

OPS Privacy Policy

OVERALL PARTS SOLUTIONS PRIVACY STATEMENT (California Compliant)

Effective Date: January 1, 2020
Last Updated: October 30, 2020

PRIVACY IS A TOP PRIORITY FOR OPS

WHAT DOES THIS POLICY APPLY TO?

The following Privacy Policy describes the practices and measures, as well as marketing and information gathering efforts, undertaken by Overall Parts Solutions, dba OPS (“OPS” or “we”), for its mobile applications, websites, and services. This includes OPSTrax.com, OPSTrax, DeliveryTrax, ValuTrax, and other features of OPS (the “Platform”).

Your use of the OPS Platform signifies your agreement to be bound by our Privacy Policy. If you do not agree to the terms of the Privacy Policy, please do not access or use the Platform.

WHAT THIS PRIVACY POLICY COVERS

This privacy policy (the "Privacy Policy") is designed to help you understand what information we collect about you, how we collect, use, share, store and secure any information you may provide to us on our Platforms when you use our products or services, or otherwise interact with us. This includes registering for and receiving any of our print publications, digital e-mails, and newsletters; accessing our website; enrolling in any of our subscription products; attending our events, conferences, and webinars; downloading OPS and sponsored research and content; viewing our videos, and other content; and using our mobile and web applications and social media channels (collectively, our “Products”), unless a different policy is displayed. Unless otherwise noted, our Products are provided by OPS in the United States.

This policy also explains your choices about how you can access and control your information. Your choices include how you can modify your preferences, object to certain uses of your information, and how you can update certain information about you.

This PRIVACY POLICY complies with the requirements of the California Consumer Privacy Act and applies to visitors, users, and others who reside in the State of California (“consumers” or “you”). We adopt this notice to comply with the California Consumer Privacy Act of 2018 (“CCPA”) and other California privacy laws. Any terms defined in the CCPA have the same meaning when used in this notice.

PERSONAL INFORMATION WE COLLECT

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device (“personal information”). Specifically, we have collected the following categories of personal information about consumers within the last twelve (12) months:

Category	Examples	Collected
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, driver's license number, passport number, or other similar identifiers.	YES
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, education, employment, employment history or titles, bank account number, credit card number, debit card number, or any other financial information. Some personal information included in this category may overlap with other categories.	YES

C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	No
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with or access to a website, application, or advertisement, or social media activities.	YES
G. Geolocation data.	Physical location or movements.	YES
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO
I. Professional or employment-related information.	Current or past job history or performance evaluations, titles, business addresses, or similar information.	YES
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES

Personal information does not include:

- Publicly available information from government records.
- De-identified or aggregated consumer information.
- Information excluded from the CCPA's scope, like:
 - health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data;
 - personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994.

HOW WE COLLECT PERSONAL INFORMATION

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from you or your agents. For example, from information provided by you when you register for an account, create, modify or set preferences for your online profile, visit our booth at an event, or sign up for or make purchases of products or services we offer.
- Indirectly from you or your agents. For example, through information we collect from you in the course of providing products or services to you.
- Directly and indirectly from your activity on our website (www.opstrax.com) or on your social media platforms. For example, from submissions through our website portal or website usage details collected automatically, or through the collection of first- or third-party cookies.
- From other users of our products. Other users of our Products may provide information about you when they submit content through the products, forward you an article, or invite you to use the products. Similarly, your employer may provide your contact information when they designate you as a recipient user of the products.

- From third-parties that interact with us in connection with the products we provide and the services we perform. For example, advertising and market research partners provide us with information about your interest in and engagement with our products and online ads; and global partners provide consulting, implementation, training, marketing, promotion, and other services around our products.

HOW LONG WE KEEP YOUR INFORMATION

How long we keep information we collect about you depends on the type of information we have collected about you. We will also retain your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. After such a time, we will either delete or anonymize your information or, if this is not possible (for example, because the information has been stored in backup archives), then we will securely store your information and isolate it from any further use until deletion is possible.

