

Premier Transportation Privacy Policy



Premier Transportation ("Premier," "we," "us," or "our") respects your privacy.

This Privacy Policy explains how we collect, use, disclose, and protect information when you visit www.gopremiertn.com, request information or a transportation quote, communicate with us, apply for a position, receive text messages from us, or otherwise interact with our services.

By using our website or providing information to us, you acknowledge the practices described in this Privacy Policy.

Information We Collect

We may collect information that you provide directly to us, information collected automatically when you use our website, and information received through service providers that help us operate our business.

Information You Provide

Depending on how you interact with Premier, we may collect:

- **Contact information**, including your first and last name, email address, phone number, organization, and preferred method of contact.
- **Group information**, including the type of group, estimated number of passengers, and whether your group has accessibility needs.
- **Trip information**, including departure and destination locations, travel dates and times, whether a bus will remain with the group, planned stops, itineraries, and other details needed to prepare a quote or arrange transportation.
- **Customer relationship information**, including whether you have traveled with Premier before and how you heard about us.
- **Communications and documents**, including messages, questions, feedback, itineraries, or other files you choose to send or upload.
- **Employment and applicant information**, such as your contact information, desired position, employment history, licenses, qualifications, and other information you submit through our recruiting or employment processes.
- **Text messaging information**, including your mobile phone number, consent records, messaging preferences, and messages exchanged with Premier.

Sensitive applicant or employee information may also be collected when necessary for employment, safety, insurance, background-screening, or legal and regulatory purposes.

Please avoid including sensitive personal information in an open-text field or uploaded document unless it is necessary for your request and Premier has asked you to provide it.

Information submitted through our website contact and quote forms is routed to Premier's sales team at sales@gopremiertn.com so the team can review and respond to your request. Follow-up messages to customers may be sent from customerservice@gopremiertn.com.

Accessibility Information

If you provide information about accessibility needs, we use it to understand your group's transportation requirements, determine suitable vehicle or service options, communicate with you about available accommodations, and help provide safe and appropriate transportation. Please provide only the information reasonably necessary for us to assist you.

Information Collected Automatically

When you visit our website, we and our service providers may automatically collect information such as:

- Your Internet Protocol address
- Browser, device, and operating system information
- Pages viewed and links clicked
- The date, time, and duration of your visit
- The website or source that referred you to our site
- General location information derived from your IP address
- Information collected through cookies and similar technologies

We use Google Analytics and may use other analytics tools to understand how visitors use our website and to improve its performance. These services may use cookies or similar technologies to collect usage information.

How We Use Information

We may use the information we collect to:

- Respond to questions and requests
- Prepare transportation estimates and quotes
- Plan, coordinate, provide, and support transportation services
- Communicate about reservations, schedules, trip details, service updates, and customer support
- Evaluate and respond to accessibility needs
- Process employment inquiries and applications
- Communicate with applicants, employees, and drivers about recruiting, onboarding, training, scheduling, safety, compliance, or other employment-related matters
- Send text messages when a recipient has provided the required consent or when otherwise permitted by law
- Operate, maintain, analyze, secure, and improve our website and services

- Detect and prevent fraud, misuse, security incidents, or other harmful activity
- Maintain business, consent, transaction, and communication records
- Comply with legal, regulatory, safety, insurance, and contractual requirements
- Protect the rights, property, safety, and interests of Premier, our passengers, employees, customers, and others

Employment and Applicant Information

Information submitted in connection with employment is used to evaluate qualifications, communicate with applicants, conduct legally authorized screenings, complete onboarding, maintain required records, and comply with employment and transportation regulations.

Background reports, motor vehicle records, drug and alcohol testing information, medical qualification records, and other regulated information will be handled in accordance with applicable authorization, disclosure, confidentiality, and recordkeeping requirements. We may disclose this information to service providers, government agencies, insurers, or other parties when necessary and permitted or required by law.

Text Messages and Mobile Information

If you provide your mobile number and consent to receive text messages from Premier, we may use it to send messages related to your inquiry, quote, reservation, trip, customer service request, job application, employment, training, scheduling, safety, compliance, or other relationship with Premier. We will send marketing or promotional text messages only when we have the consent required by law.

You may opt out of text messages at any time by replying **STOP** to a message from Premier. You may reply **HELP** for assistance. Opting out of text messages will not prevent Premier from communicating with you through other methods when appropriate.

