

# PRIVACY POLICY

Welcome to the Privacy Policy of LCS Direct, LLC dba QX Heavy Duty.

By using this website, you acknowledge and consent to this Privacy Policy. Protecting your privacy online is our top priority, and we are dedicated to safeguarding your personal information. This Privacy Policy explains the collection, use, and disclosure of personal information we may gather from you through our website. It aims to provide clarity on the terms and conditions governing the handling of your data.

## COLLECTION OF PERSONAL INFORMATION

Our primary objective in collecting personal information is to personalize your interactions and experiences on our website. We collect personally identifiable data that you voluntarily provide to us or that we obtain through direct contact with you. This information may include your name, telephone number, email address, or other details you provide when initiating contact or subscribing to future communications. Additionally, when you access our website, we may passively or automatically collect further personally identifiable and non-personally identifiable data related to your use of our website. This may include information such as your browser type and version, IP address, device identification, geographical location, and referring website.

## USE OF PERSONAL INFORMATION

We collect and use your personal information to operate our website, and for marketing purposes. Depending on the specific purpose, we may process your personal information based on your consent, contract fulfillment, legal obligations, or legitimate business interests. We do not sell, rent, or lease our customer lists to third parties. We may also use your personally identifiable data to inform you about other products or services offered by us or our affiliates. Your information may be used to respond to your inquiries or for future marketing, unless you instruct us otherwise.

## USE OF PERSONAL INFORMATION cont ...

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All OPT-IN requests include text messaging originator opt-in data and consent; this information will not be shared with third parties.

We may utilize both personally identifiable and non-personally identifiable data for various purposes, including server diagnostics, website administration, attribution reporting, personalization of user experiences (including advertising or targeted features), and generating aggregate statistical data. Non-personally identifiable data helps us understand user preferences and popular content, allowing us to deliver customized content and advertising within our website.

## DISCLOSURE OF PERSONAL INFORMATION

We may disclose your personal information without notice in compliance with applicable laws, and legal processes, or to protect the rights and property of our company. In exigent circumstances, we may also act to ensure the personal safety of our website users or the general public.

## USE OF COOKIES

Our website may use “cookies” to enhance your online experience. Cookies are text files placed on your hard disk by a web page server, uniquely assigned to you. They cannot run programs or deliver viruses. Cookies serve various purposes, such as detecting prior access to online services. We use cookies to improve your website visits, enable specific functions, and personalize user experiences. For example, cookies help identify previously viewed units on your device.

## DATA RETENTION

We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. This includes compliance with legal, tax, or accounting obligations.

## UNSOLICITED SUBMISSIONS POLICY

QX Heavy Duty appreciates comments about its products, website, sponsorships, and promotional materials. However, please note that submitting comments, ideas, or other information to QX Heavy Duty does not establish a confidential or specific relationship between you and QX Heavy Duty. While we cannot guarantee the confidentiality of submissions or provide compensation, we may utilize any comments, ideas, or information contained in your submissions, unless protected by copyright, trademark, or patent laws, or subject to a specific written agreement.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All OPT-IN requests include text messaging originator opt-in data and consent; this information will not be shared with third parties.

## CHILDREN UNDER THIRTEEN

Protecting children's privacy online is of utmost importance to us. We do not knowingly collect personally identifiable data from children under the age of thirteen. If you are under thirteen, please obtain permission from your parent or guardian before using this website.

## OPT-OUT & UNSUBSCRIBE

We respect your privacy and offer the opportunity to opt out of receiving certain information at any time. To opt out of our communications or request changes to your personal data, including deletion, please contact us using the phone number provided on this website.

## UPDATES TO THIS PRIVACY POLICY

We reserve the right to update this Privacy Policy as needed and in a timely manner. We encourage you to review this Privacy Policy periodically to stay informed about any changes. Your continued use of our website after such updates signifies your agreement to the revised Privacy Policy.