

Quaker State Privacy Policy

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This is the Privacy Policy for the Fitcar™ Mobile application. This Privacy Policy provides information on the processing of your personal data as a result of being (i) one of our customers, (ii) a participant in the Fitcar™ Program, (iii) a visitor to the Fitcar™ registration website and/or (iv) a user of the Fitcar™ mobile application Powered by Quaker State®.

This Privacy Policy may be changed over time. You are advised to regularly review the Privacy Policy for possible changes. This Privacy Policy was last changed on **2/23/2017**.

Special Notice – age restriction

This App is intended for motorists only and therefore is not aimed at children under 13 years old. We will not deliberately collect, use, provide or process in any form any personal information of children under the age of 13. We therefore also ask you, if you are under 13 years old, please do not send us your personal information (for example, your name, address and email address).

1 When is this Privacy Policy applicable?

This Privacy Policy provides information on the processing of your personal data as a result of being (i) one of our customers, (ii) a member of the Fitcar Program, (iii) a visitor to the Fitcar registration website (**Website**) and/or, (iv) a user of the Fitcar mobile App (**App**).

In the App you may find a number of links to other websites or applications. Although these websites or applications are selected with care, we are not responsible for the processing of your personal data through these websites or applications. This Privacy Policy is therefore not applicable to the use of such websites or applications.

2 Who is the controller of your data?

SOPUS Products (referred to herein as “Quaker State”). is the controller for the processing for your personal data.

3 For what purpose do we process your personal data?

In this Privacy Policy we describe what personal data we process and for what purposes.

3.1 Customer service and relationship management

⇒ What does this purpose entail?

If you contact our Customer Service with a question or a complaint, we may ask you for certain information to identify yourself and to help us respond to your enquiry. We use any personal data supplied to improve our customer support services or respond to an enquiry related to a transaction.

⇒ Which personal data do we process for this purpose?

To be able to respond appropriately to your question or complaint, we note details of your question or complaint in our customer database. We may also ask you for contact details in order to keep you informed about your question or complaint. If you have a question or complaint relating to your participation in our Fitcar Program we may also ask for additional personal details to confirm your identity.

3.2 Development and improvement of products and services

⇒ What does this purpose entail?

Quaker State regularly conducts market research with its customers through the use of surveys. We use your responses to such surveys for quality assessments and to improve your customer experience.

⇒ Which personal data do we process for this purpose?

If you choose to participate in our surveys, we may process the personal data provided by you (including your name, address and e-mail address).

3.3 General Offers

⇒ What does this purpose entail?

As a customer of Quaker State, user of the App, you may receive general offers and information from Quaker State ("**General Offers**").

With General Offers, we would like to notify you of Quaker State products, events and promotions that may be of interest to you. Such General Offers may include but are not limited to the issue of:

- Electronic newsletters with offers and general information;
- Discount coupons for Shell services and products.

You may receive your General Offers by regular mail, email, through the Fitcar Mobile App (through push notifications), social media, coupons or any other digital channels used by you. If you are a Fitcar customer you may adjust your Contact Preferences & Account Settings anytime via the mobile app.

⇒ Which personal data do we process for this purpose?

For sending you General Offers, we may process the personal data provided by you (including your name, address and e-mail address).

⇒ Opting out of General Offers

You can at any time stop receiving General Offers by opting out via the App settings or if you are a Fitcar customer via the Contact Preferences & Account Settings on the mobile app. We will delete or render anonymous any personal data that is no longer needed to serve you with General Offers.

3.4 Personalised Offers

⇒ What does this purpose entail?

As a customer of Quaker State, user of the App or a member of our Fitcar Program, you may receive offers from Shell that are tailored towards your personal preferences based on analyzing your vehicle OEM recommendation, service history, surveys, the Fitcar Program and your use of Websites, Apps and other digital channels (“**Personalized Offers**”).

With Personalized Offers, we would like to notify you of Quaker State products, events and promotions that we believe may be of interest to you. Such Personalized Offers may include but are not limited to the issue of:

- Discount coupons for Quaker State services and products.

You may receive your Personalized Offers by regular mail, email, through the Fitcar mobile App (through push notifications), social media, coupons or any other digital channels used by you. If you are a Fitcar customer you may adjust your Contact Preferences & Account Settings anytime via the mobile app.

⇒ Which personal data do we process for this purpose?

