

About Us

Tire Profiles LLC is a Texas based organization that serves as the industry leader for tire and alignment measurement and diagnostic systems and instruments.

We may be contacted by the following numbers and address:

About This Notice:

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

We encourage you to read this Notice carefully.

Tire Profiles LLC Privacy Team

Phone: +1 844-276-3024

Physical Mailing Address: Tire Profiles LLC, 3010 Story Road Irving TX 75038

E-mail: privacy@tireprofiles.com (mailto:privacy@tireprofiles.com)

Changes to this Notice:

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

Please check back regularly for the most recent Notice. The date this Notice is updated will be listed at the top where it says, "Last Updated".

Information We Collect and Receive

We collect several different types of personal information and/or de-identified information ("Information") to provide our Services including:

Customer Account and Registration Data:

This includes Information you provide to create your account with us or register events, webinars, surveys, etc. and may include, first and last name, billing information, a password, and a valid email address.

Information we collect or receive on behalf of our customers

- Vehicle License Plate
- Name
- Email
- Phone
- Vehicle Identification Number
- License Plate Photo
- Vehicle Photo
- Location



session). We may also collect usage and log data about how the services are accessed and used, including information about the device you are using the Services on, IP addresses, location information, language settings, what operating system you are using, unique device identifiers and other diagnostic data to help us support the Services.

Third Party Data:

We may receive information about you from other sources, including publicly available databases or third parties from whom we have purchased Information, and combine this data with Information we already have about you. We may also receive information from other affiliated companies that are a part of our corporate group. This helps us to update, expand and analyze our records, identify new prospects for marketing, and provide products and services that may be of interest to you.

Device Information:

When you use our Services, we automatically collect information on the type of device you use, operating system version, and the device identifier (or "UDID").

How We Use the Information We Collect and Receive:

Tire Profiles LLC may use the Information we collect as necessary (a) to provide and maintain the Services; (b) to address and respond to service, security, and customer support issues; (c) to detect, prevent, or otherwise address fraud, security, unlawful, or technical issues; (d) as required by law; (e) to fulfill our contracts; (f) to improve and enhance the Services; (g) to provide analysis or valuable information back to our Customers and users.

Some specific examples of how we use the Information:

- Create and administer your account
- Send you an order confirmation
- Facilitate and improve the usage of the services you have ordered
- Assess the needs of your business to determine suitable products
- Send you product updates, marketing communication, and service information.
- Respond to customer inquiries and support requests
- Analyze Information, including through automated systems and machine learning to improve our services and/or your experience
- Provide you Information about your use of the services and benchmarks, insights and suggestions for improvements.

Analytics, Cookies and Other Web Site Technologies

Tire Profiles LLC is continuously improving our websites and products using various third-party web analytics tools, which help us understand how visitors use our websites, desktop tools, and mobile applications, what they like and dislike, and where they may have problems. While we maintain ownership of this Information, we do not share this type of Information about individual users with third parties.

Geolocation and Other Information:

We may utilize precise Geolocation information but only if you specifically opt-in to collection of that Information in connection with a service. We also use information such as IP addresses to determine the

Google Analytics

We use Google Analytics as described in "How Google uses data when you use our partners' sites or apps." You can prevent your data from being used by Google Analytics on websites by installing the Google Analytics opt-out browser add-on [here](#). We also employ IP address masking, a technique used to truncate IP addresses collected by Google Analytics and store them in an abbreviated form to prevent them from being traced back to individual users. Portions of our website may also use Google Analytics for Display Advertisers including DoubleClick or Dynamic Remarketing which provide interest-based ads based on your visit to this or other websites. You can use Ads Settings to manage the Google ads you see and opt-out of interest-based ads.

Tracking Technologies:

Tire Profiles LLC uses cookies and similar tracking technologies to track user traffic patterns and hold certain registration information. Tracking technologies may also be used and could be beacons, tags and scripts to collect and track Information and to improve and analyze our service. If you wish to not have the Information these technologies collect used for the purpose of serving you targeted ads, you may opt-out [here](#), or if located in the European Union, click [here](#). The Help menu on the menu bar of most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. You can still review the website if you choose to set your browser to refuse all cookies; however, you must enable cookies to establish an account and to install the Services. To manage Flash cookies, please click [here](#).

