

Privacy policy

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Privacy policy



In the following we would like to inform you about the types of data processed by SIXT and about the purposes of such data processing. We would also like to inform you about important legal aspects of data protection, such as your rights.

We are a company based in China and act as licensee (General Sales Agent) of Sixt. Sixt has its headquarters in the European Union. Our data protection standard is based on Personal Information Protection Law of the People's Republic of China (PIPL). Please note that for data processing of other Sixt websites or Apps, separate privacy policies with different responsibilities may apply. This applies in particular to rental processes, for which the respective companies of the Sixt group as well as Sixt franchisees and cooperation country companies are responsible.

A: Data controller

The party responsible for processing your data (controller) is Saite Customer Service (Shenzhen) Limited

If you have any questions regarding data protection, please address your query to the following email address: data.protection@sixt.cn

B: Categories of personal data

The following categories of personal data may be processed by us in connection with our services:

- Master data: These include, for example, a person's first name, surname, gender, address (private and/or business), date of birth.
- Communication data: These include, for example, a person's telephone number, email address (private and/or business) fax number if applicable, as well as the content of communications (e.g. emails, letters, faxes).
- Contract data: These include, for example, the rental information (vehicle category, pick-up and return dates, pick-up and return branch, booked extras/services), rental contract number, reservation number and information on customer loyalty and partner programmes.
- Voluntary data: These are data that you provide to us on a voluntary basis, without us having explicitly requested them, and
 include information such as your preferences with regard to the vehicle's equipment and category.
- Third-party data: If, within the scope of your vehicle rental, you provided us with personal data of third parties (e.g. family members, second drivers, passengers), then we will also process these data.

C: The purposes of data processing at SIXT

1. Reserving vehicles

We process your master data, communication data, contract data and any data you have provided voluntarily for purposes of implementing your reservations and facilitating the conclusion and performance of your rental contract in the country, where you will pick-up the vehicle.

We moreover use the master data, communication data and contract data for customer relations purposes, for example to handle any complaints or changes of reservation that you contact us about.

Our legitimate interests in using your personal data to improve our services and customer services lies in the fact that we want to offer you the best possible services and to sustainably improve customer satisfaction.

For the purposes described in the foregoing, we disclose your data to the following recipients: financial services providers, SIXT group companies, cooperation and franchise partners.

2. Marketing and direct advertising

We process your e-mail address, which we have received from you in connection with the sale of a good or service, for the purpose of direct advertising for our own similar goods or services.



You can object to your data being processed or used for the purposes of direct marketing at any time without incurring any costs other than those normally applicable to data transmission (e.g. internet connection costs, postage). Please send any objections via email to: data.protection@sixt.cn

3. Business customers/payment by third parties

If you rent a vehicle through your employer, we also process your data for the purposes described in this Data Privacy Policy. This also applies mutatis mutanti if a third party is to pay the invoice.

We also work together with service providers to ensure that our business customer records are up to date. In this context, we transmit company data, which may contain personal data, for instance, about the management and contact details of the contact persons, to a potential service provider and receive back, where applicable, updated data from the service provider.

4. Processing based on statutory provisions

We process your master data, communication data, contract data for purposes of fulfilling the legal obligations to which we are subject. These require us to process data, for example in order to comply with duties of disclosure vis-à-vis authorities and to comply with the processing requirements as stipulated by commercial and other law provisions.

The authorities may require us to disclose your data to them for the purposes described above.

5. Improving our processes and offerings

We process your master data, communication data and contract data, as well as any data provided voluntarily, for purposes of optimising our processes and offerings.

We process your master data, communication data and contract data in connection with our collaboration with companies of the Sixt group, other franchise partners and cooperation partners, and for purposes of optimising the related processes and offers.

D: Transfer to third countries

When you use our services to reserve vehicles that are to be rented in an overseas country, we transmit your master data, communication data, contract data, voluntary data and the data of any additional drivers to Sixt SE, its affiliated companies and the Sixt franchise and cooperation network. The method of processing includes XML interface, the Sixt international reservation software and email and telephone communication.

Further information on SIXT's privacy policy can be found via the following link. https://www.sixt.de/fileadmin/sys/agb/DSGVO_DE_en.pdf

E: Storage duration/criteria for storage duration

We in general do not store your personal data. Your personal data are transmitted to Sixt SE, its affiliated companies and the Sixt franchise and cooperation network will be stored until they are no longer necessary in relation to the purposes for which they were collected or otherwise processed. If you have not rented with SIXT for six years, your customer account will be deleted for inactivity. Where SIXT is under legal obligation to store personal data, it will store personal data for the preservation period stipulated by law.

F: Your rights

1. Right to access personal information

You have the right to, at reasonable intervals, obtain information about your personal data under storage. The information you are entitled to includes information about whether or not SIXT has stored personal data concerning you, about the categories of personal data concerned, and about the purposes of the processing. Upon request, SIXT will provide you with a copy of the personal data that are processed

2. Right to rectify personal information

You have the right to obtain from SIXT the rectification of inaccurate personal data concerning you.



3. Right to erase personal information

You furthermore have the right to obtain from SIXT the erasure of personal data concerning you. We are under obligation to erase personal data in certain circumstances, including if the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed, if you withdraw the consent on which the processing is based, and if the personal data have been unlawfully processed.

You may exercise your right to object without the need to adhere to a particular format and direct it to the e-mail address: data.protection@sixt.cn

4. Right to withdraw consent at any time

If data processing at SIXT is based on your consent, then you have the right to, at any time, withdraw the consent you granted. The withdrawal of consent shall not affect the lawfulness of processing between the time consent was granted and the time it was revoked.

5. Right to object in certain cases

In individual cases, we process your personal data for direct marketing purposes. You have the right to object to your personal data being processed for the purposes of such marketing activities; this also applies to profiling to the extent that it is associated with such direct marketing.

If you object to your data being processed for direct marketing purposes, we will no longer process your personal data in this way.

You may exercise your right to object without the need to adhere to a particular format and direct it to: the

e-mail address: data.protection@sixt.cn

General information

We reserve the right to amend and adapt this Privacy Policy with effect for the future.

Current version: Dec. 2021