

# Privacy Policy



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## Our commitment to privacy

City Equipment, LLC ( City ) is committed to maintaining the confidentiality, integrity, and security of personal information about our current and prospective customers. In this policy personal information means information about an individual that is collected or maintained for business purposes and by which the individual can be identified.

Please note that certain details of this policy may depend on whether you deal with us through an agent, directly as an individual, or whether City provides services to your employer or sponsor.

The privacy policies of City Equipment Rental are reviewed annually. Our printed and online notices are then updated to reflect any changes.

## City Equipment Privacy Policy

### How and why we obtain personal information

City takes great care to protect personal information about you and when we use it, we do so with respect for your privacy. We may use personal information about you to service, maintain, and protect your account; process transactions in your account; respond to inquiries from you or your representative; develop, offer, and deliver products and services; or to fulfill legal and regulatory requirements. City may collect public and non-public personal information about you from any of the following sources:

- You or your representative on applications or forms (for example, name, address, Social Security number, birth date, assets and income)
- Transactional activity in your account (for example, rental history and balances)
- Other interactions with City (for example, discussions with our customer service staff, information you enter into our websites, or when you enroll in our authentication services)
- Information from consumer reporting agencies (for example, to assess your creditworthiness for rental products)
- Information from other third-party data services (for example, to verify your identity and to better understand your product and service needs)
- You or your representative regarding your preferences (for example, your choice of electronic statement delivery, or the screen layout you specify if you use our Internet sites)
- Other sources with your consent or with the consent of your representative (for example, from other institutions if you transfer information into City Equipment)

- Please note that information by which you cannot be identified (for example, anonymous or aggregated information) is not considered personal information and therefore is not subject to this privacy policy.

## How we protect information about you

City considers the protection of personal information to be a foundation of customer trust and a sound business practice. We employ physical, electronic and procedural controls and we regularly adapt these controls to respond to changing requirements and advances in technology.

At City, we restrict access to personal information to those who require it to develop, support, offer and deliver products and services to you.

## How we share information about you with third parties

City does not share personal information about our customers with unaffiliated third parties for use in marketing their products and services. We may share personal information with the following entities:

Unaffiliated service providers (for example, printing and mailing companies, securities clearinghouses, marketing service providers, and other entities who may provide services at City's direction)

Government agencies, other regulatory bodies and law enforcement officials (for example, for tax purposes or for reporting suspicious transactions)

Other third-parties, with your consent or as directed by your representative (for example, if you use City as a financial reference in applying for credit with another institution or if you use an external aggregation website or service that you have provided permission to access your City financial account on your behalf)

Other organizations as permitted or required by law (for example for fraud prevention or to respond to a subpoena)

Our service providers are obligated to keep the personal information we share with them confidential and use it only to provide services specified by City.

Based on the nature of your relationship with City, we may exchange information with other third parties as described below:

If City provides workplace services to your employer or sponsor, such as human resources or training services, City may exchange any information received in connection with such services with your employer or sponsor or others they may authorize.

If you conduct business with City through your agent, we may exchange information we collect with your agent or with others they may authorize.

## How we share information about you within City Equipment

We may share personal information about you with various City corporate affiliates including internal service providers which perform, for example, printing, mailing, and data processing services.

Additionally, if you interact with City directly as an individual (including joint account holders) or if City provides services to your employer or sponsor, we may exchange certain information about you with City with our companies, for their use in marketing products and services as allowed by law.

Information collected from agents' customers is not shared with City affiliates for marketing purposes, except with your consent and as allowed by law.

## Your digital privacy

Privacy, security, and service in City's online operations are just as critical as in the rest of our business. We use firewall barriers, encryption techniques, and authentication procedures, among other controls, to maintain the security of your online session and to protect City accounts and systems from unauthorized access.

When you interact with us by using our websites, online services or mobile applications that are owned and controlled by City Equipment Rental ("our digital offerings"), City manages personal information in accordance with all of the practices and safeguards described previously.

When you use our digital offerings, we may collect technical and navigational and location information, such as device type, browser type, Internet protocol address, pages visited, and average time spent on our digital offerings. We use this information for a variety of purposes, such as maintaining the security of your session, facilitating site navigation, improving City website design and functionality, and personalizing your experience. Additionally, the following policies and practices apply when you are online.

## Cookies and similar technologies

City and our third-party service providers may use cookies and similar technologies to support the operation of our digital offerings. Cookies are small amounts of data that a website or online service exchanges with a web browser or application on a visitor's device (for example, computer, tablet, or mobile phone). Cookies help us to collect information about users of our digital offerings, including date and time of visits, pages viewed, amount of time spent using our digital offerings, or general information about the device used to access our digital offerings. City cookies are also used for security purposes and to personalize your experience, such as customizing your screen layout.

