

ELITEWAY

RENTALS | TRANSFERS

Privacy Policy

Last updated: 7/6/2026

This Privacy Policy explains how EliteWay Rentals & Transfers ("**EliteWay**", "**we**", "**us**", "**our**"), collects, uses, shares, and protects personal information when you visit our website at <https://bookingselitewayrentalscompany.com> (the "**Website**"), make a booking with us, or otherwise interact with us. It also explains the rights you have over your personal information.

We are the data controller for the personal information described in this Policy. If you have questions or want to exercise any of your rights, please contact us using the details in section 12.

By using the Website or making a booking you confirm you have read and understood this Policy.

1. Who we are

- **Name:** EliteWay Rentals & Transfers
- **Registered address:** P.O. Box BW430 Baywalk Mall, Rodney Bay
- **Contact email for privacy matters:**
bookingselitewayrentalscompany.com@bookingselitewayrentalscompany.com
- **General contact email:** bookingselitewayrentalscompany.com@bookingselitewayrentalscompany.com
- **Phone / WhatsApp:** +1 (758) 450-7878 / 733-0160

Our Website address is: <https://bookingselitewayrentalscompany.com>

2. The personal information we collect

We only collect information we need to run our business and provide a safe, reliable service. Depending on how you interact with us, this may include:

Information you give us when booking or requesting a quote.

Payment information. When you pay for a booking, our payment processor Opay by Orbtronic Ltd. ("Opay") collects your card details directly on its hosted checkout page. We do not see, store, or process your full card number on our servers. Opay returns to us only a payment token, , and the transaction outcome. We use the token to issue refunds.

Account information. If you create an account on our Website you provide us with a username and password (stored in encrypted / hashed form), your saved booking history, and any preferences you set.

Communications with us. If you email us, message us on WhatsApp, submit our contact form, or leave a review, we keep a record of that communication and any personal information contained in it.

Website usage information. When you visit the Website we automatically collect certain technical information from your browser or device, including your IP address, browser type and version, operating system, referring URL, the pages you view on our site and how long you spend on them, and the date and time of your visit. This is collected through server logs and cookies (see section 5).

Location data from photos. If you upload photos to a review or send them to us, please avoid uploading images with embedded location data (EXIF GPS) as this can reveal the location where the photo was taken.

3. How we use your personal information — and the legal basis

We use your personal information for the following purposes. Where the General Data Protection Regulation (EU-GDPR) or UK-GDPR applies to your booking (because you are located in the European Economic Area, the United Kingdom, or Switzerland at the time of booking), the legal basis for each use is set out in brackets.

To provide the Services. Confirming your booking, dispatching a driver, delivering a rental vehicle, providing customer support, sending booking confirmations, reminders and status updates, and handling changes, cancellations, and refunds. *(Legal basis: performance of the contract with you.)*

To process payments. Sending the required information to Opay, verifying the transaction, issuing refunds, and — where you have authorised it under our Terms of Service — charging post-trip amounts to your card. *(Legal basis: performance of the contract with you.)*

To comply with law. Retaining booking, payment, and identification records for tax, accounting, insurance, and regulatory purposes; responding to lawful requests from courts, tax authorities, or law enforcement in Saint Lucia. *(Legal basis: compliance with legal obligation.)*

To protect our business and other customers. Preventing fraud, verifying eligibility to rent, checking driver's licence validity, investigating incidents, defending or bringing legal claims, and preventing abuse of the Website. *(Legal basis: our legitimate interest in operating a safe business and, where relevant, compliance with legal obligation.)*

To improve our Services. Analysing anonymous or aggregated usage of the Website, reviewing bookings and reviews to improve our offering, and training staff and drivers on service quality. *(Legal basis: our legitimate interest in improving our Services.)*

Marketing (only where you have opted in). Sending you occasional emails about promotions, new fleet vehicles, and seasonal offers. You can opt out at any time using the unsubscribe link in every marketing email, or by contacting us. *(Legal basis: your consent.)*

Cookies and similar technologies. As set out in section 5. *(Legal basis: your consent for non-essential cookies; our legitimate interest for strictly necessary cookies.)*

4. Who we share your personal information with

We do not sell your personal information. We share it only with the parties below, and only for the purposes described.

Opay by Orbtronics Ltd. — our payment processor. Opay receives the information necessary to complete your transaction. Opay is the merchant of record shown on your card statement. Opay's own privacy policy applies to its handling of your payment information; please review it on their website.

