

Privacy Policy

Last updated: 05.14.2025

Effective Date: 05.14.2025

Thank you for using **TruckRoute.AI** ("we", "our", or "us"). We are committed to protecting your privacy and complying with all applicable data protection laws, including the **California Consumer Privacy Act (CCPA & CPRA)**, **Canada's PIPEDA**, and, where applicable, the **General Data Protection Regulation (GDPR)**.

This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you use our mobile application and related services (the "App").

1. Information We Collect

We may collect the following types of personal and non-personal information:

a. Personal Information

Name, email address, phone number (when you create an account or contact support)

b. Location Information

GPS-based location, direction, and speed, collected in real time for navigation and safety features

c. Device Information

Device identifiers, operating system type/version, crash logs, diagnostics

d. Usage Data

App features used, interaction timestamps, preferences, and user behavior

e. Communication

Any information you provide through contact forms, feedback, support requests, or surveys

2. How We Use Your Information

We use your information to:

- Provide accurate truck-specific navigation and alerts
- Customize routing based on your truck's specs
- Improve services through aggregated analytics
- Communicate with you about updates and support
- Ensure security and prevent fraud
- Comply with legal obligations

3. User Rights (California Residents)

If you are a California resident, you have the right to:

- **Know** what personal information we collect and how we use it
- **Delete** your personal information
- **Correct** inaccurate data
- **Opt-Out** of data sharing (note: we do not sell your data)
- **Non-Discrimination** for exercising your privacy rights

We will respond to verified consumer requests within 45 days of receipt, as required by the CCPA and CPRA.

To exercise these rights, email: support@truckroute.ai

4. User Rights (Canadian Residents)

If you're located in Canada, you have rights under PIPEDA to:

- Access the personal information we hold about you
- Request correction of inaccurate or outdated data
- Withdraw your consent at any time (unless restricted by law)
- File a complaint with the **Office of the Privacy Commissioner of Canada**
- We will respond to access or correction requests within 30 days or as otherwise required by PIPEDA.

5. User Rights (EU/EEA Residents)

If the GDPR applies to you, you have the right to:

- Be informed of how your data is used
- Access your data
- Rectify inaccurate data
- Erase personal data (“right to be forgotten”)
- Restrict or object to processing
- Data portability
- Lodge a complaint with your local Data Protection Authority
- We respond to valid GDPR requests without undue delay and, in any event, within one month of receipt.

6. Sharing and Disclosure

We **do not sell** your personal information. We may share your data with:

- Cloud hosting and infrastructure services (e.g., AWS, Firebase)
- Analytics platforms (e.g., Google Analytics)
- Navigation and mapping providers
- Crash reporting tools

All third parties must comply with strict data protection obligations.
We may also disclose information when required by law or to protect our rights and safety.

7. Cookies and Similar Technologies

We and our partners may use cookies, beacons, pixels, and similar technologies to:

- **Enhance app performance**
- **Understand usage patterns**
- **Enable location-based features**
- **Deliver personalized content**

We may use third-party SDKs and analytics tools such as Firebase, Google Analytics for Firebase, or Mixpanel. These tools may collect data such as usage behavior, crash data, or location analytics, subject to their respective privacy policies.

Your Choices:

- You may disable cookies through your device or browser settings.
- You can opt out of analytics tracking or marketing cookies where applicable.
- In jurisdictions that require it, we request consent for the use of cookies.
- To opt out of Firebase Analytics, you may disable ad personalization in your device settings or adjust privacy settings within the app, where applicable.

8. Data Retention

We retain your personal information only as long as necessary to:

- Provide services and features
- Meet legal obligations
- Resolve disputes or enforce agreements

We may anonymize or delete data from inactive accounts after a reasonable period. You can request data deletion at any time.

If you request deletion of your account, your personal information will be permanently removed from our active systems within 30 days, unless retention is required by law or for legitimate business purposes (e.g., tax, fraud prevention, or legal compliance).

9. User Settings and Preferences

You can manage your privacy settings directly in the app:

- **Location Sharing:** Enable or disable GPS via your device settings
- **Notification Controls:** Adjust which alerts you receive in app settings
- **Personal Data:** Update or correct your information in your profile
- **Consent Management:** In applicable regions, grant or withdraw consent for certain data uses

- **Account Deletion:** Delete your account and data through app settings or by emailing us
- You may withdraw your consent for specific types of data processing (such as location tracking or marketing communications) at any time through your app settings or by contacting us at support@truckroute.ai.

10. Data Security

We implement industry-standard measures such as:

- Encryption in transit and at rest
- Secure storage with access control
- Periodic security audits

Despite these efforts, no system can be 100% secure.

11. Children's Privacy

TruckRoute.AI is not intended for use by children under 16. We do not knowingly collect data from minors.

12. International Data Transfers and Data Breach Notification

Your information may be processed and stored in the **United States, Canada**, or other jurisdictions. We implement safeguards such as Standard Contractual Clauses (where applicable) for lawful international transfers. We take data security seriously. In the event of a data breach that affects your personal information, we will notify you and, where required, the relevant authorities without undue delay, and in accordance with applicable laws such as the CCPA, PIPEDA, and GDPR.

13. Changes to This Privacy Policy

We may revise this Policy from time to time. If we make material changes, we will notify you via the app or email. Continued use of our services after changes means you accept the updated policy.

14. Contact Us

If you have questions or would like to exercise your privacy rights:

Email:

Mailing

TruckRoute.AI

support@truckroute.ai

Address:

P.O.
Rocklin,
United States

Box
CA

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95677