**Check out our privacy policy and see how your privacy is protected with us.**

We strive to offer the best service possible – to offer carriers the opportunity to earn extra income by wrapping their vehicle in eye-catching art and commercial messaging.  For purposes of this Privacy Policy (“Policy” or “Privacy Policy”), the terms “we,” “us,” “our” and “Axle Advertisements” refer to Axle Advertisements LLC., an Alabama Corporation, and “you” and “your” refers to you, as a user of the Axle Advertisements service.  The Privacy Policy below governs your Axle Advertisements account and any information you provide on this site.

This Privacy Policy covers both our “online” (e.g., web and mobile services, including any web sites operated by us such as www.axleadvertisements.com, mobile applications, however accessed and/or used, whether via personal computers, mobile devices or otherwise) and “offline” (e.g., collection of data through mailings, telephone, or in person) activities owned, operated, provided, or made available by Axle Advertisements. Our “online” and “offline” activities are collectively referenced as the “Services.”  This Privacy Policy also applies to your use of interactive features or downloads that:

i we own or control.

ii are available through the Services; or

iii interact with the Services and post or incorporate this Privacy Policy.

BY USING OUR SERVICES OR BY OTHERWISE GIVING US YOUR INFORMATION, YOU AGREE TO THE TERMS OF THIS PRIVACY POLICY.

Please review the following carefully so that you understand our privacy practices. If you do not agree to this Privacy Policy, do not use any of our Services or give us any of your information.  In addition, please review our Terms and Conditions, which may apply to your use of our websites and mobile applications. This Privacy Policy is incorporated by reference into the applicable Terms and Conditions.

If you have questions about this Privacy Policy, please contact us at support@axleadavertisements.com

**What information do we collect?**

In order to operate the Axle Advertisements service and to provide our Services, including, but not limited to, matching carriers with advertisers, we must ask you to provide nonpublic personal information about yourself, such as your name, e-mail address and mobile number (“Personal Information”).  We may collect this information through various forms and in various places through the Services, including account registration forms, “contact us forms”, or when you otherwise interact with us. When you sign up to use the Services, you create a user profile. The current required data fields are:

* Name
* Address
* Email
* Phone Number
* Carrier Number (Background Check/Safety Record)

In addition to any Personal Information or other information that you choose to submit to us, we and our third-party service providers may use a variety of technologies that automatically (or passively) collect certain information whenever you visit or interact with the Services (“Usage Information”).  This Usage Information may include the browser that you are using, the URL that referred you to our Services, all of the areas within our Services that you visit, and the time of day, among other information. We may use Usage Information for a variety of purposes, including to enhance or otherwise improve the Services. In addition, we collect your IP address or other unique identifier (” Device Identifier”) for your computer, mobile or other device used to access the Services (any, a “Device”).  A Device Identifier is a number that is automatically assigned to your Device used to access the Services, and our computers identify your Device by its Device Identifier.  Usage Information may be non-identifying or may be associated with you. Whenever we associate Usage Information or a Device Identifier with your Personal Information, we will treat it as Personal Information.

In addition, our advertisers can see the GPS coordinates recorded by the GPS device on the carriers trailers for all driving time, as well as certain information about you (such as your name and other Personal Information).

A few of the methods that may be used to collect Usage Information include, without limitation, the following (and subsequent technology and methods hereafter developed):

1. *Cookies*.  A cookie is a data file placed on a Device when it is used in connection with the Services.  A Flash cookie is a data file placed on a Device via the Adobe Flash plug-in that may be built-in to or downloaded by you to your Device.  Cookies and Flash Cookies may be used for many purposes, including, without limitation, remembering you and your preferences and tracking your visits to our web pages.  Cookies work by assigning a number to the user that has no meaning outside of the assigning website.