Premier does not sell or rent mobile information. We do not share mobile phone numbers, SMS opt-in information, or SMS consent with third parties or affiliates for their marketing or promotional purposes. We may share mobile information with service providers that help us operate and deliver our messaging program, but only as necessary for them to provide services to Premier. Text messaging originator opt-in data and consent will not be shared with any third party for its own marketing purposes.

How We Disclose Information

We may disclose personal information in the following circumstances:

- **Service providers.** We may provide information to companies that perform services on our behalf, such as website hosting, form processing, analytics, file storage, customer

communications, text messaging, recruiting, payment processing, information technology, security, and professional services. These providers may use the information only to perform services for Premier or as otherwise permitted by law.

- **Insurance and claims.** We may disclose information to insurance companies, insurance brokers, claims administrators, adjusters, investigators, medical professionals, attorneys, and other parties involved in obtaining or administering insurance coverage, evaluating or managing claims, responding to incidents, or resolving disputes.
- **Employment, screening, and transportation compliance.** We may disclose applicant or employee information to background-screening companies, consumer reporting agencies, motor vehicle record providers, drug and alcohol testing providers, medical qualification providers, training and compliance platforms, and government or regulatory agencies when necessary for employment, safety, insurance, or transportation compliance purposes.
- **Professional advisers.** We may disclose information to attorneys, accountants, auditors, consultants, and other professional advisers who assist Premier with legal, financial, regulatory, risk-management, or business matters.
- **Legal and safety purposes.** We may disclose information when we believe it is necessary to comply with applicable law, a subpoena, court order, regulatory requirement, or lawful government request, or to protect the rights, property, safety, and security of Premier or others.
- **Business transactions.** Information may be disclosed as part of a merger, acquisition, financing, reorganization, sale of assets, or similar business transaction, subject to appropriate confidentiality protections.
- **At your direction.** We may disclose information when you request, authorize, or consent to the disclosure.

Premier does not sell or rent personal information to third parties.

Cookies and Website Technology

Our website uses cookies and similar technologies to support website functionality, remember preferences, measure website traffic, and understand how visitors interact with the site. Some cookies may be placed by service providers, including Webflow and Google Analytics.

You can control cookies through your browser settings and, when available, the cookie controls on our website. Disabling certain cookies may affect how the website functions. You can learn more about Google's privacy practices and available controls by visiting Google's privacy resources.

Data Security and Retention

We use reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no website, electronic transmission, or storage system can be guaranteed to be completely secure. Please use care when sending information online.

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, provide services, maintain appropriate business and consent records, resolve disputes, enforce agreements, and comply with legal, safety, insurance, employment, and regulatory obligations. Retention periods vary depending on the type of information and the reason it was collected.

Your Choices and Privacy Rights

Depending on where you live and subject to applicable law, you may have rights concerning your personal information, such as the right to request access, correction, or deletion, or to obtain information about how your information is used.

To make a privacy request, contact us using the information below. We may need to verify your identity before completing a request. Certain information may be retained or exempt from a request when permitted or required by law.

You may also:

- Reply **STOP** to opt out of text messages
- Use an unsubscribe link to stop receiving marketing emails, when one is provided
- Adjust your browser settings to control cookies
- Contact us to update your contact preferences

Children's Privacy

Our website and online services are intended for adults and are not directed to individuals under 18. We do not knowingly solicit or collect personal information directly from individuals under 18 through the website. Adults arranging transportation for a school, youth group, or family may provide limited information about minors when it is reasonably necessary to plan the trip and they are authorized to do so. Please do not submit more information about a minor than is necessary for Premier to provide the requested service.

External Links

Our website may contain links to websites or services operated by third parties. Their privacy practices are governed by their own policies, and Premier is not responsible for the content or privacy practices of those third-party services.

Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, services, technology, or legal requirements. When we make changes, we will update the “Last updated” date at the top of this page. Material changes may also be communicated through another appropriate method.

Contact Us

If you have questions about this Privacy Policy, our privacy practices, or your personal information, contact:

Premier Transportation

1500 Breda Drive
Knoxville, TN 37918

Privacy and customer service inquiries: customerservice@gopremiertn.com

Website form and sales inquiries: sales@gopremiertn.com

Phone: (877) 337-0279

Website: www.gopremiertn.com

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