

Privacy Policy

Last updated: August 8, 2017

This Privacy Policy (this “**Policy**”) is a binding legal agreement between Rydell Parts Connection, LLC, an Iowa limited liability company (“**we**”, “**us**”, or “**our**”) and you (“**you**” and “**your**”). We take the privacy of your information seriously, and this Policy governs our usage and disclosure of information collected from you when you visit and use our websites and services (the “**Services**”). By using the Services, you consent to the data practices described in this Policy. If you do not agree with the terms of this Policy, you must immediately cease use of the Services.

Personal Information

We collect certain personal information that you voluntarily provide us, including for example your name, street address, phone number, or email address (collectively, “**Personal Information**”). Your disclosure of Personal Information is optional, but we may be unable to provide some or all of the Services without certain Personal Information.

You will retain ownership of your Personal Information, and we will only use and disclose it as set forth in this Policy.

Non-Personal Information

We also collect information that does not personally identify any entity or individual (“**Non-Personal Information**”). This information includes anonymous transaction information such as ZIP code, part numbers and types, prices quoted, and sales volume. Additionally, our servers automatically collect technical and other information about your computer hardware and software when you use the Services, including your IP address, browser type, page views, clicks, access times, referring website addresses, and other technical and usage information. The Services may use cookies, including third-party cookies, to help remember certain information about you when you return to the Services, and to better understand your interests. You can disable cookies through your browser settings, but some features or functionality of the Services may be unavailable with cookies disabled. The Services do not currently respond to “do not track” settings in web browsers.

We may aggregate and/or de-identify Personal Information such that it no longer identifies any individual or entity, and such aggregated or de-identified information will be considered Non-Personal Information instead of Personal Information for purposes of this Policy.

We own all right, title, and interest in and to any Non-Personal Information we collect or compile, and we may use and share it in any way we deem appropriate, including without limitation to maintain and improve the Services, analyze market trends, and develop our current and future products and services.

Use of Personal Information

We may use your Personal Information: (i) to provide the Services to you or to otherwise fulfill the purpose for which you submitted it; (ii) to respond to your inquiries or comments; (iii) to protect the security or integrity of the Services and our systems, and investigate any suspected breaches thereto; (iv) to comply in our reasonable discretion with legal requests and proceedings; (v) to exercise or enforce our rights under this Policy; and (vi) as otherwise required to comply with any applicable laws, rules and regulations. We may also use your Personal Information to send you emails about products, services, and opportunities we believe you may be interested in. If you wish to stop receiving marketing or promotional emails, you may click the “unsubscribe” or “opt-out” link in the applicable email or otherwise contact us as set forth in this Policy, and we will use commercially reasonable efforts to

promptly implement your request. We will continue to contact you regarding your account with us and related transactions.

Sharing of Personal Information

We do not sell, rent, or lease your Personal Information to third parties. We will only share Personal Information: (i) in connection with a court order, subpoena, government investigation, or as otherwise required by law, rule or regulation; (ii) with our affiliates or in the event of a corporate sale, merger, acquisition, or similar event; (iii) with our third-party service providers who assist in the operation, maintenance, or improvement of the Services and in the processing of your orders on our behalf, such as our payment processors, web hosts, marketing partners, and technical support resources; or (iv) as you otherwise authorize us to share. Our third-party service providers are prohibited from using your Personal Information except to provide the applicable services.

Third-Party Services

The Services may contain links to third-party websites or services (each, a “**Third-Party Service**”). We provide these links only as a convenience. We do not control or operate Third-Party Services and we do not endorse the contents of any Third-Party Services. We are not liable for any information, products, advertisements, content, services or software accessible through any Third-Party Services. You visit any Third-Party Services at your own risk, and you hereby fully release us and our affiliates, and each of our respective directors, officers, employees, representatives, agents, successors and assigns from any damages or losses alleged to be caused by your use of or reliance on any Third-Party Services or any content, products, services or other materials available therein. Third-Party Services are subject to service and privacy policies that we do not control; please review such policies closely before using any Third-Party Services. Any transactions you enter into with a third party, even if facilitated by our Services, is between you and such third party and we are not responsible or liable for any matters relating to such transactions.

Security

We use commercially reasonable measures designed to help protect your Personal Information from unauthorized access, use or disclosure. However, no transmission of data over the Internet can be guaranteed to be 100% secure, and if you submit any Personal Information through the Services you accept the inherent risks in doing so, including without limitation the risks of interception, unauthorized access, corruption, or deletion.

Children Under Thirteen

We do not knowingly collect Personal Information from children under the age of thirteen. If we become aware that we have any Personal Information regarding an individual under the age of thirteen in our possession or control, we will use commercially reasonable efforts to promptly delete such Personal Information from our systems.

Changes and Contact

We may modify this Policy from time to time in our sole discretion. Any modifications to this Policy will be posted in the “Privacy Policy” section of the Services. By continuing to use the Services after a new version of this Policy has been posted, you consent to the changes and agree to comply with the then-posted version of this Policy. We encourage you to periodically review this Policy to stay informed about our privacy practices. If you have any questions or comments about this Policy, please contact us at 888-311-9502.