

## Privacy Policy

EFFECTIVE DATE: 01/02/2024

### WHO WE ARE

In this Privacy Policy, the words “our,” “us,” “we,” and “Alliance” refer to Alliance Fleet, LLC., which is a national upfitter of after-market van and truck equipment. We design and install products and solutions to meet your specific vehicle upfit requirements

We collect and use information about our web site visitors and those that interact with our products and services in order to manage your relationship with Alliance and to better serve you.

The term “Sites” refers to <https://www.alliancefleet.com>

### HOW WE PROCESS AND HANDLE DATA

The information we collect from you depends on the nature of your relationship with us or your interaction with Alliance’s products, services, websites and marketing events and communications. The information we collect may include both Personal Data and Other Information, as detailed below.

**Personal Data.** For the purposes of this Privacy Policy, “Personal Data” is information from which you could be identified, directly or indirectly, and may include contact and business information (such as name, title, email address, account information, payment information), information from third parties, social media data and any other unique identifying information.

**Other Information.** For the purposes of this Privacy Policy, “Other Information” is any information that does not independently reveal your specific identity or does not directly relate to an identifiable individual. Examples include an IP address, browser type, browser language, browsing data, device information, time and date of requests, login activity and cookies. Gathering this information helps us to ensure that our websites and other services work correctly and support our visitor and customer analysis.

### WHAT INFORMATION WE COLLECT THROUGH OUR SITES AND HOW WE COLLECT IT

Information you provide to us:

- We collect information about you through our websites, online forms, and email.
- When you communicate with Alliance, we will store all communications we receive unless otherwise requested by you. If you are submitting information on behalf of another individual, you are responsible for obtaining appropriate consent.

Information we collect automatically:

- **Log data.** As with most internet technology services, our servers automatically collect information when you access or use our Sites and record it in log files. This log may include IP

address, usage data, browser type, the date and time the Site were accessed, and language preferences cookies (if enabled).

- **Device Information.** Alliance collects data about devices accessing the Sites, which may include the type of device, device settings, application IDs, and unique identifiers. Whether we collect any or all of this information will depend on the type of device used and how it has been configured by you.
- **Location Information.** We receive data from you and other third parties that helps us to track an approximate device location. We may use, for example, an IP address detected by your browser or device to determine device location. We may also collect information from devices in accordance with the consent process provided by your device.

## HOW WE USE THE DATA

We may use the information collected for the following purposes:

- To improve the operation of the Sites
- To engage in research and development of Alliance's product offerings, or to conduct market research
- To conduct ordinary business operations such as sales, marketing, support, education and training
- To engage in corporate reporting and management
- To maintain a safe and trusted environment for Alliance employees, customers, Site visitors and members of the public

## HOW WE SHARE THE DATA

### Sharing with third party service providers:

We retain third party service providers to manage or support certain aspects of our business. These third-party service providers may be located globally and may provide services to us such as website hosting, data analysis, advertising and marketing services, data hosting, live-chat and helpdesk services, providing information technology infrastructure, customer service, email delivery, credit card processing, auditing and other similar services. Our third-party service providers are contractually bound to safeguard any Personal Data they receive from us and they are prohibited from using such Personal Data for any purpose other than to perform the services as instructed by Alliance.

### Engaging in corporate transactions:

Circumstances may arise where we may buy or sell assets or businesses as part of a sale, merger or change in control of Alliance. In such transactions, we may disclose or transfer your information, in accordance with this Privacy Policy, to prospective or actual purchasers or receive your information from sellers. Any entity which buys us or part of our business will have the right to continue to use the information we have collected and stored, but only in the manner set out in this Privacy Policy.

### Complying with law / protecting legal rights:

We may be required to disclose your information to comply with applicable laws (including laws outside of your country of residence), regulations, court orders, government and law enforcement requests, including national security or other law enforcement requirements. Additionally, if we reasonably

believe that it is necessary or appropriate, we reserve the right to use or disclose your information to allow us to pursue available claims or remedies and protect our legal rights, property or the safety of our employees, users or others, to the extent allowed by applicable law. This includes exchanging information with companies and organizations for the purposes of fraud detection.

## PROCESSING YOUR PERSONAL DATA

We will only collect and process your Personal Data in the ways described in this Privacy Policy when we have a reason to do so.

Alliance relies on the following reasons for processing Personal Data:

- **Order processing:** We will capture your Personal Data to provide you goods and services.
- **Consent** (where you have given consent): We process certain Personal Data based on the consent you provided or notice that we provided you when you submitted your information. Where we rely on your consent, you have the right to withdraw or decline your consent at any time, such as consenting to receive marketing communications.
- **Contract** (where processing is necessary for the performance of a contract with you, i.e. to deliver the Alliance product or services you or your organization have purchased).
- **Legitimate interests of Alliance or any third parties:** Legitimate interests include enabling us to conduct internal business services, such as audits, mergers and acquisitions, reporting, and improving our products and services. Personal Data will only be processed on these grounds when doing so does not outweigh your rights.
- **Compliance with laws** (where we are required to process information to comply with applicable laws) : If we ask you to provide Personal Data to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time and advise you whether the provision of your Personal Data is mandatory or not (as well as the possible consequences if you do not provide your information).