Your Account Information: We retain your account information for as long as your account is active and a reasonable period thereafter in case you decide to re-activate the Products. We also retain some of your information as necessary to comply with our legal obligations, to resolve disputes, to enforce our agreements, to support business operations, and to continue to develop and improve our Products. We also keep personal data as otherwise required by law.

Managed accounts: If the Products are made available to you through an organization (e.g., your employer), we retain your information as long as required by your employer.

Marketing information: If you have elected to receive marketing emails from us, we retain information about your marketing preferences for a reasonable period of time from the date you last expressed interest in our Products, such as when you last opened an email from us or ceased using your OPS account. We retain information derived from cookies and other tracking technologies for a reasonable period of time from the date such information was created.

Use of Personal Information

We may use or disclose the personal information we collect for one or more of the following business purposes:

- To provide you with information, products or services, email alerts, event registrations and other notices concerning our products or services that you request from us or that may be of interest to you; and to market, promote, and drive engagement with our products.
- To create, maintain, customize, and secure your account with us.
- To fill orders, perform necessary business functions - such as processing your requests, purchases, transactions, and payments and preventing transactional fraud, carry out our obligations, and enforce our rights arising from any contracts entered into between us.
- To help us better understand your experience and meet your needs.
- To improve our website functionality and help maintain the safety, security, and integrity of our website.
- To provide, support, personalize, and develop our website, products, and services.
- To help us refine our marketing strategies through research and analytics and by tracking consumer web and application activities via internal and third-party tagging and cookies.
- As necessary or appropriate to protect the rights, property or safety of you, us, or others.
- To respond to law enforcement requests; as required by applicable law, court order, or governmental regulations; and to protect our legitimate business interests and legal rights; protect the security or integrity of our products or services; to protect us, our customers, or the public from harm or illegal activities; or respond to an emergency which we believe in good faith requires us to disclose information to assist in preventing the death or serious bodily injury of any person.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.
- when you give us consent or we are allowed to do so under applicable laws.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice or receiving your consent.

Sharing Personal Information

We may disclose your personal information to a third party for a business purpose. When we disclose personal information for a business purpose, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract. We do not sell, and have not sold in the preceding 12 months, any information about you to third parties.

We disclose your personal information for a business purpose to the following categories of third parties:

- Other OPS product users and owners of managed accounts you use to access our Platforms.
- Our affiliates.
- Service providers.

- Marketing partners.
- Business transfers.
- Third parties to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you.

In the preceding twelve (12) months, we have disclosed the following categories of personal information for a business purpose:

- Category A: Identifiers.
- Category B: California Customer Records personal information categories.
- Category C: Protected classification characteristics under California or federal law.
- Category I: Professional or employment-related information.

Cookies, Tracking Tools, and Targeted Advertising

When you visit our website or use our applications, we and unrelated parties place cookies on your computer to track and store activity on our website and applications. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze our products and services. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent, but if you do not accept cookies, you may not be able to use our website, products, or services.

Use of Cookies

This cookie policy applies to use of this site, and not use of cookies in connection with other of our websites and applications not directly accessible from another OPS website or application.

First Party

We generally place cookies on your machine to collect analytics data, remember language settings and login information, and perform other useful functions that provide a good user experience. They are necessary/essential cookies, without which our site and its applications would not work or function properly or provide you certain features and functionalities. They help to authenticate users and prevent fraudulent use of user accounts.

When you visit our website or use our applications, the use of cookies allows us to better understand your needs regarding our content marketing and advertising efforts. These cookies analyze and track site visits and activities on the site. We share information with third parties that help us operate, provide, improve, integrate, customize, support, and market our Products. Some cookies may be disabled, which may affect your functionality and experience on our sites and applications.