Drivers, dispatch staff, and rental agents. We share the pickup details, contact number, name, flight number (where provided), and any relevant special requirements with the driver or rental agent assigned to your booking, so they can meet you.

Insurance providers and, in the event of an accident, the Royal Saint Lucia Police Force. Where a rental vehicle is involved in an accident, claim, or theft, we share the relevant renter and incident details with our insurers and, where required, with the police.

Government authorities and courts. Where required by law — for example, in response to a subpoena, tax investigation, or legal claim — we share only what is legally required.

Our IT and business service providers. We use third parties to host the Website, send transactional email, process bookings, back up data, and provide analytics. Each of these providers acts on our written instructions and is bound to keep your information confidential. This includes, at the date above:

- **Hostinger** — web hosting.
- **Automattic (WordPress.com / Jetpack / Gravatar)** — where a Gravatar is displayed next to a review, an anonymised hash of your email address is provided to the Gravatar service to check whether you use it. Gravatar's own privacy policy applies to that check: <https://automattic.com/privacy/>.
- **Gmail**— for sending transactional email such as booking confirmations.

Professional advisers. Our accountants, auditors, and lawyers where necessary and always under a duty of confidentiality.

In the event of a business sale. If EliteWay is sold or merged, your personal information may be transferred to the buyer, who will be required to honour this Policy.

We do **not** share your personal information with advertising networks or data brokers.

5. Cookies and similar technologies

A cookie is a small text file that a website places on your device to remember things about your visit. We use cookies in the following ways.

Strictly necessary cookies — essential for the Website to function. These include session cookies to keep you logged in, cookies that remember what's in your cart, and security cookies. Because these cookies are essential to providing you the Website, we do not ask for consent to use them.

Functional cookies — remember choices you make so we can give you a better experience. For example:

- If you leave a review on our site you may be given the option to save your name and email in a cookie so you do not have to type them again next time. These cookies last for one year.
- Login-related cookies (used only by administrators) last for two days, or two weeks if you tick "Remember Me". Cookies for screen preferences last for one year.

Analytics cookies — help us understand how visitors use the Website so we can improve it. Where we use these, they are only enabled if you consent through our cookie banner.

Third-party embedded content. Some pages may include embedded content from other sites (for example, a video from YouTube or a map from Google Maps). Embedded content behaves as if you had visited that other site directly and may set its own cookies, use its own tracking, and monitor your interaction with the

embedded content — including if you are logged in to that other service. We have no control over these third-party cookies; please review the relevant provider's privacy policy.

Managing cookies. You can accept or reject non-essential cookies through the banner on your first visit and can change your choice at any time by clearing cookies in your browser and revisiting the site. You can also block or delete cookies through your browser settings, but doing so may prevent parts of the Website (including checkout) from working correctly.

6. How long we keep your personal information

We keep personal information only for as long as we need it for the purposes set out above, and then we delete or anonymise it. In practice:

- **Booking records, payment tokens, and invoices** — retained for seven (7) years from the date of the booking to meet tax and accounting obligations under Saint Lucia law.
- **Driver's licence and ID copies** — retained for the duration of the rental plus twelve (12) months after return, for the purpose of resolving any post-trip claim.
- **Marketing consent records and email preferences** — retained until you unsubscribe or ask us to delete them, and thereafter a minimal record that you unsubscribed, so we do not accidentally re-add you.
- **Customer support emails and messages** — retained for up to three (3) years from the last contact.
- **Reviews you post on the Website** — retained indefinitely for so long as they are relevant, unless you ask us to remove them.
- **User account information** — retained for as long as your account is active, plus twelve (12) months after you last log in. You may ask us to delete your account at any time (subject to any records we must keep by law).
- **Website server logs and analytics** — retained for up to twelve (12) months.
- **CCTV footage from our premises** — where applicable, retained for up to thirty (30) days unless it forms part of an active incident investigation.

Where personal information is subject to a legal claim, investigation, or dispute, we may retain it for longer, until the matter is resolved.

7. Where your personal information is stored and processed

Our Website is hosted in Europe. Some of our service providers (Opay, our email provider, and any analytics provider you enable) may store or process personal information outside Saint Lucia, including in the United States, Canada, the United Kingdom, or the European Union.

