



# LoadDelivered

## LOGISTICS, LLC

750 N. ORLEANS, SUITE 100—CHICAGO, IL 60654

### LOAD DELIVERED LOGISTICS, LLC PRIVACY STATEMENT

Effective Date: January 1, 2012

This Privacy Statement (“**Privacy Statement**”) explains how Load Delivered Logistics, LLC (“**LDL**”) uses personal identifiable information (“**Personal Information**”) through its LDL Applications (as defined in the Terms of Service). This Privacy Statement applies to all users of the LDL Applications. Please read this Privacy Statement carefully. If you do not agree to LDL’s practices, please do not register, subscribe, create an account, or otherwise interact with LDL or LDL’s Applications (as defined in the Terms of Service).

Please contact us if you have any questions or comments about our privacy practices or this Privacy Statement. You can reach us online at [loadfinder@loaddelivered.com](mailto:loadfinder@loaddelivered.com). You can reach us via postal mail at the following address:

Load Delivered Logistics, LLC  
Attention: Privacy Department  
750 N. Orleans, Suite 100  
Chicago, Illinois 60654 USA

#### 1. Types of Personal Information We Collect

Personal Information is information that can be used to identify, locate, or contact an individual. It also includes other information that may be associated with Personal Information. We collect the following types of Personal Information:

- Contact Information** that allows us to communicate with you, such as your name, postal addresses, email addresses, telephone numbers, or other addresses at which you receive communications from or on behalf of LDL.
- Transaction Information** that you provide by using the LDL Applications, such as your freight load history, freight load search history, current location and bid history.
- Mobile Location Information** that allows us to provide you available freight load results within a given radius and allows us to provide location status updates regarding load transit, if you have activated an LDL Application and permitted your mobile or other location-aware device to transmit location data.

#### 2. How LDL Collects Personal Information

We ask you for Personal Information (including Contact Information) when you register, subscribe, create an account, or contact LDL.

We collect Transaction Information when you use the LDL Applications. For example, we may track your location and the freight loads that you view through the LDL Applications that may be available or in your area. We use cookies and related technologies to collect information about your mobile device or other places where

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you download an LDL Application. LDL may also track your interaction with an LDL Application. You can read more about cookies and other technologies in the Cookies and Related Technologies section.

We also collect Transaction Information if you contact us via telephone, email, text, postal mail, or other methods of communication, such as for carrier support purposes.

If you use an LDL Application and your mobile device's settings allow it, we may collect Mobile Location Information from your device. The LDL Applications may collect information even if you are not logged into the LDL Application. If you have questions about the security and privacy settings of your mobile device, please refer to instructions from your mobile service provider or the manufacturer of your device to learn how to adjust your settings.

### **3. How LDL Uses Personal Information**

LDL uses Personal Information to:

- Operate and improve the LDL Application;
- Facilitate freight brokerage services and improve and enhance opportunities for our carriers to find and arrange for the transport of available freight loads;
- Provide customer support;
- Communicate and provide additional information that may be of interest to you about LDL; or
- Send you reminders, technical notices, updates, security alerts and support and administrative messages service bulletins, or marketing.

### **4. When and Why LDL Discloses Personal Information**

We will not disclose your Personal Information to third parties except as set forth in the Terms of Service or to update LDL's customer contacts with relevant freight load information.

### **5. Cookies and Related Technologies**

When you use the LDL Applications, we may collect certain information by automated or electronic means, using technologies such as cookies, pixel tags and web beacons, browser analysis tools, and web server logs. As you use our LDL Applications, your browser and devices communicate with servers operated by us, our business partners and services providers to coordinate and record the interactivity and fill your requests for services and information.

The information from cookies and related technology is stored in web server logs and also in web cookies kept on your computers or mobile devices, which are then transmitted back to our LDL Applications by your computers or mobile devices. These servers are operated and the cookies managed by us, our business partners or our service providers.

For example, when you visit our LDL Applications, LDL and our service providers may place cookies on your computers or mobile devices. Cookies allow us to recognize you when you return, track and target your interests in order to provide a customized experience. They also help us provide a customized experience and help us to detect certain kinds of fraud. A "cookie" is a small amount of information that a web server sends to your browser that stores information about your account, your preferences, and your use of the LDL Applications.

