

## Privacy and Cookie Notice

Rock-It Cargo USA LLC (“Rock-It Cargo,” “we,” “us” or “our”) takes the security and privacy of your personal information very seriously. This Privacy and Cookie Notice (“Notice”) describes our policies and practices with respect to personal information that we collect from users through our website, located at <https://www.rockitcargo.com/>, as well as any other websites or other applications operated and controlled by us from which you are accessing this Notice (collectively, the “Site”). This Notice only addresses personal information collected directly through or from our Site. It does not govern information-gathering, use, or dissemination practices related to personal information collected other than through the Site, such as from telephone, facsimile, postal mail, or other offline means or media. By accessing and using the Site, you agree to the terms and conditions of this Notice.

### 1. What Personal Data We Collect

1.1 “Personal Data” is information that identifies you as an individual, such as: name, email address, postal address, telephone number, email address, and other account information.

1.2 We may collect and process the following Personal Data about you:

- Information that you provide by filling in forms on the Site (e.g., to obtain a quote);
- Information that you provide by making payments through the Site. This may include your name, address, telephone number, email address, and credit card number. (Your credit card information is collected by our third-party payment processor, as provided in Section 4 below.) We may also retain details of your specific purchases and transactions with us.
- If you register to maintain an account with us, we will collect the information that you voluntarily provide when registering, which will include your username and password.
- We may also ask you for information when you report a problem with the Site.
- If you contact us, we may keep a record of that correspondence.
- Information that you provide in order to benefit from a particular feature or participate in a particular activity, such as when you sign up to receive emails from us.

1.2 Through your use of the Site, we may also gather certain information about your use of the Site that does not identify you individually but may identify your computer or device. Generally, this information is collected through what we refer to herein as “Traffic Data.” We may collect and store such Traffic Data automatically whenever you interact with the Site. For example, we may collect your IP address, browser information and reference site domain name every time you visit the Site. We may also collect information regarding user traffic patterns and site usage. We may also receive similar data from our business partners, including social media platforms such as Facebook, Twitter, Instagram, and LinkedIn subject to your registration and privacy settings with such third-party social media platforms. This Traffic Data does not, however, contain anything that can personally identify you; it is used to analyze and improve the Site and to provide our users with a fulfilling Internet experience. Please see the section below in this Notice regarding Cookies and Other Passive Technologies for more information about our use of cookies and other technologies.

1.3 We may combine your Personal Data with other information we have collected from you or from other sources, whether on- or offline. We treat the combined information as Personal Data.

1.4 We may inform you of other Personal Data collected by or through the Site at the point of collection.

### 2. How We Use Personal Data

We use Personal Data for the purposes described in this Notice and as otherwise described to you at the point of collection. Specifically, we may use Personal Data from or about you in the following ways:

- 2.1 To ensure that content from the Site is presented in the most effective manner for you and for your computer.
- 2.2 To complete and fulfill your requests for services and other purchases, for example, to process your payments, communicate with you regarding your purchase, and provide you with related customer service.

- 2.3 To personalize our advertising, marketing communications, shopping experiences, and promotional offers and to deliver promotions and offers to you that we think may interest you.
- 2.4 To carry out our obligations arising from any contracts entered into between you and us.
- 2.5 To notify you about changes to our Site, products, and services.
- 2.6 To create and manage your personal account with Rock-It Cargo.
- 2.7 To prevent misuse or improper use of the Site.
- 2.8 To communicate with you and respond to your inquiries and fulfill quote requests.
- 2.9 For our business purposes, such as data analysis, audits, developing new products and features, enhancing our website, improving our products and services, identifying Site usage trends, and determining the effectiveness of our promotional campaigns.
- 2.10 As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you, or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.
- 2.11 For any other purpose specified at the point of collection.

We may use non-personal, non-individual statistics or demographic information in aggregate form without restriction, and we may share such information with our marketing partners, advertisers or other third-parties for analytics purposes.