First-Party Necessary / Essential Cookies

These cookies are essential for providing you with services available through our website and enable you to use certain features. Our necessary website cookies collect the following information that identifies and relates to you, described by the following cookies below:

Strictly Necessary Cookies	Strictly Necessary cookies are needed for the operation of our website. These cookies are essential to help you move around our website and use its features. We may use Strictly Necessary cookies to: • Remember products and services you selected when you get to the payment page • Identify you as being logged into the website and storing passwords • Provide access to protected areas of a website • Remember previously entered text so it is not lost if the page refreshes
Performance Cookies	Performance cookies help us improve the way our website works. We use these to analyze how the website is used and to monitor its performance. They tell us how pages are used, which ones are viewed, and whether errors occurred. This allows us to provide a better-quality user experience. We may use Performance cookies to: • Store preferences to see which method of linking between pages is most effective • Enable web analytics to provide anonymous statistics on how our Website is used • To help us improve the website by measuring errors that occur • Monitor ad response rates to see how effective our ads are

Functionality Cookies	We use Functionality cookies to remember your preferences. We may use Functionality cookies to: • Remember your applied settings. E.g., layout, colors, font, and page backgrounds • Remember if we have already asked you if you want to fill in a survey • Detect if you have already seen a pop-up to ensure no repeats • Process a request from a user to submit a comment or blog or forum post
Targeting Cookies	Targeting cookies help us ensure the ads you see on our websites are relevant to you and your interests. Targeting cookies may be placed on your device by our third-party service providers that remember you have visited the website in order to provide you with ads more relevant to you. We may use Targeting cookies to: • Collect information about browser habits to target advertising • Collect information about browser habits to target website content • Provide links to social networks • Provide advertising agencies with information on your visit so that they can present you with advertisements which may interest you

Third-Party Cookies

Third-party cookies are created by domains that are not websites (or domains) that you are visiting. These are usually used for online advertising purposes and are placed on a website through the addition of scripts or tags. A third-party cookie is accessible on websites and applications that load the third-party servers. We do not control the settings of these third-party cookies. Check the third-party websites for more information about their use of cookies and how to manage them. We use both session and persistent cookies for the purposes set out below:

We also use cookies provided by Google Analytics to collect statistical information about the use of the website. You can opt out of Google Analytics Browser Add-on by clicking this link: <http://tools.google.com/dlpage/gaoptout> . You can also contact us via the contact information below. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use our website, products, or services.

Data Protection and Retention

We use reasonable and appropriate security measures as required by applicable law and have employed administrative, physical, and electronic measures designed to protect against unauthorized access, loss, misuse, alteration, disclosure of, or destruction of data. We use data hosting service providers in the United States to host the information we collect, and we use technical measures to secure your data. When we need to transfer data out of our firewall, we use industry-standard technological means to protect all data while in transit through the Internet. We use encryption and a comprehensive authentication protocol to provide overall security.

California Consumer Privacy Act and OPS

Your Rights and Choices

Applicable privacy laws, including the California Consumer Protection Act, provide consumers with specific rights regarding their personal information. This section describes your consumer rights and explains how to exercise those rights.

Right to Access Specific Information and Data Portability

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you (also called a data portability request).
- If we disclosed your personal information for a business purpose, two separate lists disclosing:
 - sales, identifying the personal information categories that each category of recipient purchased; and
 - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

Right to Delete Personal Information

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service providers to:

1. Complete the transaction for which we collected the personal information, provide a product or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
3. Debug products to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 **seq.**).
6. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
7. Comply with a legal obligation.
8. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Right to Opt-Out of the Sale of Your Personal Information

The CCPA prohibits third parties who purchase the personal information we hold from reselling it unless you have received explicit notice and an opportunity to opt out of further sales.

We do not sell any of your personal information to third parties, but certain guidelines are instituted to prevent the mishandling of confidential information while fulfilling the request(s) to retrieve, opt out of, and/or delete such data. Users can set the ads running on their sites to not send personal information, such as buying history and browsing history, to Google. This will prevent the advertisers from targeting you with personalized ads. Learn how to get your ad preferences on all your devices.

Some of your data collected from this site is used to help create better, more personalized products and services and to send ads and offers tailored to your interests. Occasionally this is done with help from third parties. We understand if you'd rather us not share your information and respect your right to disable this sharing of your data with third parties for this browser, device, and property. If you turn this off, you will not receive personalized ads, but you will still receive ads. Note that any choice you make here will only affect this website on this browser and device.

