

PRIVACY & COOKIE POLICY

For visitors to LiveRental Group websites

Pursuant to Article 13 of the GDPR and the ePrivacy Directive

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
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.itmieten.de https://www.smartcom.fr
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2. Scope of This Policy

This policy applies to all websites operated by LiveRental Group, including:

- liverental.com · liverental.be · liverental.de · liverental.co.uk · liverental.es
- liverental.nl · liverental.ch · smartcom.fr · smartcom.h · and all other country-specific domains

3. Data We Collect When You Visit Our Websites

3.1 Server Logs (Automatic)

Attribute	Detail
Data collected	IP address, browser type (user-agent), pages visited, date and time of visit, referrer URL, HTTP status codes
Purpose	Website security, performance monitoring, error diagnosis
Legal basis	Legitimate interest (Art. 6.1.f) — ensuring website availability and security
Retention	1 year

3.2 Contact & Enquiry Forms

Attribute	Detail
Data collected	Name, professional email, phone number, company name, message content
Purpose	Responding to your enquiry and managing the commercial relationship
Legal basis	Legitimate interest (Art. 6.1.f) / Pre-contractual measures (Art. 6.1.b)
Retention	3 years from last contact, or duration of contractual relationship if a contract is entered into

3.3 Analytics & Marketing Cookies (with Consent)

Attribute	Detail
Data collected	Anonymised IP address, pages viewed, session duration, traffic source, device type, cookie identifiers
Purpose	Understanding how visitors use our websites, measuring marketing campaign performance, improving user experience
Legal basis	Consent (Art. 6.1.a) — you will be asked for consent via our cookie banner on first visit
Retention	Cookie lifetime: max 13 months. Analytics data: 26 months

4. Cookies We Use

Cookie Category	Description & Examples
Strictly necessary	Essential for the website to function. Cannot be disabled. Examples: session cookies, CSRF protection, load balancing.
Analytics & performance	Help us understand how visitors interact with our sites. Requires consent. Tool: Google Analytics (anonymised IP).

Marketing & tracking	Used to measure campaign performance and retargeting. Requires consent. Tools: Google Tag Manager, LinkedIn Insight Tag.
Functional	Remember your preferences (language, region). May require consent depending on purpose.

You can manage or withdraw your cookie consent at any time via the cookie settings link in the footer of every LiveRental website. Withdrawing consent does not affect the lawfulness of processing carried out before withdrawal.

5. Third-Party Services on Our Websites

Service	Purpose & Transfer Mechanism
Google Analytics (USA)	Traffic analysis — Data Privacy Framework (DPF). IP anonymisation enabled.
Google Tag Manager (USA)	Tag management — Data Privacy Framework (DPF)
Looker Studio (USA)	Data visualisation — Data Privacy Framework (DPF)
SEMrush (USA)	SEO analysis — Data Privacy Framework (DPF)
LinkedIn (USA)	Social network / campaign tracking — Data Privacy Framework (DPF)
Google Cloud / reCAPTCHA (USA)	Anti-spam protection on forms — Data Privacy Framework (DPF)
Hostinger (Lithuania, EU)	Website hosting — EU, DPA in place
OVH (France, EU)	Domain management — EU, DPA in place

6. 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.
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. Changes to This Policy

We may update this policy to reflect changes in our practices, cookie usage or applicable law. Continued use of our websites after a material change constitutes acceptance of the updated policy.

8. Contact Us

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

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