If you do not want information to be collected through the use of cookies, your browser allows you to deny or accept the use of cookies.  Cookies can be disabled or controlled by setting a preference within your web browser or on your Device.  If you choose to disable cookies or Flash cookies on your Device, some features of the Services may not function properly or may not be able to customize the delivery of information to you.

You should be aware that the Company cannot control the use of cookies (or the resulting information) by third-parties, and use of third party cookies is not covered by our Privacy Policy.

1. *Web Beacons*.  Small graphic images or other web programming code called web beacons (also known as “1×1 GIFs” or “clear GIFs”) may be included in our web and mobile pages and messages.  The web beacons are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored in a user’s computer hard drive, web beacons are embedded invisibly on Web pages. Web beacons or similar technologies help us better manage content on our Services by informing us what content is effective, count users of the Services, monitor how users navigate the Services, count how many e-mails that we send were actually opened or to count how many particular articles or links were actually viewed. We do not tie the information gathered by web beacons to your personal information.

1. *Embedded Scripts*.  An embedded script is programming code that is designed to collect information about your interactions with the Services, such as the links you click on. The code is temporarily downloaded onto your Device from our web server or a third party service provider, is active only while you are connected to the Services, and is deactivated or deleted thereafter.

1. *Social Media and Widgets*.  Our online and mobile Services may include social media features, such as the Facebook Like button, and widgets such as a “*Share This*” button, or interactive mini-programs that run on our online and mobile Services. These features may collect your IP address, which page you are visiting on our online or mobile Services, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our online Services. Your interactions with these features and widgets are governed by the privacy policy of the company providing them.

If you wish to apply for the Services on our web site, we will collect Personal Information such as your name, email address, phone number, driving history, criminal history and insurance information, and may collect additional information such as resume, gender, and your ethnicity. We use the information collected within this area of the web site(s) to determine your qualifications for the position in which you have applied and to contact you to set up an interview. We use the information collected within this area of the web site to determine your qualifications for the position in which you have applied and to contact you to set up an interview.

***Specific Driver Privacy Statements***

*Collection and Use of Driver Information*. Axle Advertisements may collect personal data from you during the course of your sign-up for, and use of, the Services, including location data, which information may be stored, processed, and accessed by Axle Advertisements for business purposes, including for marketing, lead generation, service development and improvement, analytics, industry and market research, and such other purposes consistent with our legitimate business needs. You expressly consents to such collection and use of personal data.

***Disclosure of Driver Information to Third Parties***.  Subject to all applicable laws, Axle Advertisements may provide to a third party any information (including Personal Information) about you and/or the Services provided hereunder if: (a) there is a complaint, dispute or conflict, including an accident; (b) it is necessary to enforce the terms of the the Terms and Conditions; (c) it is required, in our sole discretion, by applicable law (e.g., Axle Advertisements receives a subpoena or warrant for information); or (d) it is necessary, in our sole discretion, to protect the safety, rights, property or security of Axle Advertisements, the Services, or any third party; to detect, prevent or otherwise address fraud, security or technical issues; and/or to prevent or stop activity we, in our sole discretion, consider to be, or to pose a risk of being, illegal, unethical, or legally actionable.

Driver expressly consents to Axle Advertisements’ use of location-based services, and carrier expressly waives and releases Axle Advertisements and its Affiliates from any and all liability, claims, causes of action or damages arising from Carrier’s use of the Axle Advertisements Services, or in any way relating to the use of the geo-location and other location-based services.

If you choose to use our referral service to tell a friend about our Services, we will ask you for your friend’s name and email address.  We will automatically send your friend a one-time email inviting him or her to visit the Services.  We store this information for the sole purpose of sending this one-time email and tracking the success of our referral program, and do not use this information for any other marketing purpose unless we obtain consent from that person or we explicitly say otherwise. Please be aware that when you use any send-to-a-friend functionality through our Services, your e-mail address may be included in the communication sent to your friend.  Your friend may contact us through support@axleadvertisements.com to request that we remove this information from our database.