Other Opt-Out Options

Opt-Out of communications: You may opt out of receiving promotional communications from us by using the unsubscribe link within each promotional product email communication, by updating your email preferences, by contacting OPS Support, or by contacting us as provided below to have your contact information removed from our promotional email list or registration database. Even after you opt out from receiving promotional messages from us, you will continue to receive transactional messages (such as a receipt for a purchase) from us regarding our products or services. Please note that regardless of your email settings, we may send you notifications pertaining to the performance of our products or services, such as the revision of our Terms of Service, Privacy Policy, or other formal communications relating to products or services you have purchased or used.

Mobile Consents/Opt-Outs: We may send you messages, including marketing messages, via your wireless email address or by short message service (SMS), wireless access protocol (WAP) services, or mobile phone service. By providing us with your wireless email address or by signing up for any SMS, WAP, or mobile phone service, you consent to receiving services and messages at the address or number you provided for such purposes and understand that your wireless carrier's rates apply to these services / messages. You may opt-out of SMS, WAP, or mobile services by following the instructions provided in the message.

Non-Discrimination

We will not discriminate against you for exercising any of your consumer rights. Unless permitted by the CCPA or other applicable law, we will not:

- Deny you access to our products or services.
- Charge you different prices or rates for products or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of products or services.
- Suggest that you may receive a different price or rate for products or services or a different level or quality of products or services.

Exercising Opt Out and Access, Data Portability, Deletion Rights

Under applicable law you may submit a request to accomplish any of the following:

- access a copy of the personal information we process about you.
- object to the processing of your data.
- access and update your information.
- deactivate your account.
- overview, in a commonly used format, of the data we process about you.
- correct or delete the data whether it is incorrect or not or it is no longer relevant, or to ask to restrict the processing of the data.
- demand that we stop using your data where you believe we don't have the appropriate rights to do so.

To opt out of the sale of your personal information and to exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by any of the following:

- Calling us at 877-873-8729
- Emailing us at support@opstrax.com
- Writing us at

Overall Parts Solutions
1450 Post and Paddock Street
Grand Prairie, Texas 75050

Only you, or if a California resident, a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Your request and choices may be limited in certain other cases: for example, if fulfilling your request would reveal information about another person, or if you ask to delete information which we or your administrator are permitted by law or have compelling legitimate interests to keep. If you have unresolved concerns, you may have the right to complain to a data protection authority in the state where you live, where you work, or where you feel your rights were infringed.

Response Timing and Format

We endeavor to respond to a verifiable consumer request within 45 days of its receipt. If we require more time (E.g., up to 90 days, as permitted by the CCPA or other applicable law) we will inform you of the reason and extension period in writing. If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option. Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Children's Privacy

Our service does not address anyone under the age of 16. We do not knowingly collect personally identifiable information from anyone under the age of 16. If you are a parent or guardian and you are aware that your child has provided us with personal data, please contact us. If we become aware that we have collected personal data from anyone under the age of 13 without verification of parental consent, we take steps to remove that information from our servers. If we need to rely on consent as a legal basis for processing your information and your country requires consent from a parent, we may require your parents' consent before we collect and use that information.

Changes to Our Privacy Notice

We reserve the right to amend this privacy notice at our discretion and at any time. When we make changes to this privacy notice, we will notify you by email or through a notice on our website homepage.

Contact Information

If you have any questions or comments about this notice, our Privacy Policy, the ways in which we collect and use your personal information, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

Phone: 877-873-8729
Website: www.opstrax.com
Email: support@opstrax.com
Postal Address:

Overall Parts Solutions
1450 Post and Paddock Street
Grand Prairie, TX 75050

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RESOURCES

TRAINING SERVICES

OPS provides live assisted training for your business. [Inquire about how to get an OPS team member to help you.](#)

DEDICATED SUPPORT

The OPS Support team is available Monday through Friday to assist you with any technical support needs.

CONTACT US

If you are interested in our solutions or want to start your subscription, please get in touch with us!

CALL US!
877-USE-TRAX

(877) 873-8729

- Contact Us
- Register
- Support

SOCIAL

Talk to us on any of our social connections.



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