

## **Privacy Policy**

Your privacy is important to us. Pickuptrucker.com (the “Site”) respects and takes steps to protect the privacy of our customers. We strive to take reasonable care of information we may receive from you. This is a website-only privacy policy, and does not apply to the handling of your personal data collected by PickupTrucker by means other than this Site.

### **The Scope of This Policy**

This Privacy Policy addresses the privacy of visitors to the Site. It identifies the type of data and information Pickuptrucker.com collects from visitors, how we use and disclose it, and the steps we take to protect privacy.

### **What Information We Collect and How We Use It**

#### **Information We Collect**

Pickuptrucker.com collects personal information when you register with Pickuptrucker.com and when you use Pickuptrucker.com products and services. We do not collect your personal information through your use of this Site unless you provide it. Therefore, if you do not want Pickuptrucker.com to obtain personal information about you, please do not submit it to us.

We may track non-personal information about your visit, including the domain name and the name of the Web page from which you entered our Site, how much time you spend on each of our pages, and the IP address associated with your computer. We use this information to improve the performance and operation of our Site.

When you register, we ask for information such as your name, e-mail address, mailing address. If you use the Site to advertize or list your products and services, we may also ask for your credit card information. Once you register with Pickuptrucker.com, you are not anonymous to us and we protect your personal information (see Security below).

Pickuptrucker.com collects information about your transactions with us and may collect information about your transactions with providers of services listed on the Site. Pickuptrucker.com automatically receives and records information on our server logs from your browser, including your IP address, Pickuptrucker.com cookie information, and the page you request.

Pickuptrucker.com uses information for the following general purposes: to customize the advertising and content you see, fulfill your requests for products and services, improve our services, contact you, conduct research, and provide statistical reporting for internal and external clients.

#### **Your Ability to Edit Your Account Information and Preferences**

You can edit your Pickuptrucker.com Account Information at any time. We reserve the right to send you certain communications, including marketing communications, relating to the Pickuptrucker.com

service, such as service announcements and administrative messages. Users who visit this Site can opt out of receiving future marketing communications or they can unsubscribe by following instructions contained in the messages they receive.

### **Cookies and Related Technologies**

A cookie is a small file that is stored on the hard drive of your computer, ready for future access when you return to our Site. We may use cookies to tailor and improve the content we deliver to you while you are on our Site. The cookies do not contain or capture any personal information. You can configure your computer's browser to alert you when a Web page is attempting to send you a cookie, and then you can accept or refuse the cookie. Your decision to refuse cookies from Pickuptrucker.com will not prevent you from using our Site, but may limit your ability to take advantage of some of our advanced features.

On some of the pages on our Site we may also use small bits of computer code called "one-pixel gifs," "clear gifs," or "Web beacons" embedded in Web pages to monitor the activity on our Site. Again, the technology does not capture or contain any personal information.

### **Children**

The Site is not designed to attract children under the age of 13 and Pickuptrucker.com does not solicit or knowingly collect personal information from or establish or maintains registrations with children on our Site. If we discover that Pickuptrucker has received personally identifiable information from an individual who indicates that he or she is, or whom we otherwise have reason to believe is, under the age of 13, we will delete such information from our records.

### **Third Party Advertisers and External Links**

The Site may accept advertisements from third-party advertisers or provide links to external Web sites. Please check the privacy policy of these advertisers and Web sites for information regarding their collection of information and use of cookies. We are not responsible for the content or privacy practices of other Web sites. Our advertisers may use third parties to serve or present the ads that appear on our Site. These third parties may place cookies on your browser when you visit our Site. Any third party cookies are subject to the privacy policy of the company placing them.

### **Information We Disclose to Third Parties**

We may use aggregated information concerning how visitors use our Site and share such information with third parties in order to improve our Site and to help us attract advertisers and listings. For example, we may share how many individuals visited our Site and on average how long they stayed on each page. Such use and sharing of aggregated information will not reveal any of your personal information to third parties. Pickuptrucker.com does not rent, sell, disclose or share personal information about you with other people or nonaffiliated companies except to provide products or services you've requested, when we have your permission, or under the following circumstances:

- We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims;
- We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Pickuptrucker.com Terms of Use Agreement, or as otherwise required by law;
- We transfer information about you if Pickuptrucker.com is acquired by or merged with another company. In this event, Pickuptrucker.com may notify you before information about you is transferred and becomes subject to a different privacy policy. Pickuptrucker.com does not provide any personal information to the advertiser when you interact with or view an ad.

## **Security**

Pickuptrucker.com takes your security seriously and takes reasonable steps to protect your information. No data transmissions over the Internet can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk. Once we receive your transmission, we make reasonable efforts to ensure security on our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered or destroyed by breach of any firewalls or secure server software we may employ. Pickuptrucker.com continues to evaluate and implement enhancements in security technology and practices, however we can only take steps to help reduce the risks of unauthorized access. Pickuptrucker.com has taken the following steps in this regard:

- Pickuptrucker.com uses SSL (Secure Socket Layer) encryption when transmitting certain kinds of information, such as registration information or payment information. An icon resembling a padlock is displayed on the bottom of most browsers window during SSL transactions that involve credit cards and other forms of payment. Any time Pickuptrucker.com asks you for a credit card number on Pickuptrucker.com for payment or for verification purposes, it will be SSL encrypted. The information you provide will be stored securely on our servers. Once you choose to store or enter your credit card number on Pickuptrucker.com, it will not be displayed back to you in its entirety when you retrieve or edit it in the future. Instead of the entire number, you will only see asterisks and either the first four digits or the last four digits of your number.
- Pickuptrucker.com maintains reasonable physical, electronic, and procedural safeguards that comply with federal regulations to protect personal information about you.
- Pickuptrucker.com works with vendors to protect the security and privacy of user information.
- Pickuptrucker.com limits access to personal information about you to those employees who we reasonably believe need to come into contact with that information to provide products or services to you or in order to do their jobs.

- Pickuptrucker.com has implemented a company-wide education and training program about security that is required of every Pickuptrucker.com employee.

If Pickuptrucker.com learns of a security systems breach, we may attempt to notify you electronically so that you can take appropriate protective steps. By using this Site or providing personal information to us you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your use of this Site. Depending on where you live, you may have a legal right to receive notice of a security breach in writing. To receive free written notice of a security breach (or to withdraw your consent from receiving an electronic notice) you should notify us at [privacy@pickuptrucker.com](mailto:privacy@pickuptrucker.com).

If you believe your Pickuptrucker.com account has been compromised, please report the incident using our contact form. In the event that you believe that your personal safety is at risk or if you believe that you may be the victim of identity theft or other illegal conduct, please contact the appropriate federal, state or local law enforcement agencies directly.

### **Changes to Privacy Policy**

This Privacy Policy supersedes and replaces all previously posted Privacy Policies. We reserve the right to update this Privacy Policy at any time to reflect any changes. If we decide to change our Privacy Policy, we will post those changes to this Site and it will become effective upon posting. If the change would cause us to use or disclose personal information in a manner that is materially less restrictive from that stated at the time of collection, we will notify Web visitors before implementing the change.

### **Contacting Us:**

Questions, Comments, & Concerns: If you have any questions regarding this Privacy Policy, please contact Pickuptrucker.com at the address or other contact information shown on Contact form. To be removed from future Pickuptrucker.com marketing e-mail campaigns, please e-mail [remove@pickuptrucker.com](mailto:remove@pickuptrucker.com).

Effective: June 18, 2010