

PRIVACY POLICY

Last Updated: August 9, 2017

As part of our online service, Tireco, Inc. (“Tireco”, “us” or “we”) collects a variety of types of important information from the users of our www.tireco.com web site (the “Site”). As part of our commitment to safeguard this important information and provide a superior service for our online customers, we have adopted and posted this Privacy Policy (this “Policy”) to help you understand the various types of information we will be collecting from you online or in connection with your use of the related products, content, activities, features and services available on or through the Site (the “Service(s)”), why we are collecting the information, what we will do with the information once it has been collected, and our practices for collecting, using, maintaining, protecting, and disclosing that information.

In this Policy, “personal information” means any information by which you can be identified or contacted, such as your name (first and last), mailing, billing or other physical address, email address, telephone number, billing information, etc., as well as any information associated with the foregoing.

Please read this Policy carefully to understand our policies and practices regarding your personal information and how we will treat it. If you do not agree with the terms of this Policy or our [Terms & Conditions](#) posted on the Site, which are expressly incorporated herein by reference and made a part of this Policy, your choice is not to use the Site or Services. By accessing or using the Site or Services, you agree to this Policy. This Policy may change from time to time. Your continued use of the Site and Services after we make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.

INFORMATION YOU SUBMIT TO USE THE SERVICE

In order to use the product ordering services on the Site you will be asked to provide us personal information, including, without limitation, detailed credit, contact, and payment information, (e.g., your name, e-mail and address and other billing details). Because the Site is designed to allow only approved and qualified customers to purchase products online, our service is for adults only. Tireco does not knowingly collect any personally identifiable information from children under the age of 13. If you believe we might have any information from or about a child under 13, please contact us at legal@tireco.com.

U.S. GOVERNING LAW

The Site is designed for and targets U.S. audiences, and is governed by and

operated in accordance with the laws of the United States. We make no representation that the Site and Services are operated in accordance with the laws or regulations of, or governed by, other nations, and we do not warrant or imply that the Site and Services are appropriate for use outside of the United States. By using the Site or Services, you certify that you meet the age and other eligibility requirements set forth in our [Terms & Conditions](#). If you do not meet such age and other eligibility requirements, please discontinue using the Site and Services immediately, as your continued use indicates that you are agreeing to the collection, use, disclosure, management and storage of your information as described in this Policy.

If you are located outside of the United States, you use the Site and Services at your own risk and initiative, and you are solely responsible for compliance with any applicable local, national and international laws. By using the Site, Services and/or providing us with any information, you: (a) consent to the transfer and processing of any information to and in the U.S., (b) acknowledge that U.S. law may provide a lower standard of protection for personal data than the laws of your location, and (c) understand that we will collect, transfer, store, process, manage and/or handle your information in accordance with this Policy and U.S. law. Consequently, to the fullest extent permitted by law, you hereby waive any claims relating to the processing of your information in accordance with this Policy that may arise under the laws and regulations of any other country or jurisdiction.

WHAT WE DO WITH YOUR PERSONAL INFORMATION

The primary reason we collect personal information from and about customers and potential customers through the Site is to allow us and our agents to conduct a credit check and then permit qualified and approved customers to order products using our Site. We share this information with other third parties we employ to perform credit checking, fulfillment, billing and payment functions on our behalf. User information, including your contact and account information, may also be shared with certain third parties performing hosting, storage or other technical services for us related to the Site. These third parties will have access to your information as necessary to perform their functions on our behalf, but will not be allowed to share your information with any other third party or use the information for any other purpose.

We also use your personal information for our everyday business purposes such as security, processing orders, payment processing, analytics, operations, fraud detection and prevention, reporting, making back-ups, and legal compliance.

Tireco may develop special sites or administer promotions in cooperation with other companies. If you register at these “co-branded” sites or consent to receive

email communications from our promotional partners, we may share your registration information (such as name and email address) with those companies.

From time to time, we may join with third parties to provide specific products, services, programs, special events, or promotions (such as surveys, contests, or sweepstakes). If you choose to sign up for or participate in such services, programs, special events, or promotions, Tireco may share your personal information with third party partners. We will share only the information that is necessary for the third parties to provide these products, services, or programs or otherwise participate in or administer the applicable event or promotion.

