

HERTZ AGENT GOLD REWARDS PROGRAM

Program Privacy Notice and Notice at Collection

Last Updated: August 12, 2026

1. Scope of This Notice

This Program Privacy Notice and Notice at Collection (“Notice”) explains how The Hertz Corporation (“Hertz,” “we,” “us,” or “our”) collects, uses, discloses, and retains personal information in connection with the Hertz Agent Gold Rewards Program (the “Program”). The Program is a voluntary promotional incentive program through which eligible travel agents in the United States and Canada may earn points or rewards for qualifying Hertz vehicle rental transactions.

Northstar Travel Media, LLC d/b/a Northstar Marketing Solutions (“Northstar”) administers the Program on Hertz’s behalf, including account management, operation of the Program website/dashboard, reward tracking, and reward fulfillment. Northstar administers the Program as a service provider and processor on behalf of Hertz. Northstar processes Program participant information solely for the purpose of providing services to Hertz, including account administration, transaction validation, points tracking, reward fulfillment, fraud prevention, customer support, and related Program operations, and does not use Program participant information for its own independent marketing or commercial purposes.

This Notice supplements the Hertz Privacy Policy. If there is a conflict between this Notice and the general Hertz Privacy Policy with respect to Program-specific processing, this Notice is intended to describe the Program-specific practices. For more information about Hertz privacy practices generally, please review the [Hertz Privacy Policy](#).

2. Notice at Collection

At or before the point where we collect personal information through the Program website, registration process, Program dashboard, customer support channels, booking validation processes, or reward fulfillment processes, we collect and use the categories of personal information described below.

Category of personal information	Examples in this Program	Purposes of collection, use, and disclosure	Retention
Identifiers and contact information	Name, email address, account login credentials, and unique Agent Gold Rewards identification number (“AGR Number”).	Register and manage Program accounts; verify eligibility; communicate about the Program; provide support; prevent duplicate or fraudulent accounts.	For the duration of Program participation and thereafter as reasonably necessary for legal, audit, tax, dispute, security, and recordkeeping purposes.
Professional or agency affiliation information	ARC/IATA/CLIA affiliation or eligibility verification via ARC/IATA/CLIA.	Confirm eligibility; validate that participants are eligible travel agents; monitor compliance with Program Terms; investigate suspected misuse	For the duration of Program participation and thereafter as reasonably

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		or fraud.	necessary for legal, audit, compliance, and dispute purposes.
Commercial and transactional information	Reservation, rental, booking, transaction, qualifying rental, points accrual, redemption, reward, cancellation, no-show, and audit information associated with an AGR Number.	Validate qualifying rentals; calculate and post points; administer redemptions; reconcile rewards; audit Program activity; prevent abuse and fraud; evaluate Program performance.	For the duration of Program participation and thereafter as reasonably necessary for legal, audit, tax, accounting, dispute, fraud-prevention, and business-record purposes.
Internet, device, and platform activity information	IP address, browser type, device identifiers, pages visited, dashboard activity, login activity, cookies or similar technologies, and interactions with the Program website or emails.	Operate, secure, maintain, and improve the Program website and dashboard; authenticate users; troubleshoot; detect security incidents; measure engagement and Program performance.	For as long as reasonably necessary for platform operation, security, analytics, legal, audit, and recordkeeping purposes.
Communications and support information	Emails, support requests, customer service inquiries, documentation submitted for missing points, eligibility, account issues, or reward fulfillment.	Respond to inquiries; resolve account and reward issues; document participant requests; support Program administration; maintain records of communications.	For as long as reasonably necessary to resolve the inquiry and thereafter for legal, audit, compliance, dispute, and recordkeeping purposes.
Tax, payment, and reward fulfillment information	Reward selections, e-gift card issuance records, redemption history, tax reporting information, and, if required, tax forms or related information.	Fulfill rewards; support tax reporting; comply with applicable law; maintain accounting and audit records.	For as long as reasonably necessary or legally required for tax, accounting, audit, legal, and regulatory purposes.
Inferences or derived information	Program status, point balances, redemption eligibility, suspicious activity indicators, and eligibility or compliance determinations derived	Administer Program rules; determine eligibility for points or rewards; detect misuse; support auditing and Program improvements.	For as long as reasonably necessary for Program administration, audit, fraud-prevention, legal, and

Category of personal information	Examples in this Program	Purposes of collection, use, and disclosure	Retention
	from Program data.		recordkeeping purposes.

3. Sources of Personal Information

- You, when you enroll, use the Program website/dashboard, redeem rewards, contact support, or otherwise participate in the Program.
- Your travel agency or applicable agency-related sources, where needed to verify eligibility or agency affiliation.
- Hertz booking, reservation, rental, and transaction systems, including records used to determine whether a rental qualifies for Program points.
- Northstar, which administers the Program website, dashboard, reward tracking, account management, and reward fulfillment on Hertz's behalf.
- Service providers, reward issuers, booking channels, technology providers, fraud-prevention vendors, and other parties involved in Program operation, security, fulfillment, or compliance.

