Ken's Tire, Inc. Privacy Policy
Effective Date: 1/1/2026

Ken's Tire, Inc. ("Company," "we," "us," or" our") values your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website("Site"), use our services, or interact with us in any manner. By using our services, you agree to the practices described in this Privacy Policy.

1. **Information We Collect**

We may collect the following types of information:

- **Personal Information:** Name, email address, phone number, postal address, and other contact details you provide.
- **Automatically Collected Information:** IP address, browser type, device type, cookies, and usage data related to our website.
- **Transaction Information:** Details of purchases or services requested.
- **Communication Data:** Any messages, emails, or customer service interactions.

2. **Information We Collect from Other Sources**

From time to time, we may collect information about you from other sources, including:

- **Corporate Affiliates**
- **Marketing Vendors**
- **Survey Providers**
- **Data Enhancement Services**
- **Data Brokers**
- **Other Websites and Services**
- **Social Media Platforms**
- **Conferences and Industry Events**

We use this information to supplement the data we collect directly or automatically to improve our services, analytics, advertising, and provide you with more relevant experiences. When you interact with us on social media (e.g., LinkedIn, Meta), including liking or following our pages, tagging us, or sharing our content, we may collect your username and any comments or content relevant to our engagement with you. Customers can text HELP for support or more information and STOP to unsubscribe at any time, with no further messages being sent.

3. **How We Use Your Information**

We use the information we collect in various ways, including to:

- Provide, operate, and maintain our website.
- Improve, personalize, and expand our website.
- Understand and analyze how you use our website.
- Develop new products, services, features, and functionality.
- Communicate with you, either directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the website, and for marketing and promotional purposes.
- Send you emails.
- Find and prevent fraud.
- Share aggregated demographic information with our partners. This is not linked to any personal information that can identify any individual person.

We do not sell or otherwise disclose personal or mobile information without prior authorization. We may share information provided by our website visitors and those who opt-in via messaging and mobile with service providers we have retained to perform services on our behalf. These service providers are contractually restricted from using or disclosing the information except as necessary to perform services on our behalf or to comply with legal requirements. In addition, we may disclose information about you:

- If we are required to do so by law or legal process.
- To law enforcement authorities or other government officials.
- When we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity.

We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use the personal information you have provided through this website in a manner that is consistent with this Privacy Statement.

4. **Third-Party Vendors and Corporate Affiliates**

We work with trusted partners who help us operate, provide, improve, understand, customize, support, and market our services. These partners include:

- Hosting providers who keep our website up and running.
- Payment processors who help us handle secure transactions.
- Analytics providers who help us understand how our services are being used.
- Marketing partners who assist with advertising, customer outreach, and engagement.
- Service providers who help fulfill customer requests and inquiries.

Our partners are contractually obligated to protect your data and use it only for the purposes specified by **Ken's Tire, Inc..**

5. **Log Files**

Ken's Tire, Inc. when they visit our website, as part of hosting services' analytics and third-party analytics providers, such as Google Analytics. The information collected by log files includes IP addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. This data is not linked to any personally identifiable information. The purpose of this information is for analyzing trends, administering the site, tracking user movement on the website, and gathering demographic information.

6. **Cookies and Web Beacons**

Like many other websites, **Ken's Tire, Inc.** uses cookies. Cookies are used to store information including visitor preferences and the pages accessed or visited. This information helps optimize user experience by customizing web page content based on browser type and other information. Users can choose to disable cookies through their individual browser settings. More information about cookie management can be found in the respective web browsers' websites.

7. **Our Advertising & Website Analytics Partners**

Some advertisers on our site may use cookies and web beacons. Third-party ad servers or ad networks may use technologies such as cookies, JavaScript, or web beacons in their respective advertisements. These technologies measure the effectiveness of advertising campaigns and/or personalize advertising content seen on websites.

Ken's Tire, Inc. has no access to or control over cookies used by third-party advertisers. We recommend consulting the respective privacy policies of third-party ad servers for more details. Below are some advertising and analytics partners we may work with:

- **Google Ads & YouTube Ads:** Google Ads Privacy Policy

- **Google Analytics:** Google Analytics Privacy Policy
- **Meta (Facebook & Instagram):** Meta Privacy Policy
- **Microsoft Advertising:** Microsoft Advertising Privacy Policy

8. **Messaging Terms and Conditions**

Ken's Tire, Inc. will be collecting opt-in consent both verbally and through online interactions.

Customers may opt in to receive messages:

- **Verbally:** Either in person at our physical location or over the phone when speaking with a representative.
- **Online:** By submitting an online form or checking an opt-in box on our website during registration.

When a customer is registered for the first time, they are asked to provide their phone number, and our staff is trained to ask if the customer would like to opt in to SMS-based billing notifications, appointment reminders, dispatch notifications, and job completion surveys.

