

DAD-FU-SA

Privacy Policy

Website, Booking, Mobile, SMS, and Transportation Privacy Notice

Effective date: July 13, 2026

DRAFT FOR LEGAL AND OPERATIONAL REVIEW

Confirm the launch checklist and obtain review from a Michigan-licensed attorney before publication.

Dad-Fu-Sa Chauffeur Services Inc.
24100 Southfield Road, Suite 320
Southfield, Michigan 48075
www.dad-fu-sa.com

This Privacy Policy describes personal information handled by Dad-Fu-Sa in connection with its website, booking and dispatch tools, mobile or web applications, telephone and text communications, and chauffeured transportation services. Third-party services may provide additional notices for their independent processing.

1. Who We Are and Scope

Dad-Fu-Sa Chauffeur Services Inc. (“Dad-Fu-Sa,” “we,” “us,” or “our”) is a Michigan chauffeured transportation company. This Privacy Policy applies when you visit our website, request a quote, create an account, book or receive transportation, communicate with us, use a passenger application or reservation portal, or otherwise interact with our consumer and business transportation services (the “Services”).

This Policy does not apply to the independent practices of a website, app store, payment processor, social network, travel agent, employer, corporate travel program, or transportation affiliate that acts for its own purposes. It also does not govern employee, applicant, or chauffeur-workforce information covered by a separate notice or internal policy.

When an employer, travel arranger, family member, or other person books for you, we may receive your information from that person. The arranger is responsible for having authority to provide it and, where required, for giving you an appropriate notice.

2. Personal Information We Collect

The information we collect depends on how you interact with us. We may collect the following categories:

Category	Examples
Identifiers and contact information	Name, postal address, email address, telephone number, account identifier, login credentials, and identity-verification information when reasonably necessary.
Reservation and trip information	Pickup and destination addresses, dates and times, route, flight or train details, passenger and arranger names, number of passengers, luggage, vehicle preference, stops, special instructions, receipts, ride history, and service feedback.
Payment and commercial information	Billing address, payment token, card type and last digits, transaction status, charges, refunds, invoices, discounts, corporate account information, and purchase history. Full payment-card data is generally handled by a payment processor.
Communications and customer service	Emails, texts, chat messages, call metadata, support requests, complaints, survey responses, reviews, and records of consent or communication preferences. Calls are recorded only when permitted and with legally required notice.
Device, internet, and usage information	IP address, browser and device type, operating system, cookie or similar identifiers, referring page, pages viewed, links selected, dates and times, app interactions, crash data, and security logs.

Category	Examples
Location information	Approximate location derived from IP address and, if enabled with device permission, precise or near-precise location used for pickup, dispatch, ride status, or driver-passenger coordination.
Preferences and inferences	Language, accessibility or service preferences, favorite locations, communication choices, and limited inferences used to personalize service or prevent fraud.
Sensitive information	Precise geolocation, account credentials, payment authentication data, and information voluntarily supplied for accessibility, safety, or special-service requests. We use sensitive information only as reasonably necessary for the requested service, security, legal compliance, or another purpose permitted by law.

We do not intentionally request Social Security numbers, medical records, or other information unnecessary for transportation. Please provide only the information reasonably needed for the reservation, safety, accessibility, billing, or customer-service request.

3. Sources of Personal Information

We may collect personal information from the following sources:

- Directly from you, including through a booking form, account, app, phone call, text message, email, chat, survey, or in-person interaction.
- From a passenger, family member, employer, assistant, travel manager, travel agency, hotel, venue, corporate account, or other authorized arranger.
- From booking, dispatch, payment, mapping, communications, identity-verification, fraud-prevention, analytics, hosting, or customer-support providers.
- From chauffeurs, transportation affiliates, airports, airlines, train operators, or other sources used to coordinate or update a trip.
- Automatically from your browser, device, cookies, pixels, software development kits, logs, and similar technologies.
- From public sources or social media when you interact with our public page or intentionally make information available to us.

4. How We Use Personal Information

We use personal information for the purposes described below and for other compatible purposes permitted by law:

- Provide quotes; create, confirm, change, dispatch, track, and complete reservations and rides.
- Communicate pickup instructions, chauffeur status, trip changes, receipts, service alerts, and customer-support responses.
- Coordinate with passengers, arrangers, chauffeurs, affiliates, airports, hotels, venues, and other parties involved in the requested service.
- Process payments, preauthorizations, refunds, invoices, corporate billing, tips or gratuities, and disputed charges.