You can refuse or delete cookies. Most browsers and mobile devices offer their own settings to manage cookies. If you refuse a cookie, or if you delete cookies from your device, you may experience some inconvenience in your use of our digital offerings. For example, you may not be able to sign in and access your account, or we may not be able to recognize you, your device, or your online preferences.

Both City and third-party service providers we hire may use cookies and other technologies, such as web beacons, pixel tags, or mobile device ID, in online advertising as described below.

## Advertising on City Equipment Digital Offerings

City advertises on its own digital offerings (including our mobile applications), and when we do, we may use information about your relationship with us, such as the types of accounts you have, to tailor advertisements and communications about City and third-party products and services that may be of interest to you.

We may also use third-party service providers to help us determine which City products and services may be of interest to you. These service providers may collect information about your activity on City digital offerings using cookies and other technologies to analyze, for example, pages visited, search engine referrals, browsing patterns, and responses to advertisements and promotions. Such service providers may only collect and use such information for purposes specified by City and not for their own purposes.

## Advertising on Non-City Equipment Digital Offerings

City also advertises our products and services on digital offerings not affiliated with City and we contract with third-party advertising companies to display these ads. These third-party advertising companies may use cookies and similar technologies to collect technical and web navigational information, such as device type, browser type, Internet protocol address, and pages visited.

City and these third-party online advertising companies may use the data collected, along with other information we have about you and your City relationships, to serve relevant ads to you. The advertisements may be relevant to your interests, as determined by your activity on City and non-City websites. These advertisements are known as "interest-based advertisements".

You may opt-out of receiving interest-based advertisements from online advertising companies by clicking on the AdChoices icon (which appears on all City interest-based ads) and following the opt-out instructions. For more information about interest-based advertising please see [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

## Connecting with City Equipment on social media platforms

City provides experiences on social media platforms that enable online sharing and collaboration among users who have registered to use them. We may collect information you provide by interacting with us via social media, such as photographs, opinions, or social media account ID. Any content you post, such as pictures, information, opinions, or any personal information that you make available to other participants on these social platforms, is also subject to the terms of use and privacy policies of those platforms. Please refer to them to better understand your rights and obligations with regard to such content.

## City's mobile® apps

City Mobile® applications ("apps") allow you to access your accounts, rentals and other transactions, move money, and access news and research using wireless or mobile devices. Our privacy practices apply to any personal information or other information that we may collect through the apps.

## Third Party websites and applications

Non-City websites and mobile applications (for example, social media platforms) are not subject to City's privacy policy. You may visit the individual sites for additional information on their privacy practices and advertising opt-out instructions.

## Protecting children's privacy online

City websites are not directed to individuals under the age of thirteen (13). City does not intentionally collect information on City websites from those we know are under 13, and we request that these individuals do not provide personal information through the sites.

## Additional information

If you are a former customer, these policies also apply to you; we treat your information with the same care as we do information about current customers.

City offers several options for accessing and, if necessary, correcting your account information. You can review your information using your statements, or through our automated telephone or Internet services. You may also write or call us with your request for information. If we serve you through another professional, please contact them directly. Specific Internet addresses, mailing addresses and telephone numbers are listed on your statements and other correspondence.

The City Equipment Rental privacy policy is provided on behalf of:

City Equipment Rental

Other companies owned by City Equipment, LLC using the City name to provide other equipment or services to customers

## City privacy policy

Protecting your personal information is an important priority for the City. Our privacy policy is designed to support this objective. City collect non-public personal information concerning you in the following ways:

Information provided by you or your representative on applications or other forms furnished to City or through other interactions that you or your representative have with City

Information arising from your accounts with City Information; City receives from a consumer reporting agency

City employs physical, electronic, and procedural controls to safeguard your information. For example, City authorizes access to your personal and account information only for personnel who need that information in order to provide products or services to you.

City does not disclose any non-public personal information about you, except as permitted by law. For example, City has entered into a number of arrangements with City Equipment Rental to provide for investment management, distribution and servicing of City.

If you decide to close your account, City will continue to adhere to the privacy policies and practices as described in this notice.

Please read the City Privacy Policy in conjunction with the Privacy Policy for the City Equipment Rental companies of which you are also a customer.

The City Privacy Policy is provided on behalf of City Equipment , LLC.

Effective September 2020

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2020-2021 Privacy Notice

Questions?

Call Us, let's talk it over! 386-882-8955

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