

Privacy Policy

Last updated: November 11, 2025

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service, including the rental of vehicles, off-road equipment, and related adventure travel services. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

Interpretation and Definitions

Interpretation

The words whose initial letters are capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or plural.

Definitions

For the purposes of this Privacy Policy:

- Account: means a unique account created for You to access our Service or parts of our Service.
- Affiliate: means an entity that controls, is controlled by, or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.
- Company: (referred to as either "the Company", "We", "Us" or "Our" in this Policy) refers to Kairos Bates Pty Ltd trading as Track 4x4 Rentals , 219 Desmia Crescent, Annlin, South Africa.
- Cookies: are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- Country: refers to: South Africa.
- Device: means any device that can access the Service such as a computer, a cell phone or a digital tablet.
- Personal Data: is any information that relates to an identified or identifiable individual.

- Service: refers to the Website and all related services, including but not limited to vehicle rental bookings, reservations, customer support, and delivery of 4x4 vehicles and off-road equipment.
- Service Provider: means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analysing how the Service is used.
- Usage Data: refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- Website: refers to Track 4x4 Rentals, accessible from www.track4x4rentals.co.za (<http://www.track4x4rentals.co.za>).
- You: means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data:

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You, particularly in connection with vehicle rental agreements, insurance requirements, and booking confirmations. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Driver's license number and expiry date
- Payment card information (processed securely via third-party payment processors)
- Emergency contact details
- Rental preferences and vehicle usage history

Usage Data :

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit (including vehicle listings, booking forms, and tracking pages), the time and date of Your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device's unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit Our Service or when You access the Service by or through a mobile device.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies We use include beacons, tags, and scripts to collect and track information and to improve and analyse Our Service. The technologies We use may include:

- Cookies or Browser Cookies. A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service, such as completing a booking or accessing Your rental history. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.

- Web Beacons. Certain sections of our Service and our emails (e.g., booking confirmations, promotional offers) may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages, opened an email, or engaged with rental promotions, and for other related website statistics.

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser.

We use both Session and Persistent Cookies for the purposes set out below:

Necessary / Essential Cookies

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website, including secure booking of 4x4 vehicles, processing rental agreements, and enabling account login. They help authenticate users and prevent fraudulent use of accounts. Without these Cookies, core rental services cannot be provided.

Cookies Policy / Notice Acceptance Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

Functionality Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when using the Website, such as saved vehicle preferences, rental duration, pickup location, or language settings. They provide a personalized rental experience and prevent re-entry of information during the booking process.

For more information about the cookies we use and your choices regarding cookies, please visit our Cookies Policy or the Cookies section of our Privacy Policy.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- To provide and maintain our Service, including processing 4x4 vehicle rentals, delivering vehicles, and managing pickup and return logistics.
- To manage Your Account: to manage Your registration and enable access to rental history, upcoming bookings, and loyalty benefits.
- For the performance of a contract: the execution of vehicle rental agreements, insurance verification, damage assessments, and compliance with road safety and licensing requirements.
- To contact You: regarding booking confirmations, vehicle availability, route recommendations, safety updates, or recovery assistance during off-road rentals.

- To provide You with news, special offers, and information about 4x4 adventure packages, overlanding gear, guided tours, and seasonal promotions unless You have opted out.
- To manage Your requests: including modifications to bookings, roadside assistance, or post-rental feedback.
- For business transfers: We may use Your information to evaluate or conduct a merger, divestiture, or sale of assets, in which Personal Data about rental customers may be transferred.
- For other purposes: such as analysing rental trends, optimizing fleet management, improving off-road route planning tools, and enhancing customer safety features.

We may share Your personal information in the following situations:

- With Service Providers: including payment processors, insurance partners, GPS tracking providers, and vehicle maintenance services to fulfil Your rental.
- For business transfers: during mergers, acquisitions, or asset sales.
- With Affiliates: to coordinate cross-border rentals or shared loyalty programs.
- With business partners: such as tourism boards or adventure operators for co-branded packages.
- With other users: only when You voluntarily share reviews or photos in public areas of the Service.
- With Your consent: for any other purpose, such as optional marketing partnerships.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as necessary for the purposes set out in this Privacy Policy, including fulfilment of rental contracts, insurance claims (typically up to 7 years), and legal compliance under South African road traffic and consumer protection laws.

Usage Data is generally retained for up to 12 months for analytics, except where required for security, fraud prevention, or legal obligations.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices in South Africa and in any other places where the parties involved in the processing are located. This may include cloud servers or service providers outside South Africa.

Your consent to this Privacy Policy and submission of information represents Your agreement to such transfer.

The Company will take all steps reasonably necessary to ensure Your data is treated securely and in accordance with this Privacy Policy and applicable data protection laws, including the Protection of Personal Information Act (POPIA) in South Africa.

Delete Your Personal Data

You have the right to request deletion of Your Personal Data.

You may delete certain information directly via Your Account (e.g., past bookings, saved preferences). To request full deletion, including rental records and payment history, contact Us at info@track4x4rentals.co.za.

Note: We may retain certain data where required by law (e.g., tax records, accident reports) or for legitimate safety and liability purposes.

Disclosure of Your Personal Data

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

We may disclose Your Personal Data if required by law or in response to valid requests by public authorities (e.g., traffic authorities, courts).

Other legal requirements

We may disclose Your Personal Data in good faith to:

- Comply with legal obligations (e.g., vehicle registration, insurance claims)
- Protect the rights or property of the Company
- Prevent misuse of rental vehicles

- Ensure the safety of customers during off-road activities
- Protect against legal liability

Security of Your Personal Data

The security of Your Personal Data is a top priority, especially given the sensitive nature of driver and payment information. We use encryption, secure servers, and regular audits to protect Your data. However, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee absolute security but implement industry-standard protections.

Children's Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect Personal Data from children under 13. Drivers must be at least 18 years old with a valid license. If we discover data from a child has been collected without parental consent, we will delete it immediately.

Links to Other Websites

Our Service may link to third-party sites (e.g., insurance providers, mapping services, tourism partners). We are not responsible for their privacy practices. Review their policies before submitting data.

Changes to this Privacy Policy

We may update this Privacy Policy to reflect changes in our rental services, technology, or legal requirements. We will notify You by email and/or a prominent notice on our website before changes take effect and update the "Last updated" date.

You are advised to review this Privacy Policy periodically. Changes are effective when posted.

Contact Us

If you have any questions about this Privacy Policy, Your data, or our 4x4 rental services, contact us:

By email: info@track4x4rentals.co.za