### 3. How We Share Your Personal Data With Others

We may disclose your Personal Data to third parties as described in this Notice or as otherwise described at the point where we collect the information about you, including:

- 3.1 **Affiliates.** We may transfer or disclose Personal Data to our affiliated companies and subsidiaries for the purposes described in this Notice.
- 3.2 **Third Party Service Providers.** We may engage third parties to provide administrative and technical services to us, such as website hosting, data analysis, payment processing, fulfillment partners, infrastructure provision, IT services, customer service, e-mail and direct mail delivery services, credit card processing, auditing services, and other services, in order to enable them to provide those services.
- 3.3 **Corporate Transactions.** We may disclose your Personal Data to a third party in connection with a corporate reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceeding).
- 3.4 **Legal.** In certain circumstances, we may be required to release your Personal Data in order to comply with legal obligations or in response to legal process such as a subpoena, warrant, or court order; in order to enforce or apply our terms of use and other agreements or to protect the rights, property, or safety of Rock-It Cargo or any affiliate, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- 3.5 **Traffic Data.** We disclose Traffic Data as described in Section 7 ([Cookies and Other Passive Technologies](#)) of this Notice.

### 4. Third Party Payment Processor

Rock-It Cargo uses Stripe, Inc. as our ecommerce platform and third-party payment processor to assist us in processing your personally identifiable payment information securely. The information collected for payment purposes, such as your credit card number and expiration date, are collected by the third-party payment processor. Such third-party processor's use of your Personal Data is governed by its own separate Notice, located at <https://stripe.com/privacy>, which may or may not contain privacy protections as protective as this Notice. We will inform you of any changes to our payment processor when processing your payments.

## 5. Your Rights and Choices

You may opt out of having information that we can verify is your Personal Data and that is within our control prospectively retained by us or used by us for certain purposes by sending us an email at [info@rockitcargo.com](mailto:info@rockitcargo.com). In the subject field, type "Opt Out" and provide us your name and the e-mail, phone or postal address. We may require additional information from you to verify your identity and identify the information within our systems that is your Personal Data. We will seek to comply with your request(s) as soon as reasonably practicable. We may need to retain your Personal Data for certain purposes permitted by law, including if required by law or legal process. In addition, you may opt out of receiving promotional e-mails and text messages from us by following the unsubscribe instructions provided in any such messages. Please note that if you opt out of receiving promotional messages from us, this does not impact other transactional and administrative messages which you will continue to receive (such as emails relating to billing and payment information or changes to this Notice). If you have registered for an account with us, you may delete the account at any time by sending us an email at [info@rockitcargo.com](mailto:info@rockitcargo.com).

## 6. Third Party Websites

The Site may feature links to websites that we believe you might find useful and informative. We do not endorse or recommend those websites' content or services, and we are not responsible for the privacy practices of these other websites. We encourage you to be aware of and read the privacy policy of each site you visit.

## 7. Cookies and Other Passive Collection Technologies

As you navigate the Site, certain Traffic Data may be passively collected, meaning it is gathered without your actively providing it. This is done using the following technologies in the following ways:

- 7.1 **Through your browser:** Certain information is collected by most browsers, such as computer type, operating system type and version screen resolution, and Internet browser type and version.
- 7.2 **Through your device:** If you access the Site through a mobile device or other network-connected product, certain information may be collected about that device, including your device type, network service provider, and other identifiers. We may collect unique device identifiers (such as IDFA and AID tags and UUID and UDID identifiers) associated with the device you use to access the Site.
- 7.3 **Using cookies:** Like many companies, our Site may use "cookies" to help make sure the Site is meeting the needs of its users and to help us make improvements. Cookies are pieces of information stored directly on the computer you are using. Cookies allow us to collect information such as browser type, time spent on the Site, pages visited, and language preferences. We and our service providers use this information for security purposes, to facilitate navigation, display information more effectively, and to personalize your experience while using the Site. More specifically, we may use cookies to:
  - recognize your computer or device to make your use of the Site easier, such as to remember your locations of interest and other preferences with the Site;
  - detect malicious site visitors;
  - gather statistical information about use of the Site in order to continually improve its design and functionality, understand how individuals use it, and to assist us with resolving questions regarding it;
  - select which of our advertisements or offers are most likely to appeal to you and display them while you are on the Site and on other websites, applications, and online services that you use; and
  - track consumer responses to online advertisements.

Most browsers are initially set up to accept cookies. Your browser may allow you to block or limit cookies. You will need to do this on each browser and device that you use. Blocking cookies may result in loss of some functionality on the Site. To learn more about cookies, please visit <http://www.allaboutcookies.org>.