Cookie Type	Purpose	Description
Session Cookies	We use these cookies to operate our websites.	Some cookies are essential for the operation of Tire Profiles LLC websites. If a user chooses to disable these cookies, the user will not be able to access all of the content and features.
Preference Cookies	We use these cookies to remember your preferences.	When you register at a Tire Profiles LLC website, we use cookies to store unique, randomly assigned user IDs that we generate for administrative purposes. These cookies enable you to enter the Tire Profiles LLC sites without having to log on each time.
Security Cookies	These cookies are used for general security purposes and user authentication.	We use security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from access by unauthorized parties.

Mobile Analytics

We use mobile analytics software to allow us to better understand the functionality of our mobile software on your phone. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. We do not link the information we store within the analytics software to any personally identifiable information you submit within the mobile application.

you the option to share certain personal information with us such as your name and email address to pre-populate our sign-up form or provide feedback. Your interactions with these features are governed by the privacy policy of the company providing them.

Information Sharing

Ensuring your privacy is important to us. We do not share your information with third parties except as described in this Notice. We may share your personal information with (a) third party service providers; (b) business partners; (c) affiliated companies within our corporate structure and (d) as needed for legal purposes. Third party service providers have access to personal information only as needed to perform their functions and they must process the personal information in accordance with this Notice.

Customer Account and Registration Data:

- Fulfilling orders and providing the services
- Payment processing and fraud prevention
- Providing customer support
- Sending marketing communications
- Providing cloud computing infrastructure

Examples of how we may disclose data for legal reasons include:

- As part of a merger, sale of company assets, financing or acquisition of all or a portion of our business by another company where customer information will be one of the transferred assets.
- As required by law, for example, to comply with a valid subpoena or other legal process; when we believe in good faith that disclosure is necessary to protect our rights, or to protect your safety (or the safety of others); to investigate fraud; or to respond to a government request.

We may also disclose your personal information to any third party with your prior consent.

Security of Your Information

We take measures to protect the Information submitted to us, both during transmission and once it is received, however, no security measure is perfect. We recommend safeguarding your password, as it is one of the easiest ways you can manage the security of your own account – remember that if you lose control over your password, you may lose control over your Information.

How We May Communicate with You

Tire Profiles LLC may need to communicate with you for a variety of different reasons, including:

- Sending you Service and administrative emails and messages. We may contact you to inform you about changes in our Services, our Service offerings, and important Service related notices, such as billing, security and fraud notices. These emails and messages are considered a necessary part of the Services and you may not opt-out of them.
- Sending emails about new products or other news about Tire Profiles LLC that we think you’d like to hear about either from us or from our business partners. You can always opt out of these types of messages at any time by clicking the unsubscribe link at the bottom of each communication.

Your Information

Accessing Your Information

If applicable law allows, you may have rights over your Information. This may include reviewing, updating, or changing Information. Another right, if applicable law allows, is providing you with information about whether we hold, or process on behalf of a third party, any of your Information.

Please contact us here if you need assistance in reviewing your Information. Tire Profiles LLC will respond to your access request to review the Information we have on file for you within the legally required timeline under applicable law.

We may also collect information on behalf of our customers, to provide the services, and we may not have a direct relationship with the individuals whose Information is used.

We may transfer Information to companies that help us provide our service, and when we do, measures will be in place to ensure these transfers to subsequent third parties are handling and protecting Information appropriately.

If you are a customer or end-user of one of our customers, please contact them directly to exercise your rights.

Transfers of Your Information

As we are headquartered in the United States and maintain a global infrastructure, your Information will be transferred around the world. Some privacy laws such as the European Union General Data Protection Regulation ("EU GDPR") require specific actions for international transfers. We have a separate notice for GDPR and encourage you to review it if you are a citizen from the European Union.

We will take measures to ensure that your Information is transferred to third parties and countries that value data protection.

When you provide us with Information, or use our website(s) and services, you consent to this transfer.

Retention of Your Information

We will retain personal data we process on behalf of our customer as needed to provide services to our customer. Also, we will retain this Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Rights of California Residents

If you are a California resident, as defined by California tax law, you have rights under the California Consumer Privacy Act ("CCPA"). The information below provides information regarding the CCPA.

INFORMATION WE COLLECT AND HOW WE COLLECT IT

This California Notice and the Privacy Notice explain our practices for collecting, using, sharing, maintaining, protecting, and disclosing such Information.

