

Privacy Policy

Sites Covered by this Policy Statement

This Privacy Statement applies to all Superior Diesel Services owned websites and domains, and our wholly owned subsidiaries (Superior Diesel Services websites)

Links to Non Superior Diesel Services Websites

The Superior Diesel Services websites may provide links to third-party websites for your convenience and information. If you access those links, you will leave the Superior Diesel Services website. Superior Diesel Services does not control those sites or their privacy practices, which may differ from Superior Diesel Services's. We do not endorse or make any representations about third-party websites. The personal data you choose to give to unrelated third parties is not covered by the Superior Diesel Services Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information. Some third-party companies may choose to share their personal data with Superior Diesel Services; that sharing is governed by that third-party company's privacy policy.

Types of Information We Collect

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

Personal information is information that is associated with your name or personal identity. Superior Diesel Services uses personal information to understand better your needs and interests and to provide you with better service. Once you choose to provide us with personal information, you can be assured it will be used only to support your customer relationship with Superior Diesel Services. We take seriously the trust you place in us. Superior Diesel Services will not sell, rent or lease your personal information to others.

On some pages and links at Superior Diesel Services, you can order products or services, request information, subscribe to marketing or support materials, register yourself, or apply for a job at Superior Diesel Services. The types of personal information you provide to us on these pages may include name, address, phone number, e-mail address, user IDs and passwords, billing and transaction information, credit card information, contact preferences, educational and employment background, and job interest data.

Non-personal information is data about usage and service operation that is not associated with a specific personal identity. Superior Diesel Services collects and analyzes non-personal information to evaluate how visitors use the Superior Diesel Services website.

Children's Privacy

Superior Diesel Services is committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children's online activities and interests. Superior Diesel Services does not knowingly collect information from children under the age of 13 and Superior Diesel Services does not target its website to children under 13.

How We Use Your Information

Superior Diesel Services uses your personal information to provide you with services and to help us better understand your needs and interests. Specifically, we use your information to help you complete a transaction or order, to communicate with you, to provide service and support, to update you on services and benefits, to personalize promotional offers and to personalize the Superior Diesel Services website. Occasionally we may also use your information to contact you for market research regarding Superior Diesel Services products or services. We will give you the opportunity to choose your privacy preferences regarding such communications. You may, at any point, contact us to request an opt-in on future communication. Credit card information is used only for payment processing and fraud prevention. This information is not used for any other purpose by our financial services providers or Superior Diesel Services and will not be kept longer than necessary for providing the services, unless you ask us to retain your credit card information for future purchases.

Personal data collected online may also be combined with information you provide Superior Diesel Services through other sources such as product registration, call centers or public events such as trade shows or seminars.

Personal data given to Superior Diesel Services may be transferred across state, provincial and/or country borders for the purposes of data consolidation, storage and simplified customer information management.

Non-personal data is aggregated for reporting about Superior Diesel Services website usability, performance and effectiveness. It is used to improve the customer experience, usability and site content.

Who We Share Your Information With

Superior Diesel Services will not sell, rent or lease your personal information to others. Superior Diesel Services will not share your personal information with third parties except in responding to your requests for products or services. Your permission will be requested when you submit your information. Superior Diesel Services shares customer information across Superior Diesel Services -owned business entities and companies working on our behalf, but only as required to meet your product or service requirements.

Superior Diesel Services occasionally may contract with third-party service providers and suppliers to deliver complete products, services and customer solutions. Suppliers and service providers are required to keep confidential the information received on behalf of Superior Diesel Services and may not use it for any purpose other than to carry out the services they are performing for Superior Diesel Services. These service providers may change or we may contract with additional service providers to better accommodate our customers. Superior Diesel Services will not share personal information with any other third parties without your permission, unless required by law enforcement action, subpoena, or local law.

Superior Diesel Services or its related entities could merge with or be acquired by another business entity or some or all of their respective assets could be acquired. If such a combination or acquisition occurs, Superior Diesel Services will make every reasonable effort to notify you in the event we share with the merging or acquiring entity some or all of your personal information to continue serving you.

Keeping Your Information Secure

Superior Diesel Services is committed to protecting the information you provide us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, Superior Diesel Services has in place appropriate physical and managerial procedures to safeguard the information we collect.

Contacting Us

We value your opinions. If you have comments or questions about our privacy policy, please send them to superiordieselservices@hotmail.com. This privacy statement applies to Canada