Customers will be informed at the time of opt-in that:

- Message and data rates may apply.
- Message frequency may vary.
- They can text HELP for support or more information and STOP to unsubscribe at any time, with no further messages being sent.
- Your information and phone numbers will not be shared with third parties for marketing or promotional purposes.

By submitting our contact form or checking an opt-in box on our website, customers consent to receive text messages from **Ken's Tire, Inc.** at the number provided, including messages sent by auto dialer. Consent is not a condition of purchase. Msg & data rates may apply. Msg frequency varies. Unsubscribe at any time by replying STOP or clicking the unsubscribe link (where available), and no further messages will be sent. Reply HELP for help.

9. **Protection of Opt-In Messaging and Mobile Information**

We value your privacy and are committed to protecting your information. Consistent with the information provided in the "How We Use Your Information" section of this

Privacy Policy, we do not share, sell, rent, or otherwise disclose your opt-in messaging or mobile information to third parties for their marketing purposes. Your consent to receive communications from us is strictly limited to **Ken's Tire, Inc.** and we will only use this information as described in the "How We Use Your Information" section. Additionally, as outlined in the "Terms and Conditions" section, you can withdraw your consent to receive communications at any time by following the opt-out instructions provided in our messages.

10. **Policy Updates**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Effective Date." Your continued use of our services constitutes acceptance of the updated policy.

11. **How Can You Access Your Information?**

You have the right to access, update, or delete your personal information. If you would like to review the data we have collected, you may do so by:

- Requesting a copy of your data by contacting us at **Ken's Tire, Inc.**
- Updating your information through your account settings (if applicable).
- Requesting deletion of your personal information, subject to any legal retention obligations.

We will respond to requests within the time frame required by applicable laws. Please note that identity verification may be required to process these requests.

12. **Contact Us**

If you have any questions about this Privacy Policy or how we handle your data, please contact us at:
Ken's Tire, Inc.
200 Pottsville St., Cressona, PA 17929
(570) 385-1298

By using our website and services, you acknowledge that you have read and understood this Privacy Policy.

13. California Privacy Rights (CCPA / CPRA Notice)

If you are a California resident, you have specific rights regarding your personal information under the California Consumer Privacy Act ("CCPA") as amended by the California Privacy Rights Act ("CPRA").

Subject to certain limitations, California residents have the following rights:

• **Right to Know** – The right to request disclosure of the categories and specific pieces of personal information we have collected about you, the sources of that information, the purposes for collecting it, and the categories of third parties with whom it is shared.
• **Right to Delete** – The right to request deletion of personal information we have collected from you, subject to certain legal exceptions.
• **Right to Correct** – The right to request correction of inaccurate personal information.
• **Right to Opt Out of Sale or Sharing** – The right to opt out of the sale or sharing of personal information.
• **Right to Limit Use of Sensitive Personal Information** – Where applicable, the right to limit use of sensitive personal information.
• **Right to Non-Discrimination** – The right not to receive discriminatory treatment for exercising any of your privacy rights.

14. No Sale or Sharing of Personal Information

Ken's Tire, Inc. does not sell personal information and does not share personal information for cross-context behavioral advertising, as those terms are defined under California law.
Because we do not sell or share personal information, there is no requirement for you to submit a "Do Not Sell or Share My Personal Information" request. However, California residents may still contact us using the methods below to exercise their privacy rights.

We also honor **Global Privacy Control (GPC)** signals where applicable.

15. Exercising Your California Privacy Rights

California residents may submit requests to exercise their privacy rights by:

•• Writing to us at:
Ken's Tire, Inc.
200 Pottsville St., Cressona, PA 17929
(570) 385-1298
cressona@kenstire.com

To protect your privacy, we may need to verify your identity before fulfilling your request. We will respond to verifiable consumer requests within the timeframes required by law (generally within **45 days**).

You may designate an authorized agent to submit a request on your behalf, subject to verification requirements.

16. Categories of Personal Information Collected (California Disclosure)

Within the past 12 months, **Ken's Tire, Inc.** has collected the following categories of personal information:

• Identifiers (such as name, phone number, email address, IP address)
• Customer records (contact details and service information)
• Internet or network activity (browsing behavior, interactions with our website)
• Commercial information (services requested or provided)
• Communications (messages, emails, customer service interactions)

We collect this information directly from you, automatically through your use of our website, or from service providers assisting us in operating our business.

17. Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, including providing services, complying with legal obligations, resolving disputes, and enforcing agreements. Retention periods vary based on the nature of the data and applicable legal requirements.

18. Additional Disclosures

We use advertising and analytics tools that may involve limited data sharing strictly for business purposes, configured to comply with applicable privacy laws and not for cross-context behavioral advertising as defined under California law.

Our services are intended for users located in the United States. We do not knowingly target or market to individuals in the European Economic Area.

You may also control certain tracking technologies through privacy settings on our website where available.

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information.