4. How We Use Personal Information

- To provide, operate, administer, maintain, secure, and improve the Program and the Program website/dashboard.
- To register participants, assign AGR Numbers, authenticate accounts, and verify eligibility.
- To validate qualifying Hertz rentals, calculate points, post account activity, process redemptions, and as necessary for Northstar to fulfill earned rewards.
- To communicate with participants about account status, points, rewards, Program updates, operational notices, support requests, and, where permitted by law and communications preferences, promotional messages.
- To monitor, audit, investigate, and enforce Program rules, including to prevent fraud, manipulation, unauthorized activity, duplicate accounts, or misuse of Program materials or Hertz intellectual property.
- To comply with legal, regulatory, tax, accounting, audit, security, and dispute-resolution obligations.
- To analyze Program performance and improve Program design, reporting, operations, security, and participant experience.

5. How We Disclose Personal Information

We do not intend to sell personal information collected through the Program for money or use it for cross-contextual behavioral advertising. We also do not intend for Northstar to use Program personal information for Northstar's own independent marketing purposes or for purposes outside the services it provides pursuant to agreement(s) with Hertz. We may disclose personal information for the Program purposes described above to the following categories of recipients:

- Northstar, as the Program administrator and service provider/processor acting on Hertz's behalf.
- Technology, hosting, analytics, security, customer support, data processing, and fraud-prevention service providers that support the Program.
- Reward fulfillment providers, e-gift card issuers, payment or tax reporting service providers, and similar vendors involved in fulfilling Program rewards.
- Hertz's authorized affiliates with a need to administer, audit, support, evaluate, or enforce the Program.

- Travel agencies, booking channels, or other parties as reasonably necessary to verify eligibility, validate booking activity, or investigate suspected misuse, subject to applicable law and Program requirements.
- Government authorities, regulators, law enforcement, courts, auditors, professional advisers, or other parties when required or permitted by law or when reasonably necessary to protect rights, safety, security, or property.
- Successors or assigns in connection with a merger, acquisition, restructuring, sale, transfer, or other corporate transaction involving Hertz or the Program.

6. Cookies

Many browsers are set to accept cookies by default. If you disable cookies or refuse to accept a request to place a cookie, it is possible that some parts of our Platform will not function properly, and the advertising you receive when you visit our Platform or other online platforms may not be tailored to your interests. Certain options are browser- and device-specific.

Controlling, Deleting and/or Disabling Cookies

- **Cookies:** You can adjust your browser to control cookies to require your affirmative acceptance for new cookies, automatically reject cookies and/or delete or disable existing cookies. How you do so depends on the type of cookie and the browser that you are using. You can search your browser for instructions about how to control cookies.
- **Flash Cookies:** You may need to take an additional action to manage flash cookies, which you can learn more about [here](#). Why? Because flash cookies cannot be controlled through your browser settings.
- *Choices that you make to control cookies are browser-and device-specific, and your choices may be deleted if you clear your browser cache or cookies.*

Additional Tools to Control Cookies

If you do not want to control, delete and/or disable all cookies, you can also make choices to control specific types of cookies. The choices that you make are browser- and device-specific, and your choices may be deleted if you clear your browser cache or cookies.

The Program website and dashboard are designed to include the following functional and technical cookies:

1. Referral Program Cookie
 - When an existing advisor uses the referral feature, their AGR referral code is appended to a referral URL.
 - When a prospective participant accesses the site through that referral URL, a browser cookie is created solely to store the referral code.
 - No personal information about the prospective participant is collected or stored until they voluntarily register for the Program.
 - The purpose of this cookie is strictly to associate a completed registration with the referring advisor for reward attribution.
2. Platform and Security Cookies
 - Visitors should also expect the presence of standard technical and security-related cookies associated with the platform and supporting services, including but not limited to:
 - ASP.NET application and session cookies;
 - AWS infrastructure and load-balancing cookies (where applicable); and
 - Google reCAPTCHA cookies used for spam and abuse prevention.

3. Analytics

- In addition, the Program website and dashboard may include Google Analytics 4 (GA4) to measure website traffic, page usage, and overall program engagement. The use of GA4 may result in analytics-related cookies being placed in the user's browser.

7. Sensitive Personal Information

The Program is not designed to collect sensitive personal information except where necessary for specific Program administration, tax, security, fraud-prevention, or legal compliance purposes. For example, if tax reporting is required, certain tax-related information may be collected and used only as reasonably necessary for that purpose and related legal or compliance obligations. Hertz does not intend to use sensitive personal information collected through the Program to infer characteristics about participants.

8. Financial Incentive / Rewards Program Notice

The Program may be considered a financial incentive, bona fide loyalty, rewards, premium features, discount, or club-card program under certain U.S. state privacy laws because eligible participants may receive points or rewards in connection with qualifying Hertz rentals.

