

Dray Dog Privacy Policy

Effective Date: March 16, 2025

1. INTRODUCTION

1.1 This Privacy Policy ("Policy") describes how Dray Dog, Inc., a Delaware C Corporation ("Company," "we," "our," or "us"), collects, uses, stores, shares, and protects information when you use our container management service known as "Dray Dog" (the "Service"), including our website, mobile applications, and browser extension.

1.2 By accessing or using the Service, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy.

1.3 For purposes of applicable data protection laws, Dray Dog, Inc. is the "data controller" of your information.

1.4 This Service is intended for users within the United States only. If you are accessing the Service from outside the United States, be aware that your information may be transferred to, stored, and processed in the United States where our servers are located.

2. INFORMATION WE COLLECT

2.1 User Account Information

2.1.1 We collect limited personal information necessary to establish and maintain your account, including:

- (a) First and last name
- (b) Work email address
- (c) Login credentials

2.2 Service Data

2.2.1 In order to provide the Service, we collect or access the following information on behalf of users:

- (a) Container status information
- (b) Appointment details and available appointments
- (c) Equipment interchange receipts
- (d) Information about container return ability
- (e) Other logistics data necessary for the operation of the Service

2.3 Browser Extension Data

2.3.1 Our browser extension collects appointment information and transmits it to the Dray Dog service, but only after obtaining explicit user consent.

2.3.2 The use of information received from Google APIs will adhere to the Chrome Web Store User Data Policy, including the Limited Use requirements.

2.4 Usage Information

2.4.1 We automatically collect certain information about your interaction with our Service, including:

- (a) Device information (browser type, operating system, etc.)
- (b) Log data (IP address, access times, features used, etc.)
- (c) User behavior information collected through cookies and observation tools such as OpenReplay

3. HOW WE USE YOUR INFORMATION

3.1 We use the information we collect for the following purposes:

- 3.1.1 To provide, maintain, and improve the Service
- 3.1.2 To process and complete transactions
- 3.1.3 To send administrative information, including service updates
- 3.1.4 To understand user behavior and drive product improvement
- 3.1.5 To respond to user inquiries and provide customer support
- 3.1.6 To protect, investigate, and deter against fraudulent, unauthorized, or illegal activity

4. INFORMATION SHARING

4.1 We do not share or disclose your data or data collected on your behalf with any third parties outside your organization, except in the following limited circumstances:

- 4.1.1 With your explicit consent
- 4.1.2 In aggregated, anonymized form that does not identify individual users or companies

- (a) Any shared aggregations will always be across multiple trucking companies
- (b) We will never share company-specific data (e.g., the number of appointments made by a specific trucking company)
- (c) Container numbers and other identifying information will never be included in shared data

- 4.1.3 As required by law, regulation, or legal process
- 4.1.4 To protect the rights, property, and safety of our users, the Company, or others

5. DATA RETENTION AND SECURITY

5.1 Data Retention

- 5.1.1 Data is retained in perpetuity unless a deletion request is received.
- 5.1.2 Upon request, we will delete your data in accordance with applicable law.

5.2 Data Security

5.2.1 We implement reasonable and appropriate security measures to protect your information, including:

- (a) Username and password authentication
- (b) HTTPS encryption for data transmission
- (c) Access controls and other technical safeguards

5.3 Data Breach Notification

5.3.1 In the event of a data breach that affects your personal information, we will notify you and relevant authorities as required by applicable law.

6. COOKIES AND TRACKING TECHNOLOGIES

- 6.1 We use cookies and similar tracking technologies to track activity on our Service and to hold certain information.
- 6.2 We employ user behavior observation tools, including OpenReplay
- 6.3 These tools are used solely for the purpose of understanding user behavior and driving product improvement.
- 6.4 You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent

7. BROWSER EXTENSION

7.1 Our browser extension requests user consent prior to collecting or transmitting any data to the Dray Dog service.

7.2 The use of information received from Google APIs will adhere to the Chrome Web Store User Data Policy, including the Limited Use requirements.

8. YOUR RIGHTS AND CHOICES

8.1 Access and Update

8.1.1 You may access, correct, or update your personal information at any time by logging into your account or by contacting us.

8.2 Deletion

8.2.1 You may request deletion of your personal information by contacting us. We will delete your data upon request, subject to any legal obligations to retain certain information.

8.3 Opt-Out

8.3.1 You may opt out of receiving promotional communications by following the instructions in those communications or by contacting us.

9. CHILDREN'S PRIVACY

9.1 The Service is not directed to individuals under the age of 18.

9.2 We do not knowingly collect personal information from children under 18. If we become aware that a child under 18 has provided us with personal information, we will take steps to delete such information.

10. CHANGES TO THIS PRIVACY POLICY

10.1 We may update this Privacy Policy from time to time to reflect changes to our practices or for other operational, legal, or regulatory reasons.

10.2 We will notify you via email of any material changes by posting the new Privacy Policy on this page and updating the "Effective Date" at the top of this Policy.

10.3 You are advised to review this Privacy Policy periodically for any changes.

11. CALIFORNIA PRIVACY RIGHTS

11.1 California residents may have additional rights regarding their personal information under the California Consumer Privacy Act (CCPA) and other California privacy laws.

11.2 California residents may request:

11.2.1 Disclosure of categories and specific pieces of personal information collected

11.2.2 Deletion of personal information

11.2.3 Information about how personal information is shared and disclosed

11.3 To exercise these rights, please contact us using the information provided below.

12. CONTACT US

12.1 If you have any questions about this Privacy Policy, please contact us at:

contact@draydog.com

By using the Service, you acknowledge that you have read and understood this Privacy Policy.