

HERTZ AGENT GOLD REWARDS PROGRAM

TERMS AND CONDITIONS

Last Updated: July 27, 2026

PLEASE READ THESE TERMS AND CONDITIONS CAREFULLY

PLEASE READ THESE TERMS AND CONDITIONS (THE “TERMS”) CAREFULLY. BY ENROLLING IN OR PARTICIPATING IN THE HERTZ AGENT GOLD REWARDS PROGRAM (THE “PROGRAM”), YOU AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS, WHICH CONSTITUTE A LEGALLY BINDING AGREEMENT BETWEEN YOU AND THE HERTZ CORPORATION (“HERTZ”). IF YOU DO NOT AGREE TO THESE TERMS, YOU MAY NOT PARTICIPATE IN THE PROGRAM.

THE PROGRAM IS AVAILABLE ONLY TO ELIGIBLE TRAVEL AGENTS IN THE UNITED STATES AND CANADA.

SECTION 14 OF THESE TERMS CONTAIN AN ARBITRATION CLAUSE, JURY WAIVER, AND CLASS ACTION WAIVER. PLEASE READ SECTION 14 AND THE REST OF THESE TERMS CAREFULLY. BY AGREEING TO THESE TERMS, YOU AND HERTZ AGREE TO RESOLVE ANY DISPUTES THROUGH BINDING INDIVIDUAL ARBITRATION WITH LIMITED EXCEPTIONS. NEITHER PARTY WILL PROCEED ON A CLASS, REPRESENTATIVE, OR COLLECTIVE BASIS. YOU HAVE THE RIGHT TO OPT-OUT OF THE ARBITRATION CLAUSE AND THE CLASS ACTION WAIVER AS EXPLAINED IN SECTION 14.

1. Program Overview

The Program is a promotional incentive program designed to reward eligible travel agents for qualifying Hertz vehicle rental transactions. Participation in the Program is voluntary and is subject at all times to these Terms, as well as any applicable laws, regulations, and employer policies. You are solely responsible for determining whether participation is permitted under your employer’s policies or applicable regulatory requirements.

Northstar administers the Program on behalf of Hertz, including account management, reward fulfillment, and the operation of the Program dashboard and related systems.

For any questions about the Program, dashboard accessibility, or Points, contact Program support at agr.support@northstarmarketingsolutions.com.

2. Eligibility, Enrollment, and Compliance

Participation in the Program is limited to individual travel agents who are at least eighteen (18) years of age, reside in the United States or Canada, and are affiliated with a travel agency accredited by ARC, IATA, or CLIA. You must provide accurate and complete registration information when enrolling through the official Program website.

By enrolling, you represent and warrant that your participation in the Program, including the earning and receipt of Points or rewards, does not violate any policies, contractual obligations, or restrictions imposed by your employer or applicable law. You acknowledge that it is your sole responsibility to determine eligibility under such policies, and Hertz disclaims any liability arising from your failure to comply with them. You also represent and warrant that all information you provide in connection with the Program, including but not limited to contact information, shall be true and accurate.

Upon enrollment, you will receive a unique Agent Gold Rewards identification number ("AGR Number"). The AGR Number is personal to you, and you may maintain only one account. Duplicate or fraudulent accounts may be terminated, and any associated Points may be forfeited.

Hertz reserves the right, in its sole discretion, to approve or deny any enrollment, to verify eligibility at any time, and to suspend or terminate participation if eligibility requirements are not met or if these Terms are violated.

3. Qualifying Rentals and Points Accrual

Points are awarded solely in connection with completed, qualifying vehicle rental transactions with Hertz ("Qualifying Rentals"). A Qualifying Rental is a rental transaction that satisfies all Program requirements, as determined by Hertz in its sole discretion.

To be eligible, a rental must be reserved by the Participant through an authorized Hertz booking channel, including an approved Global Distribution System (GDS), Hertz's dedicated travel agent platform, Hertz.com, or through Hertz's reservation call center. The reservation must include a valid and correctly formatted Agent Gold Rewards identification number ("AGR Number") entered at the time of booking in accordance with applicable booking procedures. Failure to include the AGR Number at the time of reservation, or entry of an incorrect or incomplete AGR Number, may render the rental ineligible for Points, and Hertz shall have no obligation to retroactively apply Points in such circumstances.

