



Effective Date: [April 1, 2025]

PRIVACY POLICY

Welcome to **ARKILA**, a Car Rental Reservation System. By accessing or using our platform, you agree to comply with and be bound by the following **Privacy Policy**:

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| <p><b>1. Information We Collect</b></p> <p><b>1.1 Personal Information</b></p> <ul style="list-style-type: none"><li>• Full Name</li><li>• Contact Details (email, phone number, address)</li><li>• Valid Government-Issued IDs (e.g., Driver's License, Passport, UMID, SSS, TIN, PhilHealth)</li><li>• Proof of Billing (for verification of residence)</li></ul> <p><b>1.2 Vehicle and Booking Information</b></p> <ul style="list-style-type: none"><li>• Rental Dates and Vehicle Details</li><li>• Payment Method and Transaction Details</li><li>• Security Deposit Records</li></ul> <p><b>1.3 Tracking Data</b></p> <ul style="list-style-type: none"><li>• Real-time GPS data (collected through GPS trackers installed in the vehicle)</li><li>• Location history during the rental period</li></ul> <p><b>1.4 System Interaction Data</b></p> <ul style="list-style-type: none"><li>• Date and time of access</li><li>• Actions within the system (e.g., booking history, cancellation requests)</li><li>• IP Address and device information</li></ul> |
| <p><b>2. How We Use Your Information</b></p> <p><b>Your information is used for the following purposes:</b></p> <ul style="list-style-type: none"><li>• To confirm and process bookings</li><li>• To verify your identity and eligibility</li><li>• To monitor vehicle usage for safety and security</li><li>• To communicate updates, reminders, or promotional offers</li><li>• To comply with legal and regulatory obligations</li></ul>  |
| <p><b>3. Data Sharing and Disclosure</b></p> <ul style="list-style-type: none"><li>• We do not sell or share your personal data with third parties for marketing purposes.</li></ul> <p><b>However, we may disclose information to:</b></p> <ul style="list-style-type: none"><li>• Authorized ARKILA personnel (e.g., admin and staff)</li><li>• Law enforcement agencies, if required by law</li><li>• Payment gateways or banks for processing your transactions</li></ul>  |
| <p><b>4. GPS and Vehicle Monitoring</b></p> <ul style="list-style-type: none"><li>• GPS tracking is used to ensure safety and manage vehicle usage.</li><li>• Only the system admin has access to detailed GPS data.</li><li>• Customers are informed of this tracking in advance via system UI and Terms &amp; Conditions.</li></ul>  |
| <p><b>5. Data Security</b></p> <p><b>We employ strict security measures to protect your information, including:</b></p> <ul style="list-style-type: none"><li>• Role-based access control for staff</li><li>• Encrypted data transmission for sensitive information</li><li>• Secure servers for storing user profiles and transaction logs</li></ul>  |
| <p><b>6. Your Rights as a User</b></p> <p><b>You have the right to:</b></p> <ul style="list-style-type: none"><li>• Request access to your personal data</li><li>• Update or correct inaccuracies</li><li>• Request deletion of your data (unless required for legal purposes).</li><li>• To request, contact us via email or through the ARKILA system support portal.</li></ul>  |
| <p><b>7. Data Retention</b></p> <p><b>Your information is stored securely and retained:</b></p> <ul style="list-style-type: none"><li>• As long as your account is active</li><li>• As required by law for financial records and reporting</li></ul>   |
| <p><b>8. Updates to This Policy</b></p> <ul style="list-style-type: none"><li>• This Privacy Policy may be updated from time to time.</li><li>• Users will be notified of changes through email or system notification.</li></ul>  |