**How do we use your information?**

Our primary goal in collecting your Personal information or Usage Information is to provide you with an enhanced experience when using the Services.  We use your nonpublic personal in order to match you with advertisers and to otherwise assist you and allow you to perform the Services, respond to your requests, customize your experience on the Axle Advertisements site and contact you regarding your account. If you give us permission, we will also use your information to make you aware of additional products and services that may be of interest to you or to contact you regarding site changes.

We communicate with you only if you want us to.

We send you emails relating to your transactions and announcements related to personal services, but only when necessary.

You will also receive additional notifications from us that may be waived if you choose (via opt-out).

We will also communicate with you in response to your inquiries, to provide the services you request, and to manage your account. We will communicate with you by email, telephone, or SMS or text message, in accordance with your wishes.

We use your information to closely monitor which features of the Services are used most, to allow you to view your commuting history, view any promotions we may currently be running, rates applicable to your commutes, and to determine which features we need to focus on improving, including usage patterns and geographic locations to determine where we should offer or focus services, features and/or resources.

We use the information collected from our Mobile Application so that we are able to serve you the correct app version depending on your device type, for troubleshooting and in some cases, marketing purposes.

We use your Internet Protocol (IP) address to help diagnose problems with our computer server, and to administer our web site(s). Your IP address is used to help identify you, but contains no personal information about you.

We will send you strictly service-related announcements on occasions when it is necessary to do so. For instance, if our Services are temporarily suspended for maintenance, we might send you an email.  Generally, you may not opt-out of these communications, which are not promotional in nature.  If you do not wish to receive them, you have the option to deactivate your account.

In addition, we may use your Personal Information or Usage Information that we collect about you:

* To provide you with information or services or process transactions that you have requested or agreed to receive including to send you electronic newsletters, or to provide you with special offers or promotional materials on behalf of us or third parties.
* To process your registration with the Services, including verifying your information is active and valid.
* To improve the Services or our services, to customize your experience with the Services, or to serve you specific content that is most relevant to you.
* To enable you to participate in a variety of the Services’ features such as online or mobile promotions.
* To contact you with regard to your use of the Services and, in our discretion, changes to the Services and/or the Services’ policies.
* For internal business purposes.
* For inclusion in our data analytics.
* For purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy.

Please note that information submitted to the Services via a “contact us” or other similar function may not receive a response.  We will allow advertisers with whom you associate in connection with the Services to contact you via the Axle Advertisements site but will not share your actual email address.

**Security**

The Personal Information and Usage Information we collect is securely stored within our databases, and we use standard, industry-wide, commercially reasonable security practices such as encryption, firewalls and SSL (Secure Socket Layers) for protecting your information and geo-location information. However, as effective as encryption technology is, no security system is impenetrable. We cannot guarantee the security of our databases, nor can we guarantee that information you supply won’t be intercepted while being transmitted to us over the Internet or wireless communication, and any information you transmit to the Company you do at your own risk. We recommend that you not disclose your password to anyone.

**With whom do we share your information?**

We respect your right to privacy, so we do not provide your name or any other nonpublic personal information to any third parties, [except the advertisers you are working with] or [except that we will identify your screen name as a supporter of a project and allow the project sponsor to contact you using our service].

Notwithstanding anything else to the contrary, we reserve the right to disclose your nonpublic personal information as required by law and when we believe disclosure is necessary to protect our rights.

We may share non-personally identifiable information, such as aggregated user statistics and log data, with third parties for industry analysis, demographic profiling, to deliver targeted advertising about other products or services, or for other business purposes. We do not sell, share, rent or trade the information we have collected about you, including Personal Information, other than as disclosed within this Privacy Policy or at the time you provide your information. We do not share your Personal Information with third parties for those third parties’ direct marketing purposes unless you consent to such sharing at the time you provide your Personal Information.

