Cookie and Tracking Policy – Rumbl Rentals

Rumbl Rentals (Rumbl Limited Partnership)
Last Updated: 12/08/2025

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1. Introduction

This Cookie & Tracking Policy ("Policy") explains how **Rumbl Rentals**, operated by **Rumbl Limited Partnership**, located at **P.O. Box 154, 100 Randall Road, Wrentham, MA 02093** ("Rumbl," "we," "us," "our"), uses cookies, tracking technologies, pixels, tags, device identifiers, and similar tools (collectively, "Cookies") when Users ("you," "your") access or use the Rumbl Rentals Platform ("Platform").

This Policy is incorporated into:

- Terms of Service

- Privacy Policy

By continuing to use the Platform, you consent to the use of Cookies as described in this Policy.

You may control your Cookie preferences at any time.

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2. What Are Cookies?

Cookies are small text files or device identifiers stored on your:

- Browser

- Mobile device

- Computer

- Tablet

- Application environment

Cookies help websites remember information about your visit, preferences, device, and behavior.

Rumbl uses both:

- **Session Cookies** (expire when you close your browser), and

- **Persistent Cookies** (remain until expiration or manual deletion)

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3. Types of Cookies We Use

Rumbl uses several categories of Cookies for platform functionality, security, analytics, and personalization.

3.1 Strictly Necessary Cookies

These Cookies are essential for:

- Core site functionality

- Secure login

- Account authentication

- Booking and checkout processes

- Fraud prevention

- Maintaining user sessions

These Cookies **cannot be disabled** and do not require consent under many privacy laws.

Examples include:

- Session management cookies

- Security tokens

- Load balancing cookies

- Payment provider cookies (e.g., Stripe required cookies)

3.2 Performance & Analytics Cookies

These Cookies help Rumbl understand:

- How Users interact with the Platform

- Which pages are most visited

- Errors experienced by Users

- User navigation patterns

- Site performance metrics

Rumbl may use:

- Google Analytics

- Internal analytics tools

- Error tracking and logging tools

These Cookies measure usage **but do not directly identify you** unless combined with account data.

3.3 Functional Cookies

Used to enhance your experience by remembering:

- Language preferences

- Region and currency

- Display settings

- Saved filters or search criteria

- Login preferences (e.g., "remember me")

Disabling these Cookies may impact site usability.

3.4 Advertising & Marketing Cookies

Rumbl may use these Cookies to:

- Display relevant ads

- Measure ad effectiveness

- Build interest profiles

- Support retargeting campaigns

- Limit ad frequency

Rumbl may work with partners such as:

- Google Ads

- Meta (Facebook/Instagram)

- Microsoft Ads

- TikTok Ads

Users can opt out of marketing Cookies at any time.

3.5 Social Media Cookies

These Cookies support:

- Social login integrations

- Sharing content

- Third-party features embedded on the Platform

Examples:

- Meta (Facebook) pixels

- Google social sign-in cookies

- Twitter/X embed pixels

3.6 Fraud Detection & Security Cookies

Rumbl uses device signals and Cookies to detect:

- Account takeover attempts

- Suspicious login behavior

- Payment fraud

- Unusual device fingerprinting patterns

- Bots or automated activity

These Cookies help keep Hosts and Guests safe.

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4. Why We Use Cookies

Rumbl uses Cookies for the following purposes:

1. **Security & fraud prevention**

2. **Authentication & session stability**

3. **Booking and payment functionality**

4. **Personalized user experience**

5. **Load balancing and system performance**

6. **Analytics and error monitoring**

7. **Marketing and advertising**

8. **Compliance (GDPR, CPRA, PIPEDA)**

9. **Device recognition**

10. **A/B testing and platform improvements**

Cookies allow Rumbl to:

- Keep you logged in

- Save your preferences

- Provide relevant search results

- Improve platform reliability

- Protect your account

- Ensure a consistent hosting and booking experience

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5. Cookies Used by Third Parties

Rumbl partners with trusted third parties who may set Cookies on our Platform, including:

- Payment processors (Stripe)

- Analytics tools (Google Analytics)

- Marketing partners

- Identity verification services

- Customer support and chat systems

- Cloud infrastructure providers

- Social networks

These partners use Cookies according to their own privacy policies, which Rumbl reviews for compliance.

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6. Your Choices and Cookie Controls

Users have several options for controlling Cookies.

6.1 Browser Controls

Most browsers allow you to:

- Block Cookies

- Delete Cookies

- Disable third-party Cookies

- Enable "Do Not Track" signals

- Restrict tracking technologies

Note: Disabling certain Cookies may cause parts of the Platform to function incorrectly.

6.2 Cookie Consent Banner

If required by law (e.g., GDPR jurisdictions), Users will:

- Be shown a Cookie consent banner

- Have the choice to accept, reject, or customize Cookies

6.3 Opt-Out of Analytics

You may opt out of:

- Google Analytics tracking

- Third-party ad tracking networks

6.4 Device-Level Controls

Mobile devices allow you to:

- Restrict ad tracking

- Reset device identifiers

- Limit location sharing

6.5 Opt-Out of Marketing Emails

Users may unsubscribe from marketing communications at any time.

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7. Do Not Track (DNT) Signals

Some browsers include a "Do Not Track" setting.
Rumbl:

- Does not currently respond to DNT signals

- Follows global privacy standards where required

We may update DNT support as regulations evolve.

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8. Data Retention and Storage

Cookie retention depends on type:

- Session Cookies: deleted when session ends

- Persistent Cookies: retained for predefined durations

- Fraud/security cookies: retained as long as necessary

- Analytics cookies: deleted or anonymized per policy

Rumbl stores Cookie data consistent with:

- GDPR

- CPRA

- PIPEDA

- Applicable retention laws

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9. Cookies and Personal Information

Cookies may collect:

- Device identifiers

- IP addresses

- Browser metadata

- Usage information

This information may be connected to your Rumbl account for:

- Security

- Fraud detection

- Personalization

- Booking functionality

Rumbl does **not** sell personal information.

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10. International Users (GDPR, UK GDPR, Canada)

This Policy complies with:

- GDPR (European Union)

- UK GDPR

- PIPEDA (Canada)

- CASL (Canada)

- CPRA (California)

International Users may exercise their rights by emailing:
admin@rumblrentals.com

Rights include:

- Access

- Correction

- Deletion

- Restriction

- Objecting to processing (including advertising cookies)

- Data portability

- Withdrawal of consent

11. Changes to This Policy

Rumbl may update this Cookie & Tracking Policy at any time.

Updates take effect upon posting.
Users will be notified of material changes when required by law.

12. Contact Information

For questions about Cookies, tracking technologies, or privacy rights:

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100 Randall Road
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