and customer support channels operated by POF RENTAL.

3. Data Controller

POF RENTAL, United Arab Emirates. Email: info.rental@pupiloffate.ae

4. Categories of Personal Data

Identification data, Emirates ID or passport data, driving license details, contact information, rental and fleet usage data, payment and billing information, employer or corporate sponsor details, telematics and vehicle location data, CCTV data at branches, accident and insurance related data, and any information voluntarily provided by the data subject.

5. Legal Basis for Processing

Personal data is processed based on contractual necessity, legal and regulatory obligations, legitimate business interests, consent of the data subject, and protection of public interest as permitted under UAE PDPL

6. Rental, Fleet & Chauffeur Operations

Data is processed to manage reservations, execute rental and fleet agreements, allocate vehicles, verify driver eligibility, manage chauffeurs, handle handovers, and ensure compliance with RTA and UAE traffic regulations.

7. Corporate & Fleet Clients

For corporate, fleet, and employer-sponsored rentals, personal data may be shared with the contracting corporate entity for billing, compliance, incident reporting, and driver eligibility verification.

8. RTA & Regulatory Compliance

POF RENTAL processes and discloses personal data to RTA, police authorities, courts, and regulators for vehicle registration, fines, black points, accident investigations, permits, and statutory reporting obligations.

9. Insurance & Claims Handling

Personal data is processed and shared with insurers, loss adjusters, workshops, and legal advisors for accident reporting, damage assessment, claims settlement, recovery, and litigation.

10. Telematics & Connected Vehicles

Vehicles may be equipped with GPS and telematics systems to monitor location, speed, mileage, vehicle status, misuse, and recovery. Such data is processed strictly for safety, asset protection, contract enforcement, and insurance purposes.

11. Payment Processing

Payment data is processed through secure, PCI-compliant payment service providers. POF RENTAL does not store full card details.

12. Marketing & Communications

Marketing communications are sent only where legally permitted or where explicit consent has been obtained. Customers may opt out at any time.

13. Data Sharing

Data may be shared with authorities, insurers, banks, IT providers, telematics vendors, recovery agents, legal advisors, auditors, and corporate clients, subject to confidentiality obligations.

14. International Transfers

Personal data may be transferred outside the UAE subject to appropriate safeguards and compliance with PDPL cross-border transfer requirements.

15. Data Retention

Personal data is retained only for as long as required for contractual, legal, regulatory, and dispute resolution purposes, including up to ten (10) years where mandated by UAE law.

16. Data Subject Rights

Data subjects have the right to access, correct, delete, restrict, object to processing, withdraw consent, and lodge complaints with the UAE Data Office.

17. Security Measures

POF RENTAL implements administrative, technical, and physical safeguards to protect personal data against unauthorized access, loss, misuse, or disclosure.

18. Breach Management

In the event of a personal data breach, POF RENTAL will take appropriate remedial action and notify authorities and affected individuals where required by law.

19. Cookies & Digital Platforms

Websites and applications may use cookies and analytics tools to improve user experience and service performance.

20. Policy Updates

This Privacy Policy may be updated periodically. The latest version applies immediately upon publication.