

## **PRIVACY NOTICE**

Please read the following to learn more about our Privacy Notice which governs the treatment of consumer personal information ("Personal Information") that we gather when You are accessing or using our Website and Services including software applications and application program interface (API). By using or accessing the Southeastern Website or Services, You acknowledge acceptance of the practices and policies outlined in this Privacy Notice and consent that we may collect, use, and share Your information in the following ways. Remember that Your use of the Website is at all times subject to the Terms of Use, which incorporates this Privacy Notice.

### **INFORMATION WE OBTAIN**

We may obtain Personal Information (such as name, contact details, and payment information) in connection with various activities such as (i) use of the Southeastern Website and any applications, (ii) shipping activities, including delivery and pick-up of shipments, (iii) requests to track shipments or answer questions, (iv) events in which we participate, (v) promotions and other offers, and (vi) calls placed with customer service centers which may be recorded.

The types of personal information we may obtain include:

- Individual and business contact information (such as name, company name, physical address, email address, and telephone or fax number);
- Shipping information (such as (i) shipping-related contact details like the sender's and consignee's name, physical address, email address, and telephone number, (ii) signature for proof of delivery, and (iii) information given to us that helps us access locations to which we provide service) and information provided to us regarding the content of certain shipments, but only to the extent an identifiable person can be linked to such content;
- Information that enables us to verify an individual's identity;
- Names, email addresses, and telephone numbers of others to whom we are asked to send information;
- Username, password, and other credentials used to access Southeastern Services;
- The geographic location of Your mobile device if You use certain features of our apps;
- Payment information (including payment card details or online payment services number and invoicing address) and financial information (such as bank account numbers); and
- Other personal information that may be provided to us to obtain a Southeastern Service.

We also receive consumer personal information from our customers in order to perform Services. We may receive personal information from third parties, including public databases, social media platforms, or third party partners such as analytics or marketing providers.

When we pick up or deliver a shipment or provide other Services, we may obtain physical location data. This includes, for example, data identifying the actual location of a physical address using information such as GPS data, geocodes, latitude and longitude information, and images of the various locations.

In addition, when You visit our websites, use our apps, or interact with available tools, widgets or plug-ins, we may collect certain information by automated means, such as cookies and web beacons. The information we collect in this manner includes IP address, unique device identifier, browser characteristics, device characteristics, operating system, language preferences, referring URLs, information on actions taken, and dates and times of activity. Your browser may tell You how to be

notified when You receive certain types of cookies or how to restrict or disable certain types of cookies. Please note, however, that without cookies You may not be able to use all the features of our Website.

As noted in the Terms of Use, we do not knowingly collect or solicit personal information from anyone under the age of 13. If You are under 13, please do not attempt to register for Services or send any personal information about Yourself to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible.

## **HOW WE USE THE INFORMATION WE OBTAIN**

We may use the information we obtain to:

- Pick up, deliver, and track shipments;
- Provide products and Services You request;
- Process and collect payments;
- Provide customer support and respond to and communicate with You about Your requests, questions, and comments;
- Send You tracking updates and help You select convenient delivery options;
- Process claims we receive in connection with our Services;
- Operate, evaluate, and improve our business (including developing new Services; managing our communications; determining the effectiveness of our sales, marketing, and advertising; analyzing and enhancing our Services, Website, and tools; ensuring the security of our networks and information systems; performing accounting, auditing, invoicing, reconciliation, and collection activities; and improving and maintaining the quality of our customer services);
- Protect against, identify, and prevent fraud and other prohibited or illegal activity, claims, and other liabilities;
- Comply with applicable legal requirements and our policies;
- Establish, exercise, and defend legal claims; and
- Monitor and report compliance issues.

In addition, we may use information collected online through cookies, web beacons and other automated means for purposes such as (i) customizing our users' visits to our websites and apps, (ii) delivering content tailored to our users' interests and the manner in which our users browse our websites and apps, and (iii) managing our business.

## **INFORMATION WE SHARE**

We do not sell or otherwise share personal information about You, except as described in this Privacy Notice. To perform our pick-up and delivery Services, we share shipping information with third parties such as shippers, consignees, third party payers, and recipients. We also share Personal Information with third parties who perform Services on our behalf based on our instructions. These third parties are not authorized by us to use or disclose the information except as necessary to perform Services on our behalf or comply with legal requirements.

We also may disclose information about You (i) if we are required to do so by law, regulation, or legal process (such as a court order or subpoena), (ii) in response to requests by government agencies, such as law enforcement authorities, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity. We reserve the right to transfer any information we have about You in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution, or liquidation).

## **ACCESS AND CORRECTION**

You can always opt not to disclose information to us, but keep in mind some information may be needed to complete shipping transactions. You can accept or reject cookies by adjusting Your web browser controls. Subject to applicable law, (i) You may obtain a copy of certain personal information we maintain about You or update or correct inaccuracies in that information through Your account or (ii) You may have the right to obtain access to personal information we maintain about You by contacting us as indicated in the "How To Contact Us" section of this Privacy Notice. To help protect Your privacy and maintain security, we will take steps to verify Your identity and/or may ask You to provide other details before granting You access to the information. In addition, if You believe that personal information we maintain about You is inaccurate, subject to applicable law, You may have the right to request that we correct or amend the information by contacting us as indicated below.

## **PROTECTION OF PERSONAL INFORMATION**

We maintain administrative, technical, and physical safeguards intended to protect against the loss, misuse, unauthorized access, or disclosure of Personal Information. Although we take such precautions seriously, it is impossible for us or others to guarantee the safety and security of Personal Information and we are not responsible for unauthorized access to such information by hackers or others who have obtained such access through illegal measures.

## **LINKED INTERNET SITES**

We may provide links to external sites as a convenience to visitors to our Website. The inclusion of any link does not imply our endorsement of such external websites or the products or services offered at such sites. We are not responsible for the privacy practices or the content of such websites. Please note that if You link to a third party site from our website, any information You reveal on that site is not subject to this Privacy Notice. Therefore, You should consult the privacy policy of each site that You visit.

## **UPDATES TO OUR PRIVACY NOTICE**

We reserve the right to update, amend, or modify this Privacy Notice from time to time to reflect relevant changes in our information practices. Any significant revisions will be noted on the Website. We will also provide additional information or notice regarding changes as may be required by law.

**Effective date: January 21, 2020**