



PRIVACY POLICY AND PERSONAL DATA PROTECTION

This Personal Data Policy governs how AVEL Sh.p.k., located at Autostrada Tiranë-Durrës Km 5, Rruga Monun Nr.58, Fshati Kashar, 1051 Tiranë, Albania, collects, uses, and safeguards the information gathered during your visit to our websites. This policy applies exclusively to our websites (owned by AVEL Sh.p.k.) and does not extend to data collected through other means or on external websites linked to ours.

We respect your privacy and operate in full compliance with European laws, the General Data Protection Regulation (GDPR) (Regulation 2016/679 of April 27, 2016), and the laws of the Republic of Albania.

Information We Collect

Public Data

You can visit and browse our website without revealing your identity or providing personal information. During your visit, we may collect non-personal information such as browser type, number of visits, average time spent on the site, device type, and technical details like operating system, internet service provider, and IP address. This data is used solely for statistical purposes to enhance the quality and functionality of our website.

Personal Data

We collect personal data only when you voluntarily provide it through forms or functionalities on our website, such as contact forms, vehicle rental requests, test drive applications, or service inquiries. Personal data may include your name, surname, email address, phone number, vehicle identification number, or other contact information.

Purpose and Use of Collected Data

We collect and process data for the following purposes:

AVEL RENT A CAR

Autostrada Tirane-Durres Km.5, Rruga Monun Nr.58, Fshati Kashar, 1051 Tirane, Shqiperi

Tel: +355 69 20 81 552 / +355 68 60 62 822

Email: contact@avel.com.al, website: avelrentacar.al

Processing your requests and inquiries.

- Managing customer relationships.
- Conducting research, surveys, and statistical analysis to improve products and anticipate customer needs.
- Enhancing and optimizing website performance.
- Sending promotional offers, newsletters, invitations, and surveys.

Sharing of Personal Data

Your personal data may be shared with:

- Companies within the same group as AVEL Sh.p.k.
- Third-party service providers involved in delivering services you request.
- Business partners, under strict confidentiality agreements.
- Purpose of Sharing
- Product development and service improvement.
- Marketing campaigns, customer satisfaction surveys, and tailored offers.
- Statistical and analytical processing of anonymized data.

Data Security and Retention

All communication with our website is encrypted using secure protocols (HTTPS). We adhere to all technical and organizational measures required to ensure the confidentiality and protection of your personal data, in compliance with Albanian and GDPR regulations.

Data is retained only for as long as necessary to fulfill its intended purpose, as outlined in this policy. During this period, you retain full rights to access, correct, delete, restrict processing, and transfer your data or object to its use.

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Cookies

We use cookies to improve user experience and optimize website functionality. Cookies are small text files stored on your device that track browsing behavior but do not collect personal data. You can manage or disable cookies through your browser settings.

We also use third-party cookies, such as Google Analytics, to collect anonymous data for statistical purposes. Users may opt-out of personalized advertisements by adjusting their browser preferences.

Marketing

Information collected through cookies may be used for Google AdWords, Facebook ads, or similar platforms to display targeted ads based on previous visits to our website. You can customize your ad preferences or opt-out entirely via the settings provided by these platforms.

Your Rights

You have the right to:

- Access, correct, or delete your personal data.
- Restrict data processing or request data transfer.
- Object to data processing, particularly for direct marketing purposes.
- To exercise these rights, contact us at info@avel.com.al.

Updates to the Privacy Policy

AVEL Sh.p.k. reserves the right to update this policy at any time. Updates will be announced on our website, and the policy's revision date will be updated accordingly. We encourage users to review this policy periodically to stay informed of any changes.

Acceptance of Terms

By using our website, you agree to the terms of this Privacy Policy. If you do not agree, please refrain from using the website.

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