We may, and you authorize us to, use and disclose any information: (1) we deem necessary, in our sole discretion, to comply with any applicable law, regulation, governmental request or legal process served on us or our affiliates; (2) to investigate, prevent, or take action regarding suspected or actual illegal activities; (3) to enforce our [Terms & Conditions](#), take precautions against liability, investigate and defend ourselves against any third party claims or allegations, assist government enforcement agencies, or protect the security or integrity of the Site and Services; (4) to exercise or protect the rights, property, or personal safety of Tireco, our users, or others; (5) to other companies and organizations for credit fraud protection and risk reduction; and (6) to enforce any agreement we have with you.

As we develop our business, we may buy or sell assets or business offerings. User, email, and visitor information is generally one of the transferred business assets in these types of transactions. We may also transfer such information in the course of corporate divestitures, mergers, or dissolution (e.g., sales in bankruptcy or liquidation where the business is not continuing as a going concern).

We fully cooperate with law enforcement agencies in identifying those who use the Site or Services for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful, as determined in our sole discretion. Release of your personal information for security purposes to any person or entity under any circumstances, including, without limitation, in connection with any government investigation or litigation, shall be based on a determination made solely by us, exercising our own discretion, permission for which is expressly granted by you to us in accordance with this Policy.

OTHER INFORMATION WE COLLECT ABOUT OUR USERS

In addition to the information discussed above that you directly provide us

through the various pages of the Site, we also use a variety of technical tools to help us understand how our Site is being used and to help improve the user experience on the Site. We use these tools to collect information about your computer hardware and software, like your IP address and browser type. We also use text files known as “cookies” to help us remember you, your user name and your password when you leave and then come back to our Site. Cookies also help us track how our users use our Site, what pages they visit, what web sites our users came from before visiting us and for other technical uses, such as load balancing, that help us enhance the Site’s performance. Please note that if you choose to decline cookies on your computer it may reduce the quality of your experience on the Site and prevent you from using certain Site features.

We use a tool called “Google Analytics,” a web analytics service provided by Google, Inc. (“Google”) to collect information about use of the Site. Google Analytics collects information such as how often users visit the Site, what pages are visited, and what other sites were visited prior to coming to the Site. The Site may use certain features of Google Analytics, including: (a) “Demographics and Interest Reporting” to analyze information regarding the interests and demographics of users of the Site, and such non-personally identifiable information is used in the same manner as we use other non-personally identifiable information as described in this Policy; (b) “Remarketing with Google Analytics” to place ads on other sites directed to users who have visited the Site; and (c) “Google Display Network Impression Reporting” to report how users’ interactions with our ads relate to their visits to the Site. We use the information we get from Google Analytics to improve the Site. Google Analytics collects only the IP address assigned to you on the date you visit the Site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit the Site, the cookie cannot be used by anyone but Google. Google’s ability to use and share information collected by Google Analytics about your visits to the Site is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to the Site by disabling cookies on your browser, however, please note that if you do this you may not be able to use the full functionality of the Site. You can opt out of Google Analytics for Display Advertising and customize Google Display Network ads by changing the ad settings at <https://support.google.com/ads/answer/2662856>. You also can opt out from being tracked by Google Analytics in the future by downloading and installing Google Analytics Opt-out Browser Add-on for your current web browser at <https://tools.google.com/dlpage/gaoptout/>.

We may also collect personal information about you from other third parties, such as demographic firms, to make our future products, Services and marketing efforts more efficient and personalized for you. We may combine all information that you provide to us or that we collect over time with information obtained from other sources, and we may disclose this information within our corporate family of companies or our service providers.

We may also share non-personally identifiable information (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) with interested third parties to help them understand the usage patterns for certain Services.

OTHER WAYS WE MAY USE OR SHARE YOUR INFORMATION

We may also use your contact information to send you email or other communications regarding, among other things, questions related to your accounts, issues related to orders or payment, or to respond to your questions. We may also use this information to let you know about new or special product offerings, Site functions, features and services or to notify you about updates to this Policy as described below. We may also share aggregated anonymous information about our users with other third parties. For example, these aggregated statistics may include the number of users we attract to the Site or an analysis of the various characteristics of our users. None of this aggregated data, however, is tied to your company specific information when it is disclosed to any third party except as set forth herein. We will also disclose user information when we believe in good faith that such disclosures will help us comply with all applicable laws and other governmental regulations, for example, responding to a court order or subpoena. We will also disclose this information when we determine in good faith that the disclosure will help enforce our [Terms & Conditions](#) for the Site, protect the safety or security of our users or their data and/or to protect the safety or security of the public, our Site, business or our other property. Finally we will disclose and transfer personally identifiable, account and other information to a third party who acquires all or a substantial portion of our business in a merger, purchase of all or a substantial portion of our assets or some other transaction. If we become the subject of a bankruptcy proceeding, all of our information may also be transferred in a transaction approved by the bankruptcy court. You will be notified of any such transaction in an email or by a prominent notice posted on the Site.