Where we transfer personal information to a country that is not recognised as providing an equivalent level of protection to Saint Lucia — for example, transfers of information about EEA/UK visitors — we rely on appropriate safeguards, such as the European Commission's Standard Contractual Clauses, and take reasonable steps to ensure your personal information is protected to the standard set out in this Policy.

You can request a copy of the safeguards in place for a specific transfer by contacting us using the details in section 12.

8. How we protect your personal information

We take reasonable technical and organisational measures to protect personal information against loss, misuse, unauthorised access, disclosure, alteration, and destruction. These include:

- HTTPS/TLS encryption on the entire Website;
- payment card details processed by Opay on its PCI-DSS-compliant infrastructure — we never receive or store the full card number;
- role-based access to booking data on a need-to-know basis;
- strong passwords, two-factor authentication on administrative accounts, and regular software updates;
- server-side and application-level firewalls and anti-malware protection;
- encrypted backups of the Website and booking database.

No system is perfectly secure, but if we ever become aware that your personal information has been accessed without authorisation in a way that is likely to affect your rights, we will notify you and the relevant authorities as required by law.

9. Your rights

Depending on where you live, you have some or all of the following rights over your personal information. To exercise any of them, please contact us using the details in section 12. We will respond within a reasonable time and in any case within thirty (30) days.

- **Access** — request a copy of the personal information we hold about you.
- **Correction** — ask us to correct any information that is inaccurate or incomplete.
- **Deletion** — ask us to delete your personal information. This does not apply where we are required to keep it by law (for example, booking records for tax purposes) or where we need it to defend a legal claim.
- **Restriction** — ask us to stop or limit our use of your personal information.
- **Portability** — ask us to send you, or another service you nominate, a machine-readable copy of the information you gave us.
- **Objection** — object to our use of your personal information where we rely on our legitimate interests. If you object to marketing, we will stop; for other objections we will weigh your reasons against our legitimate interests and let you know the outcome.
- **Withdrawal of consent** — where we rely on your consent (for example, for marketing emails or analytics cookies), you can withdraw it at any time. Withdrawal does not affect the lawfulness of processing carried out before your withdrawal.
- **Complaint to a supervisory authority** — you have the right to complain to your local data protection authority. In the European Economic Area, you can find your national authority at https://edpb.europa.eu/about-edpb/board/members_en. In the United Kingdom, the Information Commissioner's Office at <https://ico.org.uk/>. In Saint Lucia, complaints may be raised with the Attorney General's Chambers.

We will not charge for exercising any of these rights unless the request is manifestly unfounded or excessive.

10. Children

Our Services are aimed at adults. We do not knowingly collect personal information about children under the age of thirteen (13) except where a parent or guardian has provided that information as part of a booking that

includes a minor as a passenger. If you believe we have inadvertently collected information about a child in any other circumstance, please contact us and we will delete it.

11. Changes to this Policy

We may update this Policy from time to time to reflect changes to our Services, technology, or the law. The current version is always available on the Website; the "Last updated" date at the top shows when it was last changed. Where the change is material we will tell you by email (if we hold your email address) or by a notice on the Website before the change takes effect.

12. Contact us

If you have any question about this Policy, wish to exercise any of the rights described in section 9, or want to make a complaint about how we handle personal information, please contact:

EliteWay Rentals & Transfers

P.O. Box BW430 Baywalk Mall, Rodney Bay

Email: bookingselitewayrentalscompany.com@bookingselitewayrentalscompany.com

Phone / WhatsApp+1 (758) 450-7878 / 733-0160

If we cannot resolve your concern, you may refer the matter to the supervisory authority as described in section 9.

Appendix — What we shared in this Policy vs. the default WordPress template

The default WordPress starter privacy notice covers comments, media uploads, cookies, embedded content, password-reset emails, and Gravatar. This Policy incorporates all of those points, adapted for a booking business:

- **Comments / reviews** — section 2 ("Communications with us"), section 6 ("Reviews you post"), and section 4 (Gravatar / Automattic disclosure).
- **Media uploads and EXIF GPS** — section 2 ("Location data from photos").
- **Cookies (functional, login, article-editing)** — section 5.
- **Embedded content from other websites** — section 5 ("Third-party embedded content").
- **Password-reset emails containing IP** — covered by section 2 (technical information) and section 4 (IT service providers).
- **Data retention for comments and users** — section 6.
- **Rights over your data** — section 9.
- **Automated spam detection** — section 4 (spam filter service provider).