We have collected the following categories of Personal Information (as defined below) within the last twelve (12) months:



	ue personal identifier, online identifier, internet protocol address, email address, email data, website usage data, account name, or other similar identifiers.
“Personal Information” categories listed in the California Customer	First name, last name, postal address, unique personal identifier, online identifier, internet protocol address, email address, email
Records statute (Cal. Civ. Code § 1798.80(e)).	data, website usage data, account name, financial information, or other similar identifiers. Note, some personal information included in this category may overlap with other categories.
Commercial information.	Records of services purchased.
Internet or other similar network activity.	Browsing history, search history, information on a consumer’s interaction with our website.
Geolocation data.	Physical location via internet protocol address.
Professional or employment-related information.	Current or past job history or performance evaluations.

Use of Information

For more information about how the Information (as defined in the Privacy Notice) we collect and how we collect it, please see the “Information Sharing” and “How We Use and Share Information” sections of our Privacy Notice.

Sharing Information

We share Information as further described in the “Information Sharing” section of the Privacy Notice. We also disclose the categories of third parties to whom we disclosed Information for business purposes is described in the “Information Sharing” of the Privacy Notice.

Rights of California Residents

The CCPA provides California residents with specific rights regarding their Personal Information. You have the following rights that may be exercised as further described below:

Access and Data Portability Rights

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 twelve (12) months. You may make such request for access or data portability twice within twelve (12) month period. Once we receive and confirm your verifiable consumer request, we will disclose the following to you: (i) the categories of Personal Information we collected about you; (ii) the categories of sources for the Personal Information we collected about you; (iii) the business purpose for collecting (or selling, if applicable) the Personal Information; (iv) the categories of third parties with whom we share such Personal Information; and (v) the specific information we collected about you.



shares with third parties for such third parties' direct marketing purposes and the identities of the third parties with whom the business has shared such information during the immediately preceding twelve (12) month period.

Deletion Requests

Pursuant to the CCPA, you have the right to request that we delete any of your Personal Information we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete and will direct our service providers to delete your Personal Information from our records, unless an exception applies. Keep in mind, we may deny your request if it is necessary for us or our service providers to: (i) complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, or otherwise perform services pursuant to our contract with you; (ii) detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities; (iii) debug our website and/or identify and repair errors that impair existing intended functionality; (iv) exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law; (v) comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.); (vi) engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent; (vii) enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us; (viii) make other internal and lawful uses of that information that are compatible with the context in which you provided it; or (xi) comply with a legal obligation.

Opt-Out and Opt-In Rights for Sale of Personal Information

In the past twelve (12) months we have not sold Personal Information to a third party for monetary or other valuable consideration. If you are sixteen (16) years of age or older, you have the right to direct us not to sell your Personal Information at any time by contacting us at

Tire Profiles LLC Privacy Team

Phone: +1 844-276-3024

Physical Mailing Address: Tire Profiles LLC, 3010 Story Road Irving TX 75038

E-mail: privacy@tireprofiles.com (emailto:privacy@tireprofiles.com)

In the event you make the foregoing request, we will wait at least twelve (12) months thereafter to request that you opt-in to the sale of Personal Information (should we change our practices in the future and desire to do so).

Please note, you do not need to create an account with us or engage us to provide services to exercise your opt-out rights. We will only use the Personal Information and other data in the opt-out request to review and comply with the request.

Verification of Your Identity and Timeline

It is important that we verify the consumer request you make is actually from you. This prevents us from sharing information inappropriately. We need this information so we can keep your information safe from others. Generally, we will ask for the type of information you provided us. We won't ask for sensitive



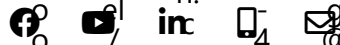
ou make a request on behalf
to so. You must also describe
valuate and respond to such
on if we cannot verify your

identity or authority to make the request and confirm the information relates to you. We will not honor
your request if an exception to the law applies.

We will try and respond to requests within forty-five (45) days after our receipt of such verifiable request
(or within such other time as required by applicable law). If we need additional time, we will notify you in
writing and inform you of the reason for the extension of time. For the avoidance of doubt, any such
requests for Personal Information will cover the twelve (12) month period immediately preceding the date
of such verifiable request. We will provide such information in a commonly used format. We will not
discriminate against you for exercising your rights under the CCPA. For more information about requests,
please see the "Accessing Your Information" section of the Privacy Notice.



(<https://traxtion.com>)



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