A Qualifying Rental must be for pickup and completion at a participating Hertz location within the United States or Canada and must be for a minimum uninterrupted rental period of three (3) consecutive days. The rental must be fully completed, meaning the vehicle has been returned and the rental agreement has been closed and recorded as a completed transaction in Hertz's systems. Points are not earned at the time of booking

and will not be awarded for reservations that are canceled, no-showed, shortened below the minimum qualifying threshold, or otherwise not completed.

Only rentals for which the Participant is the originating booking agent are eligible. Rentals that originate from self-booking tools, automated booking platforms, online consumer travel websites, or third-party intermediaries may be deemed ineligible at Hertz's discretion, even if subsequently modified by the Participant. Modifications to reservations not originally created by the Participant for the purpose of earning Points are strictly prohibited and may result in disqualification of the transaction and termination of Program participation.

The final Points awarded for a Qualifying Rental will be determined based on the actual rental duration reflected in the completed transaction, which may differ from the originally booked duration. In the event of any discrepancy between the reserved rental period and the completed rental period, Points will be awarded, if at all, based on the shorter of the two durations.

Certain rentals are not eligible for Points, including but not limited to rentals made under ineligible corporate, government, tour, insurance replacement, or contracted rate programs, as determined by Hertz from time to time. Hertz reserves the right to designate specific rate plans, accounts, or booking types as ineligible and to modify such designations at any time without prior notice.

Only one Participant may receive Points for a given rental transaction, and duplicate or conflicting claims for the same reservation may result in denial of Points. Points will be awarded only where the AGR Number is properly associated with the rental at the time of booking and validated against Hertz's records.

Participation in the Program and the awarding of Points are subject to verification and audit at any time. Hertz reserves the right to disqualify any transaction that it determines, in its sole discretion, does not meet Program requirements or is inconsistent with the intent of the Program. Points awarded in connection with disqualified transactions may be revoked.

Points are awarded based on the duration of the completed Qualifying Rental in accordance with the Program's then-current Points schedule, as established and modified by Hertz from time to time.

Points are awarded based on rental duration. As of the Program's launch, rentals of three to five days earn three Points, rentals of six to nine days earn four Points, and rentals of ten or more days earn six Points. Hertz reserves the right to modify the Points structure at any time without prior notice.

4. Points Posting, Adjustments, and Audit Rights

Points are generally credited following completion of Qualifying Rentals and may be posted on a periodic basis. Display of account activity may be delayed due to processing times or system limitations.

Hertz reserves the right, without notice, to review, audit, verify, adjust, withhold, or revoke Points at any time, including where Points were issued in error or not earned in compliance with these Terms. Such adjustments may result in a negative Points balance.

You understand and agree that Hertz and/or Northstar may require documentation or verification of bookings, eligibility, or agency affiliation at any time. Failure to provide requested information may result in denial of Points, account suspension, or termination of participation.

5. Redemption of Points

Points may be redeemed exclusively for electronic gift cards made available through the Program platform administered by Northstar. Reward options are determined by Hertz and may be modified, substituted, or discontinued at any time without notice.

Participants must first accumulate a minimum Points balance equivalent to twenty U.S. dollars (US \$20) in order to be eligible to initiate any redemption. Once this minimum threshold has been reached, Points may thereafter be redeemed in increments of ten U.S. dollars (US \$10), provided that sufficient Points are available in the Participant's account at the time of redemption.

For the avoidance of doubt, Points may not be redeemed for any amount less than US \$20, and no partial redemption below such threshold will be permitted. Any Points remaining in a Participant's account following a redemption that do not meet the minimum threshold requirement will remain in the account until sufficient additional Points are accrued or until such Points expire in accordance with these Terms.

Points have no cash value, may not be redeemed for cash, and may not be transferred, assigned, or combined with any other form of payment. All redemptions are final once processed. Upon issuance of an e-gift card, use of such reward is subject to the terms and conditions of the issuing provider, and Hertz and Northstar shall have no further responsibility or liability with respect to the reward.

6. Expiration, Inactivity, and Forfeiture

Points expire twelve (12) months from the date of issuance unless otherwise determined by Hertz. Expired Points are forfeited and cannot be reinstated.

If a Participant elects to terminate their account or if participation is terminated by Hertz, any unredeemed Points remaining in the account at that time will be forfeited without

compensation. Hertz reserves the right to define inactivity and to impose conditions related to inactive accounts consistent with Program administration.

7. Taxes

You are solely responsible for any and all federal, state, provincial, or local taxes arising from your participation in the Program, including the earning or redemption of Points or rewards. Hertz and Northstar may report the value of rewards to applicable tax authorities and issue required tax forms to the extent required by law.