Some cookies are temporary, whereas others may be configured to last longer. "Session" cookies are temporary cookies used for various reasons, such as to manage page views. Your browser usually erases session cookies once you exit your browser. "Persistent" cookies are more permanent cookies that are stored on your computers or mobile devices even beyond when you exit your browser. We use persistent cookies for a number of purposes, such as retrieving certain information you have previously provided (such as your user id if you asked to be remembered), and storing your preferences (e.g., the cities for which you want to be shown LDLs).

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Pixel tags and web beacons are tiny graphic images placed on website pages or in our emails that allow us to determine whether you have performed specific actions. When you access these pages or open email messages, the pixel tags and web beacons generate a notice of that action to us, or our service providers. These tools allow us to measure response to our communications and improve our web pages and promotions.

We collect many different types of information from cookies and other technologies. For example, we may collect information from the devices you use to access our LDL Applications, your operating system type or mobile device model, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone of your device. Browsers routinely send these types of information to web servers. Our server logs also record the Internet Protocol (“IP”) addresses of the devices you use to interact with the LDL Applications. An IP address is a unique identifier that devices use to identify and communicate with each other on the Internet. We may also collect information about the website you were visiting before you came to our website and the website you visit after you leave our website, if this information is supplied to us by your browser.

In many cases, the information we collect using cookies and other tools is used in non-identifiable ways, without any reference to Personal Information. In some cases, we associate the information we collect using cookies and related technologies with Personal Information. In such a circumstance, this Privacy Statement governs how we use that information.

Additionally, if the settings on your location-aware device allow us to receive Location Information, we will collect that automatically. If we associate Location Information with other Personal Information, this Privacy Statement governs how we would use that information too.

### **6. Accessing and Correcting Personal Information**

Keeping Personal Information about you current helps ensure that we can provide you with the best opportunities to locate, view and arrange for the transport of available freight loads. You can do several things to help keep Personal Information about you current. You can access, update and delete your Contact Information and the other information by sending us an email at [loadfinder@loaddelivered.com](mailto:loadfinder@loaddelivered.com).

If you want to close your account or have other questions or requests, please contact us. While we are ready to assist you in managing your account, closing your account, and removing your active profile, we cannot always delete records of past interactions and transactions. For example, we may be required to retain records relating to previous transactions for financial reporting and compliance reasons.

We will retain your information for as long as your account is active or as needed to provide you services and to maintain a record of your transactions for financial reporting purposes. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at [loadfinder@loaddelivered.com](mailto:loadfinder@loaddelivered.com). We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **7. Security of Personal Information**

LDL has implemented an information security program that contains administrative, technical and physical controls that are designed to reasonably safeguard Personal Information. For example, we use industry-standard encryption technology to secure Personal Information when it is being transmitted over the Internet.

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## **8. Privacy Practices of Third Parties**

This Privacy Statement only addresses the use and disclosure of information by LDL through your interaction with the LDL Applications. Other websites or applications that may be accessible through links may have their own privacy statements and personal information collection, use, and disclosure practices. We encourage you to familiarize yourself with the privacy statements provided by these other parties prior to providing them with information or taking advantage of an offer or promotion.

## **9. Changes to this Privacy Statement**

From time to time, we may update this Privacy Statement to clarify our practices or to reflect new or different privacy practices, such as when we add new features to our LDL Applications. If we make any material changes we will notify you by email (sent to the email address specified in your account) or by means of notice on the LDL Applications prior to the change becoming effective. We encourage you to periodically review this page for the latest information about our privacy practices.

## **10. California Privacy Rights**

Pursuant to Section 1798.83 of the California Civil Code, residents of California can obtain certain information about the types of Personal Information that companies with whom they have an established business relationship have shared with third parties for direct marketing purposes during the preceding calendar year. In particular, the law provides that companies must inform consumers about the categories of Personal Information that have been shared with third parties, the names and addresses of those third parties, and examples of the types of services or products marketed by those third parties. To request a copy of the information disclosure provided by LDL pursuant to Section 1798.83 of the California Civil Code, please contact us via email to [info@loaddelivered.com](mailto:info@loaddelivered.com), or by writing us at the following address:

Load Delivered Logistics, LLC  
Attention: Privacy Department  
750 N. Orleans, Suite 100  
Chicago, Illinois 60654 USA

Please allow thirty (30) days for a response.