Privacy Notice

How we process the personal data of people who visit this website, ask for information or rent a vehicle.

English translation. If the Italian text and this translation differ, the Italian text prevails.

This notice is provided under Articles 13 and 14 of Regulation (EU) 2016/679 ("GDPR"). It explains how we process the personal data of people who visit algherocar.com, ask for information or rent an Algherocar vehicle.

1. Data controller

The data controller is B-Action Srl, trading as Algherocar, with registered office at Via Paolo Galleri 5, 07100 Sassari, Italy, VAT no. 02711440905.

For any request about personal data you can write to info@algherocar.com, call +39 079 4927210 or write to our office at Via Giuseppe Garibaldi 87, 07041 Alghero (SS), Italy. Certified e-mail (PEC): baction@pec.it.

2. Personal data we process

We process the following categories of data:

- identification and contact data: first name, surname, date of birth, home address, telephone number, e-mail address;
- driving licence and identity document data of the customer and of any additional drivers;
- booking and rental data: dates, times, pick-up and return locations, vehicle, additional services and, if the customer provides them, arrival and departure flight details;
- payment and invoicing data; payment card details are processed by the payment service provider Stripe;
- location and usage data of the rented vehicle, as described in section 4;
- data about accidents, damage, theft, traffic fines, tolls and parking charges relating to the rental period;
- website browsing data, as described in section 10;
- data contained in requests sent by e-mail, telephone or other contact channels.

The data are provided directly by the data subject or, for additional drivers and bookings made by third parties, by the person making the booking, who confirms that they are entitled to provide them.

3. Purposes and legal bases

We process data for the following purposes:

- to handle requests for information and quotes, on the basis of pre-contractual steps taken at the data subject's request (Art. 6(1)(b) GDPR);
- to enter into and perform the rental contract, including booking, delivery and return of the vehicle, payments and assistance, on the basis of performance of the contract (Art. 6(1)(b) GDPR);
- to comply with legal obligations on tax, accounting, public security and road traffic, including providing the driver's details to the authorities that record traffic violations (Art. 6(1)(c) GDPR);
- to protect company assets, prevent and detect theft, fraud and damage, handle claims and recover debts, on the basis of the controller's legitimate interest (Art. 6(1)(f) GDPR);
- to establish, exercise or defend legal claims in or out of court, on the basis of the controller's legitimate interest (Art. 6(1)(f) GDPR);

- to keep the website secure and working properly, on the basis of the controller's legitimate interest (Art. 6(1)(f) GDPR).

We do not use data to send marketing communications without the data subject's specific consent, which can be withdrawn at any time.

4. Vehicle location

Vehicles may be fitted with satellite systems and remote monitoring devices, as set out in Article 13 of the General Rental Terms and Conditions. These systems record the vehicle's position and events that may relate to impacts, lifting or accidents.

The data are processed to protect the vehicle against theft and misappropriation, to reconstruct how an accident happened and to recover the vehicle if it is not returned. They are not used to monitor the customer's movements systematically.

Location data are kept for 3 months, unless they are needed to handle an accident, a theft or a dispute.

5. Whether providing data is required

Identification, driving licence, identity document and payment data are necessary to enter into and perform the rental contract: without them we cannot complete the booking or hand over the vehicle.

Flight details and other optional data are provided freely and only help us organise the handover.

6. Recipients of the data

Data may be disclosed, only as far as necessary, to the following categories of recipients:

- the provider of the booking and rental management platform (HQ Rental Software), acting as data processor;
- the payment service provider (Stripe) and banks;
- the provider of website and e-mail hosting services (OVH);
- insurance companies, loss adjusters, repair shops, body shops and roadside assistance companies;
- public security authorities, judicial authorities, bodies that record violations and collection agents, for violations and tolls relating to the rental period;
- tax and legal advisers, debt recovery companies;
- the controller's staff authorised to process the data.

Data are not disseminated or sold to third parties.

7. Transfers outside the European Economic Area

Booking data are hosted on servers located in the European Union. If a provider processes data in countries outside the European Economic Area, the transfer takes place in compliance with Articles 44 et seq. GDPR, on the basis of an adequacy decision of the European Commission or of standard contractual clauses.

8. Retention period

Data are kept for as long as necessary for the purposes for which they were collected, and in particular:

- contract, accounting and tax data for 10 years from the end of the rental, as required by Italian civil and tax law;
- copies of the driving licence and identity document for the duration of the rental and, afterwards, for the time needed to handle traffic fines, claims and disputes;
- data about accidents, damage and traffic fines until the matter is settled and the related rights are time-barred;
- requests for information and quotes not followed by a rental for 12 months;

- browsing data for the periods stated in section 10.

After these periods the data are deleted or anonymised.

9. Rights of the data subject

The data subject may at any time exercise the rights set out in Articles 15 to 22 GDPR, and in particular:

- obtain confirmation that data concerning them are being processed and receive a copy;
- have inaccurate data corrected and incomplete data completed;
- have data erased or processing restricted, in the cases provided for by law;
- object to processing based on the controller's legitimate interest;
- receive the data in a structured, commonly used format and transmit them to another controller;
- withdraw any consent given, without affecting the lawfulness of processing carried out before withdrawal.

Requests should be sent to info@algherocar.com. The controller replies within one month of receipt; this period may be extended in the cases provided for by the GDPR.

The data subject also has the right to lodge a complaint with the Italian Data Protection Authority, the Garante per la protezione dei dati personali (www.garanteprivacy.it), or with the supervisory authority of the Member State where they live or work.

10. Browsing data and cookies

While you browse, the website's systems collect some technical data, such as IP address, browser type and pages requested, which are needed for the website to work and stay secure. These data are kept for up to 12 months and are not used to identify visitors.

The website uses only technical cookies needed for it to work; it does not use profiling cookies or third-party analytics tools. Any visit statistics are derived in aggregate form from server logs. Online booking takes place on an external platform (hqrentals.eu domain), which uses technical session cookies needed to complete the booking. During payment, the provider Stripe may use its own cookies for security and fraud prevention.

11. Automated decision-making

The controller does not take decisions based solely on automated processing, including profiling, which produce legal effects for the data subject.

12. Changes to this notice

This notice may be updated. The version in force is the one published on this page, with the date of the last update: 12 November 2026.