HOW WE PROTECT YOUR INFORMATION

Tireco uses commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information consistent with industry standards. For example, we use encryption, passwords, and physical security measures to help protect your personal information against

accidental loss, unauthorized access, use, alteration, and disclosure. The security of your personal information is important to us, but please remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially reasonable means to protect your personal information, we cannot ensure or warrant the absolute security of any information you transmit to Tireco or the Site or in connection with the Services, and you do so at your own risk. Once we receive your transmission of information, Tireco makes commercially reasonable efforts to ensure the security of our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. While we strive to protect your personal information and privacy, we cannot guarantee the security of any information you disclose online.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of the Site, you are responsible for keeping this password confidential. We ask that you not share your password with anyone.

COMPROMISE OF PERSONAL INFORMATION

In the event that personal information is compromised as a result of a breach of security, Tireco will promptly notify those persons whose personal information has been compromised, in accordance with the notification procedures set forth in this Policy, or as otherwise required by applicable law.

YOUR CHOICES AND OPTING OUT

By providing Tireco your email address, you consent to our use of your email address to send you Site and Service related notices, including any notices required by law, in lieu of communication by postal mail. We may also use your email address to send you other messages, including, but not limited to, newsletters, payment information, credit card update notifications, account status, legal updates, changes to features of the Site or Services, product updates, special offers, promotions, or other account information.

If you do not want to receive such email messages, you may opt out by: (1) following the unsubscribe instructions in any of our promotional emails; or (2) sending a written request to the postal or email address set out below. Opting out may prevent you from receiving email messages regarding updates, improvements, promotions, or offers. You may not opt out of service related emails, including information provided to or from Tireco regarding a product purchase, warranty registration, product service experience, or other transaction. Opting out does not affect our communications with you via telephone or email

related to any orders with us or other ongoing transactions, nor does it affect our use of your non-personally identifiable information as described in this Policy.

NOTE: Please allow up to ten (10) business days for us to process your opt out request. We may continue to send you transactional or operational communications.

REMOVING OR UPDATING YOUR INFORMATION

You may update and/or remove your user information from the Site by going to www.tireco.com and accessing your account. You can also contact Tireco by using the information provided at the end of this Policy. If you remove or delete your information, you may no longer be able to use certain services available through the Site, and such information may be retained in our backup systems for a period of time subject to technology restrictions, or as a precaution against systems failures. Some information may be retained for longer periods as required by law, contract, auditing requirements, or as otherwise described in this Policy. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

CHANGES TO THIS POLICY

We may amend this Policy at any time. The date the Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date, active, and deliverable email address for you, and for periodically visiting the Site and this Policy to check for any changes.

IMPORTANT INFORMATION FOR CALIFORNIA RESIDENTS

Your California Privacy Rights

California Civil Code Section 1798.83 permits users of the Site that are California residents to request and obtain from us a list of what personal information (if any) we shared with third parties or corporate affiliates for those entities' direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties. Requests may be made only once a year and are free of charge.

If you are a California resident and would like a copy of this notice, please submit a written request to the following address: Tireco, Inc. 500 W. 190th Street, Suite 600, Gardena, CA 90248. For all requests, you must put the statement "California Privacy Rights Notice" in the body of your request, as well as your name, street address, city, state, and zip code. You also need to attest to the fact that you are a California resident and provide a current California address for our response. Please note that we will not accept requests via telephone, email, or

by facsimile, and we are not responsible for notices that are not labeled or sent properly, or that do not have complete information.

California Do Not Track Disclosures

California Business & Professions Code Section 22575(b) (as amended effective January 1, 2014) provides that California residents are entitled to know how a website operator responds to “Do Not Track” (DNT) browser settings. DNT is a feature offered by some browsers which, when enabled, sends a signal to websites to request that your browsing is not tracked, such as by third party ad networks, social networks, and analytic companies. We do not currently take actions to respond to DNT signals because a uniform technological standard has not yet been developed. We continue to review new technologies and may adopt a DNT standard once one is created. For information about DNT, please visit: www.allaboutdnt.org.

Contact Us

If you have any questions about this Policy, the practices of the Site, your dealings with the Site, or wish to update us with your preferences, you may contact us using one of the following methods:

- Call: (310) 767-7990
- Email: legal@tireco.com
- Send mail to: Tireco, Inc. 500 W. 190th Street, Suite 600, Gardena, CA 90248