

## Privacy Policy

### 1. Introduction

Direct Trucking Corp (“Company,” “we,” “us,” or “our”), doing business as Sparc Transport, is committed to protecting the privacy of visitors to our website, [www.sparcway.com](http://www.sparcway.com) (“Site”). This Privacy Policy explains what information we collect, how we use and safeguard it, and your rights regarding that information.

### 2. Information We Collect

We collect the following categories of personal information:

- **Names** (e.g., first and last name)
- **Contact details** (e.g., email address, telephone number, mailing address)
- **Location data** (e.g., GPS coordinates transmitted via mobile devices or web browser)
- **Cookies and similar tracking technologies** (e.g., session cookies, persistent cookies)
- **Analytics data** (e.g., pages visited, time spent on pages, referring/exit URLs, device and browser type)

### 3. How We Collect Information

- **Directly from you:** when you provide your name and contact details via forms, email inquiries, or account registration.
- **Automatically:** through cookies and analytics tools when you visit and interact with our Site.
- **From third-party service providers:** solely to the extent necessary for analytics (e.g., Google Analytics).

### 4. Use of Your Information

We use the information we collect for the following purposes:

- **Quality assurance and training:** to monitor, review, and improve our driver performance, operational processes, and customer-service interactions.
- **Site improvement and analytics:** to understand how users navigate our Site and to enhance its functionality and user experience.
- **Internal record-keeping:** to maintain accurate records of communications and service history.

## 5. Cookies and Analytics

- We employ cookies and similar tracking technologies to distinguish you from other users, remember your preferences, and compile aggregate data about Site usage.
- You may disable cookies through your browser settings; however, certain features of the Site may not function properly if cookies are disabled.

## 6. Disclosure of Your Information

- **No routine sharing:** No personal information, mobile number, or messaging consent information will be shared with third parties or affiliates for marketing or promotional purposes.
- **Legal obligations:** We may disclose your personal information if required to do so by law, subpoena, or other legal process, or to protect our rights, property, or safety, or that of our users or others.

## 7. Data Retention

- We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

## 8. Security

- We implement commercially reasonable administrative, technical, and physical safeguards designed to protect your information from unauthorized access, disclosure, alteration, and destruction.
- No method of transmission over the internet or electronic storage is 100% secure; accordingly, we cannot guarantee absolute security.

## 9. Children's Privacy

- Our Site is not intended for use by anyone under the age of 13. We do not knowingly collect personal information from children under 13. If you learn that a child under 13 has provided us with personal information, please contact us at the address below.

## 10. Changes to This Privacy Policy

- We may update this Privacy Policy from time to time. The "Last Updated" date below indicates when changes were made. We encourage you to review this policy periodically.

- Continued use of the Site after any changes signifies your acceptance of the revised Privacy Policy.

## **11. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact our Privacy Officer at:

- **Email:** [legal@sparcway.com](mailto:legal@sparcway.com)
- **Mailing Address:** 765 IL Route 83, Suite 105, Bensenville, IL 60106

**Last Updated:** August 5, 2025