- Provide requested accessibility arrangements, child-safety arrangements, luggage planning, or other special services.
- Authenticate accounts; prevent fraud, misuse, and security incidents; investigate complaints; and protect passengers, chauffeurs, and property.
- Operate, troubleshoot, analyze, secure, and improve the website, booking tools, applications, fleet and service operations, and customer experience.
- Comply with transportation, tax, accounting, insurance, licensing, safety, court, regulatory, and other legal obligations and enforce our agreements.
- Send marketing communications when permitted and consistent with your choices. We do not require consent to marketing texts as a condition of purchasing transportation.
- Evaluate or complete a merger, financing, sale, reorganization, or other business transaction.

5. How We Disclose Personal Information

We disclose personal information only as reasonably needed for the purposes in this Policy, as directed by you, or as permitted or required by law. Recipients may include:

- Chauffeurs, dispatchers, and affiliated or subcontracted transportation providers that need trip information to perform the ride.
- Reservation, dispatch, passenger-app, hosting, cloud, mapping, route, communications, email, SMS, customer-support, analytics, security, and information-technology providers.
- Payment processors, banks, card networks, billing vendors, accountants, auditors, insurers, and collection providers.
- An employer, corporate account, travel arranger, agency, or other person that booked or paid for the ride, subject to the account relationship and applicable law.
- Law enforcement, courts, regulators, airport or transportation authorities, emergency services, and other parties when we reasonably believe disclosure is required or appropriate for law, safety, security, fraud prevention, or protection of rights.
- Lawyers, consultants, transaction advisors, potential buyers, lenders, investors, or successors in connection with a business transaction, subject to appropriate confidentiality and legal safeguards.
- Other parties with your direction or consent.

Dad-Fu-Sa does not sell personal information for money. We do not share mobile numbers or SMS consent records with third parties for their own marketing. This draft assumes Dad-Fu-Sa does not use personal information for cross-context behavioral advertising or “targeted advertising” as defined by state privacy laws; that assumption must be confirmed before publication.

6. Booking Platforms, Payment Providers, and Affiliates

Our website or reservation experience may be powered by a third-party booking or dispatch platform. The platform may process information for us as a service provider and may also process limited information for its own purposes as described in its privacy notice. Review any notice presented in the booking portal or app.

Payment information is generally submitted directly to a payment processor. Dad-Fu-Sa may receive a token, payment status, card brand, last digits, billing details, and transaction record, but we do not need to store a full card number when the processor provides tokenized processing.

When an affiliate performs a ride, the affiliate receives the information reasonably needed to provide the service and meet legal, insurance, and safety obligations. An affiliate may have independent obligations under law and may provide its own privacy notice.

7. Cookies and Similar Technologies

We and providers that support the Services may use cookies, local storage, pixels, software development kits, and server logs. These technologies may remember preferences, keep booking tools working, authenticate sessions, protect security, measure site performance, understand traffic, and improve the Services.

You can adjust browser or device settings to block or delete cookies. Blocking necessary cookies may prevent portions of the website or booking flow from working. Where legally required, we will request consent before using nonessential technologies.

Because there is no uniform industry response to browser “Do Not Track” signals, our Services may not respond to them. Where applicable law requires recognition of an opt-out preference signal, such as Global Privacy Control, we will process a recognized signal as required. Because this draft assumes we do not sell or share information for targeted advertising, a signal may not require additional action beyond recording the preference.

8. Mobile Applications, Location, and Push Notifications

If a passenger application or web app requests device location, we use location with your permission to support pickup, dispatch, trip status, mapping, safety, or passenger-chauffeur coordination. You can change location permissions in device settings, but some features may not work.

Push notifications are controlled through device settings. The app store, operating-system provider, and application platform may collect information under their own privacy notices.

9. Telephone, Email, and Text Communications

We use contact information to answer inquiries and send transactional communications such as confirmations, reminders, pickup instructions, chauffeur updates, receipts, and service notices. Message frequency varies with your activity, and carrier charges may apply.

You may reply STOP to an eligible text to opt out and HELP for assistance, or contact us directly. An SMS opt-out does not cancel a ride. Marketing email includes an unsubscribe method, and marketing texts, if any, require the consent required by law.

We may use vendors to deliver communications. Those vendors may process your contact information only to provide services to us, subject to their contractual and legal obligations. We do not provide mobile numbers or SMS consent records to third parties for their own marketing.

10. Data Retention

We retain personal information for no longer than reasonably necessary for the purpose collected, considering the duration of the customer or corporate-account relationship; reservation, safety, insurance, tax, accounting, payment-card, and transportation-record obligations; the sensitivity of the information; fraud and security needs; applicable limitation periods; dispute resolution; and technical feasibility.

For example, trip and billing records may be retained for the period needed for tax, insurance, claims, and audit purposes; account information may be retained while an account is active and for a reasonable period afterward; customer-service records may be retained while a matter is open and through the relevant dispute period; and marketing suppression records may be retained to honor an opt-out. We delete, de-identify, or securely dispose of information when it is no longer reasonably needed, subject to lawful backups and legal holds.

11. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information. Measures may include access controls, authentication, encryption in transit, payment tokenization, vendor controls, employee or contractor confidentiality requirements, logging, backups, and incident-response procedures appropriate to the size and nature of the business.

No website, application, transmission, or storage system is completely secure. You are responsible for protecting passwords, using a secure device, and notifying us promptly if you suspect unauthorized account or payment activity.

12. Your Choices

Depending on how you use the Services, you may:

- Review and update account or reservation information, subject to safety, billing, and recordkeeping needs.
- Unsubscribe from marketing email using the link in the message.
- Opt out of eligible SMS messages by replying STOP and request help by replying HELP.
- Change app location, camera, contact, or push-notification permissions through device settings.
- Block or delete cookies through browser settings or use a legally recognized opt-out preference signal where applicable.
- Ask us to close an account or exercise a privacy right described below.

13. U.S. State Privacy Rights

Depending on your state of residence, the nature of our processing, and whether a privacy law applies to Dad-Fu-Sa, you may have rights to request access to personal information; confirmation of processing; correction; deletion; a portable copy; information about categories, sources, purposes, and recipients; and an opt-out of sale, targeted advertising, sharing, or certain profiling. You may also have a right to limit certain uses of sensitive information, use an authorized agent, appeal a denied request, and receive equal service without unlawful discrimination.

To submit a request, contact us using Section 20 and describe the right you wish to exercise. We may verify your identity by matching information already held, requesting confirmation through a known contact channel, or using another proportionate method. We will use request information only to verify and respond. We may deny or limit a request when an exception applies, such as completing a transaction, maintaining legally required records, protecting security, detecting fraud, exercising legal rights, or protecting another person's privacy.

An authorized agent must provide proof of authority, and we may confirm the request directly with you where permitted. If applicable law provides an appeal right, you may appeal by replying to our decision or contacting us with "Privacy Appeal" in the subject line.

14. California Notice at Collection

If the California Consumer Privacy Act, as amended, applies to Dad-Fu-Sa and to you, the categories listed in Section 2 describe the personal information we may collect. The business and commercial purposes are listed in Section 4, the sources in Section 3, and the categories of recipients in Section 5.

We do not sell personal information for money. This draft assumes we have not sold or shared personal information for cross-context behavioral advertising in the preceding twelve months. We do not knowingly sell or share personal information of consumers under 16. We use sensitive personal information only for permitted purposes such as providing requested transportation, processing payment, precise-location functionality requested by the user, authentication, security, legal compliance, and safety—not to infer characteristics about a person.

California residents may have rights to know, access, correct, delete, receive information about disclosure, opt out of sale or sharing, limit certain uses of sensitive information, and receive nondiscriminatory treatment, subject to statutory thresholds and exceptions.

15. Children and Minors

The online Services are not directed to children under 13, and we do not knowingly collect personal information online directly from a child under 13 without legally required parental consent. A parent, guardian, school, employer, or authorized adult may provide information needed to arrange transportation for a minor. Dad-Fu-Sa may decline an unaccompanied-minor reservation or require additional authorization and safety arrangements.

If you believe a child submitted personal information to us without appropriate authorization, contact us so we can review and take appropriate action.

16. International Users

Dad-Fu-Sa is based in the United States, and personal information may be processed and stored in the United States and other locations where our vendors or affiliates operate. Privacy protections in those locations may differ from those in your country. If we are required to use a particular international transfer mechanism, we will take steps reasonably designed to comply.

17. Third-Party Links and Social Media

Our Services may link to third-party websites, maps, videos, social-media pages, app stores, or booking services. Their privacy practices are governed by their own notices. Information you post publicly or send through a social-media platform may also be processed by that platform.

18. Security Incidents

If we identify a security incident involving personal information, we will investigate, contain, remediate, and provide notices to affected individuals, regulators, payment networks, or others when required by applicable law. You should keep your contact information current so we can reach you if necessary.

19. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in law, technology, vendors, or our practices. We will post the updated Policy and revise the effective date. If a change materially affects how we use information already collected, we will provide any additional notice or choice required by law.

20. Contact Us

For privacy questions, requests, or concerns, contact:

Dad-Fu-Sa Chauffeur Services Inc.

24100 Southfield Road, Suite 320

Southfield, Michigan 48075

Customer and Policy Contact

Email: francoisdemonique@gmail.com

Office: 269-672-2547

Text / mobile: 313-802-1003

Website: www.dad-fu-sa.com

Recommended operational change before launch: create a dedicated privacy address such as privacy@dad-fu-sa.com, confirm that it is actively monitored, and replace the Gmail address above.