



Privacy Policy

Sterling Ground Transportation Updated Privacy Policy

Please read this Privacy Policy carefully before using this website. **Privacy Policy Consent**
Sterling Ground Transportation provides this Privacy Policy to inform you of our policies and procedures regarding the collection, use, protection, and disclosure of Personal Information received from your use of this website, located at www.sterlinggroundtransportation.com as well as all related websites, applications, browser extensions, and other services provided by us (collectively, together with the Site, our “Service”), and in connection with our customer, vendor, and partner relationships. This Privacy Policy also tells you about your rights and choices with respect to your Personal Information, and how you can reach us to update your contact information or get answers to questions you may have about our privacy practices. The website and its content are owned by Sterling Ground Transportation. The term “you” refers to the user or viewer of www.sterlinggroundtransportation.com. This Privacy Policy describes how we collect, use, process and distribute your information, including Personal Data (as defined below) used to access this Website. We will not use or share your information with anyone except as described in this Privacy Policy. The use of information collected through our Website shall be limited to the purposes under this Privacy Policy and our Terms of Use to customers. Please read this Privacy Policy carefully. We reserve the right to change this Privacy Policy on the Website at any time without notice. In the event of a material change, we will let you know via email and/or a prominent notice on our Website. Use of any personal information or contribution that you provide to us, or which is collected by us on or through our Website or its content is governed by this Privacy Policy. By using our Website or its content, you consent to this Privacy Policy, whether or not you have read it.

Personal Information We May Collect

For the purpose of this Privacy Policy, “Personal Information” means any information relating to an identified or identifiable individual. We obtain Personal Information relating to you from various sources described below. Where applicable, we indicate whether and why you must provide us with your Personal Information, as well as the consequences of failing to do so. If you do not provide Personal Information when requested, you may not be able to benefit from our Service if that information is necessary to provide you with the service or if we are legally required to collect it. We collect personal information from you so that we can provide you with a positive experience when utilizing our Website or and delivering services to you. We will only collect the minimum amount of information necessary for us to fulfill our obligation to you. We may collect:

1. A name, cell phone, and an email address so we can deliver communication; our confirmations, receipts, service updates and text alerts, travel/traffic warnings, and marketing materials to you—you would be affirmatively consenting to this by providing this to us in our contact forms or electronic submission/registration.
2. Billing information including name, address and masked credit card information so that we can process payment to deliver our services.
3. A name and an email address if you complete our contact form with a question. We may send you marketing emails with either your consent or if we believe we have a legitimate interest to contact you based on your contact or question.

Please note that the information above (“Personal Data”) that you are giving to us is voluntarily, and by you providing this information to us you are giving consent for us to use, collect and process this Personal Data. You are welcome to opt-out or request for us to delete your Personal Data at any point by contacting us at 919-491-3830. If you choose not to provide us with certain Personal Data, you may not be able to participate in certain aspects of our Website. **Other**



Information We May Collect: Anonymous Data Collection and Use

To maintain our Website's high quality, we may use your IP address to help diagnose problems with our server and to administer the Website by identifying which areas of the Website are most heavily used, and to display content according to your preferences. Your IP address is the number assigned to computers connected to the Internet. This is essential "traffic data" which cannot personally identify you but is helpful to us for marketing purposes and for improving our services. Traffic data collection does not follow a user's activities on any other websites in any way. Anonymous traffic data may also be shared with business partners and advertisers on an aggregate basis.

Cookies and Similar Technologies

Like many websites, we also use "cookie" technology to collect additional website usage data and to improve the Site and our Service. A cookie is a small data file that we transfer to your computer's hard drive. A session cookie enables certain features of the Site and our service and is deleted from your computer when you disconnect from or leave the Site. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the Site. Persistent cookies can be removed by following your web browser help file directions. Most Internet browsers automatically accept cookies. Sterling Ground Transportation may use both session cookies and persistent cookies to better understand how you interact with the Site and our Service, to monitor aggregate usage by our users and web traffic routing on the Site, and to improve the Site and our Service. We may also automatically record certain information from your device by using various types of technology, including "clear gifs" or "web beacons." This automatically collected information may include your IP address or other device address or ID, web browser and/or device type, the web pages or sites that you visit just before or just after you use the Service, the pages or other content you view or otherwise interact with on the Service, and the dates and times that you visit, access, or use the Service. We also may use these technologies to collect information regarding your interaction with email messages, such as whether you opened, clicked on, or forwarded a message, to the extent permitted under applicable law. You can instruct your browser, by editing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. Please note that if you delete, or choose not to accept, cookies from the Service, you may not be able to utilize the features of the Service to their fullest potential.

Do Not Track

Sterling Ground Transportation does not process or respond to web browsers' "do not track" signals or other similar transmissions that indicate a request to disable online tracking of users who use our Service.

What We Do With Information We Collect Contact You

We may contact you with information that you provide to us based on these lawful grounds for processing:

1. We may contact you if you give us your clear, unambiguous, affirmative consent to contact you.
2. We will contact you under our contractual obligation to deliver the services you purchase from us. This includes communicating with you to create and manage your account, provide our various services, verify your account preferences and to respond to your inquiries and for informational and operational purposes, such as account management, customer service, or system maintenance, including by periodically emailing you service-related announcements; the creation and management of your account, the provision of our services and respond to your inquiries.



3. **Legitimate Interest.** We may contact you if we feel you have a legitimate interest in hearing from us. For example, if you reserve an airport transfer, we may send you marketing emails regarding additional services that you might be interested in. You will always have the option to opt out of any of our emails.

Process Payments

We will use the Personal Data you give to us in order to process your payment for the purchase of services under a contract. We only use third-party payment processors that take the utmost care in securing data and comply with the GDPR.

Targeted Social Media Advertisements

We may use the data you provide to us to run social media advertisements and/or create look-alike audiences for advertisements.

Share with Third Party Processors We may share your information with trusted third parties such as our newsletter provider in order to contact you via email, our merchant accounts to process payments, and Google/social media accounts in order to run advertisements.

Share with Network Partners

We may share Personal Information with our headquarters, affiliate operators, and business partners to whom it is reasonably necessary or desirable for us to disclose your data to provide you with services and for the purposes described in this Privacy Policy.