

SUDSY DUCK CAR WASH

Privacy Policy

Effective Date: 10/30/2026

1. Information We Collect

Depending on your interactions with us, we may collect your name, email address, phone number, postal address, membership selection and status, registered vehicle information, license plate and RFID or fast-pass identifiers if used, wash visit and transaction history, billing dates, customer service communications, and website or device information such as IP address, browser type, referring pages, and cookies. We may also collect information you choose to provide when contacting us.

2. Payment Information

We use authorized payment processors and point-of-sale providers to process purchases and recurring membership payments. These providers may process card details and supply us with payment tokens, limited payment-card information, billing status, and transaction records. Payment information is handled according to the provider's applicable security practices and our contractual arrangements.

3. How We Use Information

We use personal information to provide wash services, identify registered vehicles, establish and administer memberships, process purchases and renewals, provide receipts and account notices, respond to customer inquiries, prevent fraud or misuse, maintain security, analyze and improve operations, and comply with legal obligations. We send promotional communications when permitted by law and, where required, after obtaining consent.

4. Sharing and Service Providers

We may share personal information with service providers that support our operations, including point-of-sale and membership systems (which may include Micrologic), payment processors, messaging vendors, hosting, analytics, security, and customer support providers. We may disclose information in connection with legal obligations, safety, fraud prevention, or a business transaction, subject to applicable law. We do not share mobile opt-in information or SMS consent with third parties or affiliates for their own marketing or promotional purposes.

5. License Plate and Vehicle Identification

Where used, license plate recognition, RFID, or other vehicle identifiers help verify membership eligibility, record wash visits, reduce unauthorized use, and support customer service and security. Such information is retained according to operational and legal needs and is accessible to authorized personnel and service providers as appropriate.

6. Text Messages and Email Preferences

Promotional text messages are sent only when legally required consent has been obtained; consent is not a condition of purchase. Reply STOP to unsubscribe from text messages and HELP for assistance. Marketing emails include applicable unsubscribe methods. Opting out of marketing does not necessarily stop lawful transactional or account communications.

7. Cookies and Analytics

Our website may use cookies and similar technologies to support functionality, understand usage, and improve the customer experience. Depending on the technologies actually deployed, additional notices

or choices may be presented. You may be able to control cookies through browser settings, although some features may be affected. Where applicable law requires a specific opt-out or recognition of browser privacy signals, we will provide it.

8. Retention and Security

We retain personal information only as reasonably necessary for the purposes described in this Policy, including active memberships, financial records, dispute resolution, fraud prevention, and legal compliance. Retention periods vary by information category and legal requirements. We maintain reasonable administrative, technical, and physical safeguards, but no system is completely secure.

9. Your Choices and Privacy Rights

Depending on where you reside and applicable law, you may have rights to access, correct, delete, obtain a copy of, or opt out of certain processing of personal information, subject to legal exceptions. Send privacy requests to whiteduck@vioc.net. We may verify your identity before responding and will provide any legally required appeal or additional opt-out process. We do not unlawfully discriminate for exercising applicable privacy rights.

10. Third-Party Websites

Our website may link to independent third-party websites. Their privacy practices are governed by their own notices, and we do not control those practices.

11. Changes to This Policy

We may revise this Privacy Policy as our services, technologies, practices, or legal obligations change. We will update the effective date and provide additional notice or obtain consent where required by law.

12. Contact

For questions or privacy requests, contact Sudsy Duck Car Wash at whiteduck@vioc.net. Additional business contact information should be available at the car wash or at the point of sale.