- **Material terms:** Eligible travel agents may voluntarily enroll in the Program and may earn points for qualifying Hertz rentals, subject to the Program Terms and Conditions. Points may be redeemable for electronic gift cards made available through the Program platform once applicable thresholds are met.
- **Personal information involved:** Hertz and Northstar may collect and use the categories of personal information described in this Notice, including identifiers, agency affiliation information, booking and rental transaction information, account activity, point balance, redemption, support, audit, and reward fulfillment information.
- **Value of personal information:** The value of personal information to Hertz is reasonably related to the value of the Program benefits offered and is based on relevant factors such as anticipated incremental rentals and revenue, Program administration costs, reward costs, fraud-prevention costs, and other costs and benefits associated with operating the Program.
- **How to participate:** Participants may enroll through the official Program website if they meet the Program eligibility requirements and accept the Program Terms and Conditions.
- **How to withdraw:** Participants may withdraw from the Program by terminating their Program account or contacting Program support, subject to the Program Terms and Conditions. Withdrawal may affect the participant's ability to earn, redeem, or retain points or rewards.

9. Single Sign-On

The Program website and dashboard will also include a Single Sign-On (SSO) integration with XOXO.day, a third-party gift card redemption platform. XOXO.day is a separate platform operating on its own domain and infrastructure. Hertz does not control, manage, or host the XOXO.day platform and does not place, receive, or have visibility into any cookies or similar tracking technologies that may be used on that website.

As part of the SSO process, only limited participant information (name and email address) will be transmitted by Northstar to XOXO.day to facilitate gift card redemption and provide a seamless user experience. Once a participant navigates to the XOXO.day platform, they will be subject to XOXO.day's privacy practices, cookie policies, and terms of use. Any consent related to cookies or tracking technologies used on the XOXO.day domain would be managed by XOXO.day and accepted directly by the participant, if applicable. For more information, a copy of XOXO.day's Privacy Policy can be found [here](#).

10. Retention

We retain Program personal information for as long as reasonably necessary for the purposes described in this Notice, including to administer the Program, support accounts, validate transactions, fulfill rewards, maintain business records, satisfy legal, tax, accounting, audit, security, and compliance obligations, resolve disputes, prevent fraud, and enforce Program terms. Specific retention periods may vary depending on the category of information, the purpose of processing, legal requirements, and operational needs.

11. Your Privacy Rights

Depending on your state of residence and applicable law, you may have rights regarding your personal information, which may include the right to:

- Access or know the categories or specific pieces of personal information we process about you.
- Correct inaccurate personal information.
- Delete personal information, subject to applicable exceptions.
- Obtain a portable copy of certain personal information.
- Opt out of sale, sharing, targeted advertising, or certain profiling, where applicable.
- Limit certain uses or disclosures of sensitive personal information, where applicable.
- Appeal a decision regarding a privacy rights request, where applicable.
- Not be discriminated against for exercising privacy rights.

To exercise privacy rights, please use the methods described in the Hertz Privacy Policy, available [here](#), or contact Hertz at the contact points provided below. We may need to verify your identity and authority before responding to your request. Authorized agents may submit requests where permitted by applicable law and subject to verification requirements.

12. Program Communications and Marketing Choices

We may send transactional, operational, account, support, security, points, reward, and Program administration communications related to your participation in the Program. Where permitted by law and your communications preferences, we may also send promotional communications about Hertz, the Program, or related offers. You may opt out of promotional communications as described in the communication or in the [Hertz Privacy Policy](#), but you may continue to receive transactional or administrative Program communications where permitted by law.

13. Security

Hertz and its service providers use reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, acquisition, use, disclosure, alteration, or destruction. No website, system, or transmission of information is completely secure, and participants should use appropriate care when creating account credentials and accessing the Program website or dashboard.

14. Children

The Program is available only to eligible travel agents who are at least eighteen (18) years old. The Program is not directed to children, and we do not knowingly collect personal information from individuals under 13 through the Program.

15. International Participation and Canadian Participants

The Program Terms state that the Program is available to eligible travel agents in the United States and Canada. This Notice is drafted primarily to address U.S. state privacy notice requirements. Canadian participants should also review the [Hertz Privacy Policy](#) and any additional privacy notices or rights that may apply under Canadian privacy laws. Program personal information may be processed in the United States or other locations where Hertz, Northstar, or their service providers operate.

16. Changes to This Notice

We may update this Notice from time to time. If we make material changes, we will provide notice as required by applicable law, which may include posting an updated Notice on the Program website or providing other appropriate notice.

17. Contact Information

For privacy questions or to exercise privacy rights, please use the contact methods provided in the Hertz Privacy Policy or the Program website. For Program administration, points, reward, or account questions, please contact Program support at AGR.support@northstarmarketingsolutions.com.

Hertz Privacy Policy: [View Hertz Privacy Policy](#)