

B2B CUSTOMER & PROSPECT PRIVACY NOTICE

How LiveRental Group processes the personal data of your organisation's contacts

Pursuant to Articles 13 & 14 of the EU General Data Protection Regulation (GDPR)

1. Who We Are

LiveRental Group is a pan-European group of companies specialising in B2B device leasing and IT asset management. The group is composed of the following legal entities:

Legal Entity	Country	Address	Registration No.	GDPR Role
LiveRental BV (Group Parent)	Belgium	Excelsiorlaan 47 1930 Zaventem	BE0551842601	Data Controller
Koha Solutions SARL	France	144, av Charles de Gaulle 92200 Neuilly-sur-Seine	FR79 533 489 514	Internal Processor
LiveRental GmbH	Germany	Subbelrather Str. 15a 50823 Köln	DE304813399	Internal Processor
LiveRental BV	Netherlands	Keizersgracht 241 1016EA Amsterdam	NL855392794B01	Internal Processor
LiveRental Ltd	United Kingdom	64 Nile Street London N1 7SR	316 0211 59	Internal Processor
LiveRental SARL	Switzerland	Chemin de Roseneck 5 1003 Lausanne	CHE-204.908.135	Internal Processor
LiveRental GmbH	Austria	Seitenstettengasse 5/37 1010 Wien	ATU79245648	Internal Processor
LiveRental Madrid SL	Spain	Avenida de Brasil 29 28020 Madrid	ESB56685753	Internal Processor

The Data Controller for the purposes of the GDPR is LiveRental BV (Belgium), the parent company of the group. Each local entity acts as an internal processor operating under the authority and instructions of LiveRental BV. Your contractual counterparty may be a local entity, but LiveRental BV remains responsible for how your personal data is processed across the group.

Field	Details
Data Controller	LiveRental Group (the entity with which you have a contractual relationship)
Registered Address	LiveRental BV – Excelsiorlaan 47, 1930 Zaventem, Belgium
Privacy Contact	privacy@liverental.com
Websites	https://www.liverental.com/ / .de / .es / .at / .ch / co.uk / .nl https://www.smartrental.fr https://www.easytablettes.com https://www.firstrental.be https://www.smartcom.fr

2. Who This Notice Applies To

This notice applies to individual contacts of organisations that are customers, prospects or partners of LiveRental Group — including but not limited to: procurement managers, IT managers, finance contacts, contract signatories and any other professional contact whose details are shared with us in a B2B context.

Note: LiveRental processes the contact details of individuals within your organisation, not the personal data of the end-users of leased devices (which is governed by a separate data processing agreement with your organisation).

3. Personal Data We Collect and Why

3.1 Commercial & Contract Management

Attribute	Detail
Data collected	Full name, professional email, direct phone number, job title, company name, correspondence history, signed contracts, quotes, purchase orders
Purpose	Managing the commercial relationship, issuing quotes, executing and administering lease contracts
Legal basis	Performance of contract (Art. 6.1.b) + Legitimate interest (Art. 6.1.f)
Retention	Duration of contractual relationship + 5 years

3.2 Order Processing & Delivery

Attribute	Detail
Data collected	Name, delivery address, phone number, email, order details, tracking numbers, electronic signature (via YouSign)
Purpose	Processing orders, coordinating delivery and collection of leased equipment
Legal basis	Performance of contract (Art. 6.1.b)
Retention	Duration of contract + 5 years

3.3 Billing & Credit Management

Attribute	Detail
Data collected	Name, billing address, VAT number, IBAN (SEPA), payment history, credit assessment information
Purpose	Issuing invoices, collecting payments, assessing creditworthiness
Legal basis	Performance of contract (Art. 6.1.b) + Legal obligation (Art. 6.1.c)
Retention	7 years (Belgian accounting law)

3.4 Prospecting & Marketing Communications

Attribute	Detail
Data collected	Professional email address, name, job title, company, email engagement data (opens, clicks)
Purpose	Sending relevant commercial information about LiveRental products and services to B2B contacts
Legal basis	Legitimate interest (Art. 6.1.f) — B2B communications to professional contacts in a relevant industry
Retention	Until opt-out or 3 years without interaction

You may object to receiving commercial communications at any time by clicking the unsubscribe link in any email or by contacting privacy@liverental.com.

3.5 Website & Analytics Data

Attribute	Detail
Data collected	Anonymised IP address, pages visited, traffic source, session duration, cookie identifiers (where consent is given)
Purpose	Understanding website usage, improving user experience, measuring marketing performance
Legal basis	Consent (Art. 6.1.a) for cookies — Legitimate interest (Art. 6.1.f) for aggregated analytics
Retention	Cookies: max 13 months. Aggregated analytics: 26 months

4. Who We Share Your Data With

We share your personal data only where necessary, with the following categories of recipients:

Recipient	Purpose & Transfer Mechanism
Salesforce (USA)	CRM and quote management — Data Privacy Framework (DPF)
Google Workspace (USA)	Document storage, email communication — Data Privacy Framework (DPF)
YouSign (France, EU)	Electronic signature of contracts — EU, DPA in place
JotForm / Zapier (USA)	Online order forms and workflow automation — SCC in place
Sendgrid / Twilio (USA)	Transactional and marketing emails — Data Privacy Framework (DPF)
GoCardless (UK)	SEPA direct debit collection — UK adequacy decision
Payzen / Lyra Networks (France, EU)	Credit card payment processing — EU, PCI-DSS compliant
UPS / DPD	Delivery and collection of equipment — EU/USA (DPF for UPS)
FileMaker / ERP (EU)	Contract and billing data management — EU, DPA in place

We do not sell your personal data to third parties.

5. Your Rights Under the GDPR

Right	What it means for you
Right of access (Art. 15)	Request a copy of the personal data LiveRental holds about you.
Right to rectification (Art. 16)	Ask us to correct any inaccurate or outdated information.
Right to erasure (Art. 17)	Ask us to delete your data where there is no longer a legitimate purpose for keeping it.
Right to restriction (Art. 18)	Ask us to temporarily stop using your data while a dispute is resolved.
Right to data portability (Art. 20)	Receive your data in a structured, commonly used, machine-readable format.
Right to object (Art. 21)	Object at any time to processing based on legitimate interest, including for direct marketing.
Right to lodge a complaint	Lodge a complaint with the Belgian Data Protection Authority (APD/GBA) at www.dataprotectionauthority.be — or with the supervisory authority of your country of residence.

To exercise any of the above rights, please contact: privacy@liverental.com

We will acknowledge your request within 5 business days and provide a full response within 1 calendar month.

6. How We Protect Your Data

LiveRental Group applies appropriate technical and organisational security measures, including:

- Encryption in transit (TLS/HTTPS) across all platforms and websites
- Encryption at rest for sensitive data (contracts, payment references)
- Role-based access control — only relevant staff access your data
- Multi-factor authentication (MFA) on all critical systems
- Regular review of third-party processor agreements (DPAs)

7. Cookies

Our websites use cookies. You will be asked for your consent via a cookie banner on your first visit. You can withdraw consent or manage your preferences at any time via the cookie settings link in the footer of our websites.

For full details, please refer to our Cookie Policy available on each LiveRental website.

8. Changes to This Notice

We may update this notice periodically. The current version is always available on our websites. If we make material changes, we will inform you by email where we hold your contact details.

9. Contact Us

Channel	Details
Email (privacy)	privacy@liverental.com
Postal address	LiveRental BV – Excelsiorlaan 47, 1930 Zaventem, Belgium
Belgian supervisory authority	APD/GBA — www.dataprotectionauthority.be — +32 (0)2 274 48 00

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