8. Program Restrictions and Enforcement

Participation in the Program is conditioned on compliance with these Terms. Participants may not engage in fraudulent, deceptive, or abusive behavior, including but not limited to manipulating reservations, modifying bookings made by others to obtain Points, or using unauthorized booking tools or systems to generate qualifying activity. You further agree not to misuse any Program materials, branding, or intellectual property for purposes beyond legitimate Program participation.

Hertz reserves the right to monitor, audit, and review all Program activity and to take any action it deems appropriate, including withholding or revoking Points, suspending accounts, terminating participation, and pursuing legal remedies where applicable. All determinations made by Hertz with respect to the Program shall be final and binding.

9. Program Modifications and Termination

Hertz reserves the right, at any time and in its sole discretion, to modify, suspend, or terminate the Program or any aspect of it, including these Terms, Points structures, reward options, eligibility requirements, or participating locations. Such changes may be made with or without prior notice and may affect the value or availability of Points or rewards.

Participation in the Program does not create any vested rights in Points or rewards, and Participants may not rely on the continued availability of any Program feature.

10. Privacy

The Program operates through systems administered by Northstar.

By participating in the Program, you consent to the collection, use, and sharing of your personal and transactional information by Hertz and Northstar to the extent necessary to operate, administer, and support the Program, including validating transactions and fulfilling rewards. To the extent Hertz receives personal information directly from you or from Northstar regarding your participation in the Program, the Program Privacy Notice (available [here](#)) shall apply.

By enrolling, you also consent to receive Program-related communications, including transactional, operational, and promotional communications, subject to applicable law and your communication preferences.

11. Disclaimer of Warranties

Participation in the Program is voluntary. The Program is provided on an “as is” and “as available” basis without warranties of any kind. Hertz disclaims all warranties, whether express or implied, including any warranties of merchantability or fitness for a particular purpose.

Hertz is not responsible for technical, hardware, software, or communication failures, system errors, or disrupted or unavailable network connections, or for incomplete, delayed, or corrupted transmissions of data.

12. Limitation of Liability

To the fullest extent permitted by law, Hertz shall not be liable for any indirect, incidental, consequential, special, or punitive damages arising out of or related to the Program, including but not limited to loss of Points, data, or business opportunities. Your sole and exclusive remedy from Hertz with respect to the Program shall be to discontinue your participation in the Program.

13. Force Majeure

Hertz and Northstar shall not be liable for any delay or failure to perform resulting from causes beyond their reasonable control, including but not limited to acts of God, natural disasters, pandemics, labor disputes, system failures, or governmental actions.

14. Dispute Resolution and Governing Law

15. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, EACH PARTY KNOWINGLY AND IRREVOCABLY WAIVES ANY RIGHT TO A TRIAL BY JURY. To the maximum extent permitted by applicable law, any dispute, claim, or controversy arising out of or relating to these Terms or the Program shall be resolved exclusively by final and binding arbitration administered by (a) the American Arbitration Association (“AAA”) in accordance with its Commercial Arbitration Rules if the claimant resides or is organized in the United States, or (b) ADR Institute of Canada, Inc. (“ADRIC”) in accordance with its applicable arbitration rules if the claimant resides or is organized in Canada. The arbitrator shall have exclusive authority to determine the scope, enforceability, and applicability of this provision. The arbitrator’s decision shall be final and may be enforced in any court of competent jurisdiction. You and Hertz agree that any dispute will be brought only in an individual capacity and not as a plaintiff, claimant, class member, or representative in any class, collective, consolidated,

representative, or similar proceeding. Before initiating any formal proceeding, you agree to provide written notice of any claim and to engage in good faith efforts to resolve the dispute. Any disputes arising out of or relating to the Program shall be resolved on an individual basis, and you waive any right to participate in any class or representative action.

These Terms shall be governed by and construed in accordance with the laws of the State of Florida, without regard to conflict of law principles.

16. General Provisions

These Terms constitute the entire agreement between you and Hertz regarding the Program and supersede all prior or contemporaneous communications, whether written or oral. If any provision is found to be invalid or unenforceable, the remaining provisions shall remain in full force and effect. Hertz's failure to enforce any provision shall not constitute a waiver of its rights.

Any FAQs, summaries, or other informational materials are provided for convenience only and do not form part of these Terms. In the event of any inconsistency, these Terms shall control.