

**PRIVACY POLICY FOR CAR SALES CUSTOMERS
OF HERTZ SYSTEM LICENSEE**

Hertz System Licensee and Address:

**Carco Carriage Corporation
2905 North 32nd Street
Fort Smith, Arkansas 72904**

PRIVACY POLICY FOR CAR SALES CUSTOMERS

Last updated February 28, 2002

The Hertz System licensee identified on the cover operates an independent car sales business using the “Hertz” name under a license granted by Hertz System, Inc., a subsidiary of The Hertz Corporation. That Hertz System licensee, together with any company operating the licensee’s car sales business under an operating agreement, collectively are called the “Licensee”.

The Hertz Corporation and its subsidiaries have adopted a Privacy Policy for Car Sales Customers, a current copy of which is attached. That policy, as it may be changed from time to time as described under the heading “Future Changes in Policy” appearing therein, is referred to as the “Hertz Privacy Policy”. The Licensee is an independent business that is not owned or controlled by The Hertz Corporation, but the Licensee nonetheless has decided to abide by the Hertz Privacy Policy as if the Licensee were a subsidiary of The Hertz Corporation.

Customers and prospective customers of the Licensee’s car sales business wishing to understand the Licensee’s privacy policy should begin by familiarizing themselves with the Hertz Privacy Policy. To do this, they should read the Hertz Privacy Policy carefully all the way to the end, paying particular attention to references to subsidiaries. As described in the “Who We Are” section of the Hertz Privacy Policy, the term “we” is used throughout the Hertz Privacy Policy to include The Hertz Corporation and its subsidiaries. In essence, the Licensee’s privacy policy is to observe the Hertz Privacy Policy as if the Licensee were a subsidiary of The Hertz Corporation and included in the term “we” as used in the Hertz Privacy Policy. A more detailed description of the Licensee’s privacy policy follows.

Definitions.

“Customers”. As used below, the term “customers or prospective customers” means individual persons, not companies, who are customers or prospective customers of the Licensee’s car sales business.

“Personally Identifiable Data”. As used below, the term “personally identifiable data” means any data about an identified or identifiable individual that are recorded in any form. The term does not cover aggregated data from which the personally identifiable characteristics have been removed.

Collection of Data. The Licensee will only gather personally identifiable data about customers and prospective customers in the manner and to the extent that the Licensee

would be allowed to do so under the Hertz Privacy Policy were the Licensee a subsidiary of The Hertz Corporation.

Data Security. The Licensee will observe all the requirements of the Hertz Privacy Policy with respect to data security that would be applicable to the Licensee were the Licensee a subsidiary of The Hertz Corporation.

Use of Data. The Licensee may make any use of personally identifiable data about customers and prospective customers that the Licensee could make under the Hertz Privacy Policy were the Licensee a subsidiary of The Hertz Corporation. In particular, the Licensee may make any “Type I Use” of such data, as that term is defined in the Hertz Privacy Policy. The Licensee will also observe any restriction on the use of personally identifiable data about customers and prospective customers that the Licensee would be obligated to observe under the Hertz Privacy Policy were the Licensee a subsidiary of The Hertz Corporation. In particular, the Licensee will observe any applicable limitations on “Type II Uses” of such data, as that term is defined in the Hertz Privacy Policy. The Licensee retains the right to use aggregated data from which personally identifiable characteristics are removed in any way that the Licensee feels advances the Licensee’s business interests.

Options to Limit Use of Data. Customers and prospective customers who wish to limit the use of personally identifiable data about them may do so to the extent and in the manner that they could do so under the Hertz Privacy Policy if the Licensee were a subsidiary of The Hertz Corporation, with one difference. That difference is that ***whenever the Hertz Privacy Policy provides that a customer or prospective customer must mail a form to the Director, Car Sales Privacy Services, at Hertz, a copy of that form must also be mailed to the Licensee at the address shown on the cover.***

How to Access or Correct Data. The Licensee will observe the obligations with respect to the accuracy, currency and completeness of personally identifiable data about customers and prospective customers that would apply to the Licensee under the Hertz Privacy Policy were the Licensee a subsidiary of The Hertz Corporation, with one difference. That difference is that ***all contacts should instead be addressed to the Licensee at the address shown on the cover, with a copy to either Director, Car Sales Privacy Services, The Hertz Corporation, P.O. Box 25301, Oklahoma City, OK 73125, U.S.A. or Director, Privacy Services, Hertz Europe Financial Center, Swords Business Park, Swords, Co. Dublin, Republic of Ireland.***

Future Changes in Policy. The Licensee reserves the right to change this privacy policy in any way at any time. However, if the Licensee changes the Licensee’s privacy policy in a way that is less protective of customers’ or prospective customers’ privacy, the change will not apply to the Licensee’s use of any personally identifiable data about them that was collected by the Licensee before the change was made, unless the Licensee notifies the affected customers or prospective customers and provides them with the opportunity to direct the Licensee not to make new uses of personally identifiable data about them.

Coordination with Applicable Law. The Licensee's rights and obligations will be subject to the provisions of applicable law in the same manner as is provided for in the Hertz Privacy Policy with respect to subsidiaries of The Hertz Corporation.

Information Regarding Former Customers. The Licensee's obligations with respect to personally identifiable data regarding former customers or customers with inactive accounts will be the same as those that would apply under the Hertz Privacy Policy were the Licensee a subsidiary of The Hertz Corporation.

Customer Questions. If customers or prospective customers have any questions about the Licensee's collection and use of personally identifiable data about its customers, they can write to Licensee at the address shown on the cover. Licensee will observe the obligations regarding responses to customer questions that would apply to the Licensee under the Hertz Privacy Policy were the Licensee a subsidiary of The Hertz Corporation.

What Customers Consent and Agree To. By providing personally identifiable data to the Licensee, customers and prospective customers consent and agree to the same matters as they would consent and agree to under the Hertz Privacy Policy if they were dealing with a subsidiary of The Hertz Corporation.

NOTICE TO HERTZ SYSTEM LICENSEE OF CAR SALES CUSTOMER'S
CHOICE TO LIMIT USE OF DATA

Name:

Address:

Please check the applicable boxes:

A. I direct you not to disclose personally identifiable data about me collected in the course of your car sales business to companies that are not your affiliates for marketing purposes.

B. I direct you not to communicate any marketing offers or materials to me in the course of your car sales business and not to disclose personally identifiable data about me collected in the course of your car sales business to your affiliates for marketing purposes.

I understand that you will not make any non-marketing use of personally identifiable data collected in the course of your car sales business about me unless either: (i) you give me notice of that use and provide me with the opportunity to direct you not to make that use of personally identifiable data about me, or (ii) applicable law or where applicable, the Safe Harbor Privacy Principles as defined in the Hertz Privacy Policy, authorize you to make use of personally identifiable data about me without providing me the opportunity to direct you not to do so. I understand further that the "Type I Uses" section in the Hertz Privacy Policy describes examples of your uses of personally identifiable data about me that are authorized by applicable law or the Safe Harbor Privacy Principles.

Signature:

Date:

Please mail to the address shown on the cover, with a copy to Director, Car Sales Privacy Services, The Hertz Corporation, P.O. Box 25301, Oklahoma City, OK 73125, U.S.A. or Director, Car Sales Privacy Services, Hertz Europe Financial Centre, Swords Business Park, Swords, Co. Dublin, Republic of Ireland.