

# Privacy Policy

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*Alaska Auto Rental is committed to protecting your privacy. This Privacy Policy explains how we collect, use, share, and protect your information, particularly in compliance with 10DLC regulations for SMS communication.*

## 1. Information We Collect

We collect personal information that you provide to us when you initiate a rental transaction or interact with us via our website, phone, or SMS services. This information includes:

- Personal Information: Name, phone number, email address, and mailing address.
- Identification and Payment Details: Driver's license information, credit card details, and insurance information.
- Website Usage Data: Through Google Analytics, we collect information on page views, item views, and purchase details (item name, date/time, cost, transaction ID).

## 2. How We Use Your Information

We use the collected information for the following purposes:

- Transaction Processing: To facilitate and manage your rental transactions.
- Customer Support and Notifications: To communicate updates, reminders, and important information regarding your rental through phone, email, and SMS.
- Website Analytics: To track and understand website usage, ensuring we can improve the customer experience.

We do not use your information for marketing purposes, and we will never sell or share your personal information with third parties for marketing or promotional activities.

## 3. SMS Communication and 10DLC Compliance

As part of our communication services, we may send SMS messages to your provided phone number for transaction-related notifications and responses to inquiries. These messages may include:

- Reminders: Notifications about upcoming rentals or important instructions (e.g., scheduled pickup reminders).
- Service Updates: Information confirming transaction status, such as car check-in notifications and receipt links.

In compliance with 10DLC regulations, we use SMS solely for necessary, customer-initiated transactions. We do not send marketing messages. You may opt out of SMS communications by replying "STOP" to any SMS message or by contacting us directly.

## 4. Data Sharing and Storage

We do not share your information with any third-party entities, except as necessary to process your transactions or as required by law. Your information is stored securely, and only authorized personnel have access to it.

## 5. Security Measures

We employ a range of security measures to protect your information, including encryption of sensitive data like credit card information and secure storage of identification details.

## 6. Your Rights and Choices

You may contact us to discuss options regarding your personal information. To make such a request or to manage your communication preferences, please contact us at 907-457-7368 or [privacy@alaskaautorental.com](mailto:privacy@alaskaautorental.com).

## 7. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or regulatory requirements. Any updates will be posted on our website with the effective date.

## 8. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Alaska Auto Rental, Inc.  
2375 University Ave S  
Fairbanks, AK 99709

Phone: 907-457-7368

Email: [privacy@alaskaautorental.com](mailto:privacy@alaskaautorental.com)