

MARKETING & COMMUNICATIONS PRIVACY NOTICE

How LiveRental Group processes your contact details for commercial communications

Pursuant to Article 13 of the EU General Data Protection Regulation (GDPR)

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	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.

Field	Details
Data Controller	LiveRental BV – Excelsiorlaan 47, 1930 Zaventem, Belgium · BE0551842601
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 https://www.itmieten.de
Privacy Contact	privacy@liverental.com
Document Version	1.0 — 2026-05-15

2. Who This Notice Applies To

This notice applies to B2B professionals who receive commercial communications from LiveRental Group via email (Campaign Monitor, Sendgrid) or other channels, and who are not yet customers or whose relationship with LiveRental is at the prospecting stage.

If you are an existing customer, please also refer to our B2B Customer & Prospect Privacy Notice for a complete picture of how we process your data.

3. Personal Data We Process and Why

Attribute	Detail
Data collected	Professional email address, first name, last name, job title, company name, email engagement data (open rates, clicks, unsubscribes)
Purpose	Sending relevant commercial information about LiveRental Group's products and services; nurturing prospective B2B relationships
Legal basis	Legitimate interest (Art. 6.1.f) — B2B communications to professional contacts in a directly relevant industry sector
Retention	Until opt-out, or 3 years from date of last meaningful interaction (email open, click, reply or meeting)

LiveRental Group relies on legitimate interest as the legal basis for B2B prospecting. This means we have assessed that our interest in reaching out to relevant business contacts is not overridden by your interests or rights. You can object to this processing at any time (see Section 5 below).

4. How Your Contact Details Were Obtained

Your contact details may have been obtained through one or more of the following sources:

- Your organisation's publicly available website or professional directory
- LinkedIn or other professional networks
- A trade show, event or industry conference
- A referral from a mutual contact or existing customer
- A previous direct interaction with LiveRental (enquiry, meeting, tender)

5. Recipients of Your Data

Recipient	Purpose & Transfer Mechanism
Campaign Monitor (Australia)	Email campaign management — Australia (EU adequacy decision)
Sendgrid / Twilio (USA)	Email delivery infrastructure — Data Privacy Framework (DPF)
Salesforce (USA)	CRM and prospect tracking — Data Privacy Framework (DPF)

We do not sell, rent or share your contact details with third parties for their own marketing purposes.

6. Your Rights — Including Your Right to Object

You have the right to object to receiving marketing communications from LiveRental at any time, free of charge and without providing any justification. You can do so by:

- Clicking the unsubscribe link included in every email we send
- Emailing privacy@liverental.com with the subject “Marketing Opt-Out”

Upon receipt of your objection, we will cease all marketing communications immediately and remove your details from our active prospect lists within 5 business days.

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.
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, contact us at: privacy@liverental.com

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

7. Data Security

- All email platforms are contractually bound to handle your data securely (DPA in place)
- Encryption in transit (TLS) for all email communications
- Access to prospect lists restricted to the LiveRental commercial team
- Regular list cleaning — inactive contacts removed after 3 years

8. Changes to This Notice

We may update this notice periodically. You will be informed via email if we make material changes.

9. Contact Us

Channel	Details
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Email (opt-out & privacy)

privacy@liverental.com

Postal address

LiveRental BV – Excelsiorlaan 47, 1930 Zaventem, Belgium

Supervisory authority

APD/GBA — www.dataprotectionauthority.be

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