**Your receipt of information from third parties**

You may be presented with an opportunity to receive information and/or marketing offers directly from third parties. If you do agree to have your Personal Information shared, your Personal Information will be disclosed to such third parties and all information you disclose will be subject to the privacy policy and practices of such third parties. We are not responsible for the privacy policies and practices of such third parties and, therefore, you should review the privacy policies and practices of such third parties prior to agreeing to receive such information from them. If you later decide that you no longer want to receive communication from a third party, you will need to contact that third party directly.

*Third Party Content*. The Services may contain content that is supplied by a third party, and those third parties may collect web site usage information and your Device Identifier when web pages from any online or mobile Services are served to your browser.  In addition, when you are using the Services, you may be directed to other sites or applications that are operated and controlled by third parties that we do not control. We are not responsible for the privacy practices employed by any of these third parties. For example, if you click on a banner advertisement or the domain or other controlled application of any advertiser, the click may take you away from our website onto a different web site. These other web sites may send their own cookies to you, independently collect data or solicit Personal Information and may or may not have their own published privacy policies. We encourage you to note when you leave our Services and to read the privacy statements of all third party web sites or applications before submitting any Personal Information to third parties.

**Administrative and legal reasons for disclosure of your Personal Information**

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. Thus, we may access, use, preserve, transfer and disclose your information (including Personal Information), including disclosure to third parties such as government or law enforcement officials or private parties as we reasonably determine is necessary and appropriate:

* To satisfy any applicable law, regulation, subpoenas, governmental requests or legal process.
* To protect and/or defend the Terms and Conditions for online and mobile Services or other policies applicable to any online and mobile Services, including investigation of potential violations thereof.
* To protect the safety, rights, property or security of Axle Advertisements, our Services or any third party.
* To protect the safety of the public for any reason.
* To detect, prevent or otherwise address fraud, security or technical issues.
* To prevent or stop activity we may consider to be, or to pose a risk of being, an illegal, unethical, or legally actionable activity. Further, we may use IP address or other Device Identifiers, to identify users, and may do so in cooperation with third parties such as copyright owners, internet service providers, wireless service providers and/or law enforcement agencies, including disclosing such information to third parties, all in our discretion. Such disclosures may be carried out without notice to you.

**Correcting inaccuracies in your information**

You are responsible for maintaining the accuracy of the information you submit to us, such as your contact information provided as part of account registration.  Axle Advertisements allows you to change or correct your personal information at any time. To do so, email us at [support@axleadvertisements.com](mailto:support@axleadvertisements.com) to change any Personal Information you need to. If, at any time, you have questions or concerns about Axle Advertisement’s privacy commitment, please feel free to email us at [support@axleadvertisements.com](mailto:support@axleadvertisements.com) to contact one of our representatives.

**Cancellation of your account**

If you no longer desire to participate in the Services, you may correct, delete inaccuracies, or amend information by making the change on our member information page or by contacting us through support@axleadertisements.com We will make good faith efforts to make requested changes in our then active databases as soon as reasonably practicable.

**California Privacy Rights**

California’s “*Shine the Light*” law, California Civil Code § 1798.83, requires certain businesses to respond to requests from individuals in California (those who have an established business relationship with us) asking about the business’ practices related to disclosing personal information to third parties for the third parties’ direct marketing purposes.  Alternately, such businesses may have in place a policy not to disclose your personal information to third parties for the third parties’ direct marketing purposes unless you first affirmatively agree to the disclosure (opt-in) or if you have exercised an option to opt-out of such information-sharing (opt-out).

We have opted for this alternative approach, and we do not share your personal information with third parties for the third parties’ direct marketing purposes unless you provide us with permission at the time you provide such information.

**Updating of privacy policy**

Axle Advertisements reserves the right to update this Privacy Policy at any time. Information on updates will be sent to the email address provided or will be placed in a prominent place on the site.

Any questions about this Privacy Policy should be sent to [privacy@axleadvertisements.com](mailto:privacy@axleadvertisements.com)