## HOW WE KEEP YOUR INFORMATION SECURE

At Alliance, we understand the importance of information, and the need to keep Personal Data secure. We have implemented and maintain technical, administrative and physical security measures designed to protect your information from unauthorized access, disclosure, misuse, alteration, accidental loss or destruction.

We regularly review our security procedures to maintain the confidentiality, integrity, availability and resilience of all data both online and offline. These security procedures and measures vary based on the sensitivity of the information that we collect, process and store and the current state of technology but include firewalls, data encryption, physical access controls and information access authorization controls. Alliance has implemented an incident response plan, with a company protocol we follow in the event of any data breach. We take steps to regularly monitor our systems for vulnerabilities and to ensure that remediation action is taken in a timely manner with appropriate management oversight.

However, no website or internet transmission is completely secure. While we strive to protect your data, we cannot guarantee that unauthorized access, hacking, data loss or a data breach will never occur, and we cannot warrant the security of any information that you provide to us. You are responsible for securing and maintaining the privacy of any password(s) and account registration information uses with Alliance and verifying that the information we maintain about you is accurate and

current. We are not responsible for protecting any information that we share with a third party based on an account connection that you have authorized.

We require that our third-party service providers and partners agree to keep the information we share with them confidential and to use the information only to perform their obligations in the agreements we have in place with them. Alliance has implemented internal policies to ensure that such parties are required under contract to maintain privacy and security protections which are at least as consistent with our own policies and practices.

## STORAGE AND RETENTION OF YOUR INFORMATION

We will retain your Personal Data for the length of time needed to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law, or unless the information is deleted pursuant to the exercise of your rights. We may also retain cached or archived copies of information provided to us. The deletion of your Personal Data and other use of our Sites may result in the deletion and/or de-identification of Other Information that is retained by us.

## YOUR PRIVACY RIGHTS

We provide you the ability to exercise certain controls and choices regarding our collection, use and sharing of your information.

Please be aware that, if you do not allow us to collect your information from you, we may not be able to deliver certain products and services to you, and some of the Alliance services may not be able to take account of your interests and preferences.

Your choices. In accordance with applicable law, you may be entitled to exercise your rights and choices as follows:

- **Account settings.** You may update your profile, your account and any related information at any time to ensure that information is up to date or delete inaccuracies by.
- **Devices and browsers.** Some of our mobile services use your device's location information. You can adjust the setting of your mobile device at any time to control whether your device communicates this location information.
- **Communications from Alliance.** We may use your information to communicate with you by email, including sending you transactional or marketing emails. Alliance enables you to opt out of marketing communications. Some communications you may receive from us are not considered marketing emails, such as communications related to product, sales transactions and (where permitted by law) quality assurance surveys. Such transactional emails are not subject to general opt-out. Some additional communications you may receive from our partners may also not be subject to general-opt out, including product alerts, updates, and other notices related to partner status.

Additionally, depending on where you are located, you may have other rights. Alliance adheres to applicable data protection laws and provides you with the following rights:

- **Data Access:** You may request access to the Personal Data we hold about you and request that we edit or delete them.

- **Data Portability:** You are entitled to request copies of Personal Data that you have provided to us in a structured, commonly used and machine-readable format and/or request that this information be transmitted to another service provider (where technically feasible).
- **Deletion:** You may be able to have your Personal Data deleted or erased.
- **Correcting inaccurate or incomplete information:** We maintain a process to help you confirm that your personal details remain correct and up-to-date.
- **Manage your Information:** You may choose whether or not you wish to receive material from us or some of our partners. Please let us know by contacting us.
- **Withdrawing consent:** If the processing of your Personal Data is based on your consent, you may withdraw your consent at any time as to future processing.
- **Objecting to or restricting use of Personal Data:** You can ask us to stop using all or some of your Personal Data (e.g., if we have no legal right to keep using it) or to limit our use of it (e.g., if your Personal Data is inaccurate or unlawfully held).

California Residents - For information about California resident privacy rights, [click here](#).

## PRIVACY RELATING TO MINORS

As a company focused on serving the needs of businesses, Alliance does not promote or market the Alliance services to minors and we do not knowingly collect information from minors as defined by applicable law. If we discover we have received any Personal Data from a minor in violation of this Policy, we will take reasonable steps to delete that information as quickly as possible.

If you believe we have any information from or about anyone who is a minor, please contact us.

## UPDATES TO THE POLICY

From time to time, we may change this Privacy Policy to accommodate new technologies, industry practices, regulatory requirements no later than on an annual basis or to reflect any changes in how we process information. Any changes to this Privacy Policy will be effective when we post the revised Privacy Policy on this website.

## CONTACT US

If you believe your Personal Data has been used in a way that is not consistent with this Privacy Policy or your specified preferences, or if you have further questions related to this Privacy Policy, we encourage you to please contact us at the address below or by emailing: [privacy@Alliancefleet.com](mailto:privacy@Alliancefleet.com). The mailbox is secure and only monitored by Alliance's employees responsible for data privacy. Response times will be based on applicable laws and regulations.

Written inquiries may be addressed to:

**Chris Sims**  
**Alliance Fleet**  
**2715 W. Henrietta Rd**  
**Rochester, NY 14623**  
**USA**  
**Toll-free Number: 888-250-6224**  
**Fax: +1 678 969 9201**

## Document Control

Current Version No.	Date of Original Publication	Owner	Last Date of Revision	Last Approved by
1.0	01/02/2025	Chris Sims	01/02/2025	Chris Sims