

## **Privacy Policy**

Protecting your private information is our priority. This Statement of Privacy applies to the <http://appletoncarwash.com> and Appleton Car Wash and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Appleton Car Wash include <http://appletoncarwash.com> and Appleton Car Wash. The Appleton Car Wash website is a news, information, & ecommerce site. By using the Appleton Car Wash website, you consent to the data practices described in this statement.

### **TRUSTe Privacy Program**

Appleton Car Wash is a licensee of the TRUSTe Privacy Program. TRUSTe is an independent organization whose mission is to build users' trust and confidence in the Internet by promoting the use of fair information practices. Because we want to demonstrate our commitment to your privacy, we have agreed to disclose our information practices and have our privacy practices reviewed for compliance by TRUSTe.

If you have questions or concerns regarding this policy, you should first contact us at [sales@appletoncarwash.com](mailto:sales@appletoncarwash.com). If you do not receive acknowledgement of your inquiry or your inquiry has not been satisfactorily addressed, you should contact TRUSTe at <http://watchdog.truste.com/pvr.php?page=complaint>. TRUSTe may serve as a liaison with us to resolve your concerns.

### **Collection of your Personal Information**

Appleton Car Wash may collect personally identifiable information, such as your name. If you purchase Appleton Car Wash's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction. We may gather additional personal or non-personal information in the future.

Information about your computer hardware and software may be automatically collected by Appleton Car Wash. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Appleton Car Wash website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Appleton Car Wash's public message boards, this information may be collected and used by others.

Appleton Car Wash encourages you to review the privacy statements of websites you choose to link to from Appleton Car Wash so that you can understand how those websites collect, use and share your information. Appleton Car Wash is not responsible for the privacy statements or other content on websites outside of the Appleton Car Wash website.

### **Use of your Personal Information**

Appleton Car Wash collects and uses your personal information to operate its website(s) and deliver the services you have requested.

Appleton Car Wash may also use your personally identifiable information to inform you of other products or services available from Appleton Car Wash and its affiliates. Appleton Car Wash may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Appleton Car Wash does not sell, rent or lease its customer lists to third parties.

Appleton Car Wash may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Appleton Car Wash, and they are required to maintain the confidentiality of your information.

Appleton Car Wash may keep track of the websites and pages our users visit within Appleton Car Wash, in order to determine what Appleton Car Wash services are the most popular. This data is used to deliver customized content and advertising within Appleton Car Wash to customers whose behavior indicates that they are interested in a particular subject area.

Appleton Car Wash will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Appleton Car Wash or the site; (b) protect and defend the rights or property of Appleton Car Wash; and, (c) act under exigent circumstances to protect the personal safety of users of Appleton Car Wash, or the public.

### **Use of Cookies**

The Appleton Car Wash website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Appleton Car Wash pages, or register with Appleton Car Wash site or services, a cookie helps Appleton Car Wash to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Appleton Car Wash website, the information you previously provided can be retrieved, so you can easily use the Appleton Car Wash features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Appleton Car Wash services or websites you visit.

## **Security of your Personal Information**

To secure your personal information from unauthorized access, use or disclosure, Appleton Car Wash uses the following:

Verisign  
CloudFlare  
GeoTrust

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

Verisign is an independent, third-party company engaged in the development of digital trust. Verisign provides authentication of Internet services, digital identity and intellectual property. By clicking on the Verisign logo, the Verisign website will serve up a web page that confirms that Appleton Car Wash is "Verisign Authenticated."

## **Children Under Thirteen**

Appleton Car Wash does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

## **Opt-Out & Unsubscribe**

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from Appleton Car Wash by contacting us here:

- Web page: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_

## **Changes to this Statement**

Appleton Car Wash will occasionally update this Statement of Privacy to reflect company and customer feedback. Appleton Car Wash encourages you to periodically review this Statement to be informed of how Appleton Car Wash is protecting your information.

## **Contact Information**

Appleton Car Wash welcomes your questions or comments regarding this Statement of Privacy. If you believe that Appleton Car Wash has not adhered to this Statement, please contact Appleton Car Wash at:

Appleton Car Wash  
2418 N Bay St #4  
Appleton, Wisconsin 54911

Email Address:  
sales@appletoncarwash.com

Telephone number:  
713-344-6443

Effective as of January 01, 2017