- 7.4 **Using Monitoring Tools:** The Site may utilize pixel tags, web beacons, clear GIFs, HTML5 Local Storage, HTML5 Mini Databases, and other similar technologies, both on certain aspects of the Site and in HTML-formatted e-mail messages to you. These monitoring tools are used for the purpose of, among other things,

measuring the success of our marketing campaigns, compiling statistics about Site usage and response rates, and tracking the activities of users of the Site and e-mail recipients.

7.5 **IP Address:** Your IP Address is a number that is automatically assigned to the computer that you are using by your Internet Service Provider. An IP Address is identified and logged automatically in our server log files whenever a user visits the Site, along with the time of the visit and the page(s) that were visited. Collecting IP Addresses is standard practice on the Internet and is done automatically by many online service providers, including website operators. We may use IP Addresses for purposes such as calculating Site usage levels, helping diagnose server problems, and administering the Site.

7.6 **Analytic Tools:** We also use tools and third-party services to collect information about usage of the Site, including Google Analytics and Facebook Pixels. To learn more about privacy and Google Analytics please consult the Google Analytics overview provided by Google at: <http://www.google.com/intl/en/analytics/privacyoverview.html>. Generally speaking, Google Analytics collects information on how often users visit the Site, what aspects of the Site they visit when they do so, and what other websites users visited prior to accessing the Site. Google Analytics also collects information to allow us to analyze user purchasing activity. You may prevent your data from being collected and used by Google Analytics by opting out through the use of the [Google Analytics Opt-out Browser Add-on](#). To learn more about Facebook Pixels, please see: <https://pixel.facebook.com/about/privacy/>.

Although our use of passive collection technologies may change over time as technology evolves, the above descriptions are designed to provide you with additional detail about our current approach to information collected from passive technologies.

## **8. Do Not Track**

This Site does not process Do-Not-Track (DNT) headers transmitted by Web browsers. Our third-party web analytics companies collect information about your online activities over time. These third parties do not change their tracking practices in response to DNT settings in your web browser and we do not obligate these parties to honor DNT settings.

## **9. Social Media**

Some aspects of the Site may allow you to interface with other websites, social media, and other online services, such as Facebook, Instagram, Twitter, and LinkedIn. We will diligently work to identify these aspects of the Site to you, for example, by identifying them with the applicable third-party logos or trade names. By using these interfaces, you will allow us to access information about you from those other online services, including information and other content that you submit to those online services. If you interface with the Site through your social media account, we may contact you or enable you to share your experience and content via your social media account, which information may be publicly viewed by other users of those services. For a description on how such social media services and other third-party platforms, plug-ins, integrations, and applications handle your information, please refer to their respective privacy policies and terms of use, which may permit you to modify your privacy settings with that service or platform.

## **10. Security**

We will maintain the levels of protection of your Personal Data in accordance with data protection laws and take reasonable precautions to keep your Personal Data safe from loss, unauthorized access, modification or disclosure. You should be aware that no security measure is guaranteed to be 100% secure and you should always take appropriate security measures to protect your Personal Data, including ensuring that you have up-to-date antivirus software. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you have with us has been compromised), please immediately notify us of the problem.

## **11. Information Related to Minors**

The Site is not intended for persons under the age of 18. We do not knowingly collect Personal Data online from persons under the age of thirteen (13) on the Site. We reserve the right to delete any information identified as having been provided by such persons at our discretion.

## **12. Data Retention**

We generally retain Personal Data for so long as it may be relevant for the purposes identified in this Notice or at the time the information is collected, unless a longer period of time is required by law.

### **13. Changes to Our Notice**

We may change this Notice from time to time. When we do, we will let you know by posting the changed Notice on this page with a new “Last Updated” date. In some cases, we may also tell you about changes by additional means, such as by posting a notice on the Site or sending an e-mail to the e-mail address we have on file for you.

### **14. California**

California Civil Code Section 1798.83 (also known as the “Shine The Light” law) permits users who are California residents to request and obtain from us once a year, free of charge, information about the Personal Data (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year. Alternatively, businesses may have in place a policy not to disclose Personal Data of customers to third parties for the third parties' direct marketing purposes unless the customer has opted-in to such information sharing. Accordingly, we will not share your Personal Data with third parties other than our affiliates for the third party’s own direct marketing purposes unless you opt-in, for example by checking a consent check box when providing us with your information.

### **15. Contact**

If you have any questions about this Notice, please contact us via: [info@rockitcargo.com](mailto:info@rockitcargo.com).

Last Updated: **November 16<sup>th</sup>, 2020**

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