



## Privacy Policy

Effective Date: September 2023

RUSH EUROPE Ltd ("we," "us," or "our") is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our courier services or visit our website.

### 1. Information We Collect

We may collect the following types of information:

- 1.1. Personal Information: When you use our courier services, place an order or contact us we may collect personal information such as your name, contact details, delivery addresses, and payment information.
- 1.2. Usage Information: We may collect information about how you use our services, including tracking information, delivery preferences, and communication history.
- 1.3. Device and Log Information: We may automatically collect information about your device and how you interact with our website or mobile app. This may include IP addresses, browser type, operating system, and other technical data only via Google.

### 2. How We Use Your Information

We may use your information for the following purposes:

- 2.1. Providing Services: To provide courier and delivery services, including order processing, tracking, and customer support.
- 2.2. Communication: To communicate with you regarding your orders, updates, and important service-related information.
- 2.3. Improvement: To analyse and improve our services, website, and customer experiences.
- 2.4. Marketing: To send you promotional materials, special offers, or surveys (with your consent). Please note, as a RUSH account holder we may send you account-affecting announcements.

## 3. Sharing Your Information

We may share your information with:

3.1. Service Providers: We may share your information with third-party service providers who assist us in delivering our services (e.g., APC Overnight, couriers, payment processors).

3.2. Legal Compliance: We may disclose your information to comply with legal obligations, protect our rights, or respond to lawful requests from UK government authorities.

## 4. Data Security

We use reasonable technical and organizational measures to protect your information from unauthorised access, disclosure, alteration, or destruction.

## 5. Your Choices

You have the right to:

5.1. Access and Correct Your Information: You can request access and update your personal information in your account settings.

5.2. Opt out: You can opt out of receiving marketing communications by following the instructions provided in the communication or by contacting us.

## 6. Children's Privacy

Our services are not intended for children under the age of 16. We do not knowingly collect or solicit personal information from children.

## 7. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will provide notice of any material changes.

## 8. Contact Us

If you have any questions or concerns about our Privacy Policy or your personal information, please contact us at [marketing@rushworldwide.co.uk](mailto:marketing@rushworldwide.co.uk).

By using our services or visiting our website, you consent to the practices described in this Privacy Policy.

RUSH EUROPE Ltd.

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