

# DEVICE END-USER PRIVACY NOTICE

Information for users of devices managed by LiveRental Group

Pursuant to Article 14 of the EU General Data Protection Regulation (GDPR)

*This notice is provided pursuant to Article 14 GDPR because LiveRental Group processes certain data relating to you indirectly, through the device leased by your organisation. Your employer or organisation is LiveRental's direct customer and has provided LiveRental with access to manage the device assigned to you.*

## 1. LiveRental Group — Legal Entities

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	Reg. No.	GDPR Role
LiveRental BV (Parent)	Belgium	Excelsiorlaan 47 1930 Zaventem	BE0551842601	<b>Data Controller</b>
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.

Field	Details
<b>Data Controller</b>	LiveRental BV – Excelsiorlaan 47, 1930 Zaventem, Belgium · BE0551842601
<b>Privacy Contact</b>	privacy@liverental.com
<b>Document Version</b>	1.0 — 2026-05-15

## 2. What This Notice Is About

LiveRental Group leases IT devices to organisations. As the user of such a device, certain technical data relating to that device — and potentially to your use of it — may be processed by LiveRental in the course of managing, configuring, securing and recovering the device.

LiveRental does not monitor the content of your communications or personal files. Our processing is limited to what is technically necessary to manage the device on behalf of your organisation.

### 3. Personal Data We Process and Why

#### 3.1 Device Management (MDM)

Attribute	Detail
<b>Data collected</b>	Device identifier (IMEI / serial number), MDM enrolment status, installed applications, configuration profiles, device location (if activated by your organisation), MDM event logs
<b>Purpose</b>	Remotely configuring, securing and managing the leased device on behalf of your organisation; applying software updates and security policies
<b>Legal basis</b>	Performance of contract with your organisation (Art. 6.1.b) + Legitimate interest — IT security (Art. 6.1.f)
<b>Retention</b>	Duration of the lease contract. All MDM profiles and data wiped upon device return.

#### 3.2 SIM & Connectivity Management

Attribute	Detail
<b>Data collected</b>	SIM number (MSISDN), IMEI, data/voice/SMS consumption volumes, approximate network location
<b>Purpose</b>	Managing the SIM card fleet, monitoring data usage against contracted allowances, troubleshooting connectivity issues
<b>Legal basis</b>	Performance of contract with your organisation (Art. 6.1.b)
<b>Retention</b>	Duration of lease contract + 1 year (billing and dispute resolution)

#### 3.3 Device Content & User Data on SharePoint

Attribute	Detail
<b>Data collected</b>	Files, documents and application data stored on or synchronised from the device
<b>Purpose</b>	Hosting content deployed on the device on behalf of your organisation; ensuring business continuity
<b>Legal basis</b>	Performance of contract with your organisation (Art. 6.1.b)
<b>Retention</b>	Duration of lease contract. All content deleted upon device return.

*Important: LiveRental does not read, analyse or use the content of your personal files, emails or messages. If geolocation is enabled on your device, this is configured and controlled by your organisation, not by LiveRental.*

## 4. Recipients of Your Data

Recipient	Purpose & Transfer Mechanism
Your organisation (employer)	Device management coordination — as data controller on your behalf
Tiny MDM (France, EU)	MDM platform — EU, DPA in place
JAMF (USA)	MDM platform — Data Privacy Framework (DPF) / SCC
Cisco Meraki (USA)	MDM platform — Data Privacy Framework (DPF)
Microsoft 365 (USA)	SharePoint content hosting — Data Privacy Framework (DPF)
Cellhire (UK)	SIM fleet management — UK adequacy decision
Orange BE / Orange FR (EU)	Mobile telephony — EU, DPA in place

## 5. Your Rights Under the GDPR

Note: some requests may need to be directed to your organisation first, as they are LiveRental's contractual counterparty.

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

To exercise any of the above rights, contact us at: [privacy@liverental.com](mailto:privacy@liverental.com)

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

## 6. Data Security

- Automatic device wipe upon end of lease contract or loss/theft
- MDM access restricted to LiveRental technical team only
- Customer environments are fully isolated from one another
- All data transfers encrypted in transit (TLS)

- No end-user personal data retained beyond strict operational necessity

## 7. Contact Us

Channel	Details
Email	privacy@liverental.com
Postal address	LiveRental BV – Excelsiorlaan 47, 1930 Zaventem, Belgium
Supervisory authority	APD/GBA — <a href="http://www.dataprotectionauthority.be">www.dataprotectionauthority.be</a>

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