In order to be able to provide you with Personalized Offers, Shell needs to understand your preferences. In order to be able to determine your preferences, Shell will analyze:

- Your service history;
This includes data regarding (i) specific services and products you buy, (ii) the total amount of your purchases per transaction, and (iii) the time and place of the purchases you make.
- When your vehicle is due for a service;
This includes data based on (i) the estimated mileage of your vehicle, (ii) recommended preventive maintenance service intervals by your vehicle Original Equipment Manufacturer (OEM), (iii) vehicle diagnostic information retrieved from the vehicle through the Onboard Diagnostic (OBD) device.
- If, how and where you redeem offers (including coupons);
- Your use of the Website, App and e-mails you receive from us

This includes data regarding (i) the links you click on the Website, (ii) the number of times you login to your online Fitcar Program account (if available), (iii) your location based on your IP-address, (iv) how you respond to or engage with e-mails sent by us, and (v) how you use the App (including your location as obtained through our App if this is something that you have previously consented to, your recorded journeys on the Fitcar mobile app including your vehicles geo-location, speed and acceleration, comparing this against other users (if you have consented to collection of your location).

- Your participation in promotions [[link to 3.3](#)].

- Your responses to surveys [\[link to 3.2\]](#).

In order to determine your preferences, Quaker State may also combine your personal data already known by affiliates of Quaker State including your use of:

- Websites, App, coupons, social media, survey's, promotions and other digital channels;

⇒ Opting out of Personalised Offers

You can at any time stop receiving Personalised Offers via the App settings. We will in such case stop analysing your personal data and purchasing habits, and delete or render anonymous any personal data that is no longer needed to serve you with Personalised Offers.

3.5 Technical and functional management of the Website and App

⇒ What does this purpose entail?

When you visit or use the Website or App, we process some technical information about you (such as your IP address, your location as obtained through our App if this is something that you have previously consented to, your recorded journeys on the Fitcar app including your vehicles geo-location coordinates, speed, braking and acceleration (if you have consented to collection of your location)) to provide you the functionalities of our online services and to manage them. With this technical information we are able to manage the Website and Apps, for example to resolve technical failures or to improve their reliability.

⇒ Which personal data do we process for this purpose?

We process technical data such as your geo-location coordinates in order to estimate vehicle mileage, record the trips you've taken and to show the nearest Quaker State branded installer and Shell stations. We also collect driver behavior data such as speeding, harsh braking and rapid acceleration data in order to create a driver behavior score that is only accessible by you. We collect your vehicle identification number (VIN) in order to identify you as a Quaker State customer and to notify you of services as recommended by your vehicle original equipment manufacturer. We may collect the IP address of your computer or smartphone, details of the pages you have visited on the Website or App and the web browser you use to surf.

3.6 The generation of management information and statistical data

⇒ What does this purpose entail?

Shell performs research into market trends through statistical analysis. We use the results of such research to evaluate our current products and services and to adapt our products, marketing and service stations to new developments. The research results are only reported on an aggregate basis.

3.7 Feedback and forum facilities

If at any time this App offers any feedback and/or forum facilities (or similar), Quaker State may collect the information that you disclose in using such facilities. Such information will be used in accordance with this Privacy Policy. Please note that Quaker State cannot be held responsible for other parties' use of the personal data which you make available to such third parties through any feedback or forum facilities in this application. Please be careful about what personal data you disclose in this way.

4 Who has access to your data?

Quaker State may disclose your personal data to any of the following:

- Authorized third party companies involved in the operation of the Fitcar Program, such as any other company that is permitted to supply products and/or services to Fitcar program members;
- Any agents, service providers and/or subcontractors of Quaker State and its affiliates; and
- Any person to whom Quaker State proposes to transfer any of its rights and/or duties.

Quaker State also uses third parties for certain processing's, such as website hosting. The collected personal data may be transferred to authorized third parties, which may be located outside of the Economic European Area (**EEA**) as part of the services offered to you. By way of example, this may happen if any of our servers are from time to time located in a country outside of the EEA or one of our service providers is located in a country outside of the EEA. As far as these third parties have access to personal data in order to execute these processing's, Shell has taken the required organizational and/or contractual measures to ensure that your personal data is exclusively processed for the purposes mentioned above and that adequate levels of protection have been implemented in order to safeguard your personal data.

Except as set out in this Privacy Policy, we will not disclose any personal data without your permission unless we are legally entitled or required to do so or if we believe that such action is necessary to protect and/or defend our rights, property or personal safety and those of our users/customers or other individuals. Only if Quaker State is required to do so by law, will your personal data be provided to supervisory agencies, fiscal authorities and investigative agencies.

5 For what period do we retain your personal data?

Upon your request to discontinue your participation in the Fitcar Program or by deleting the App we will close the applicable accounts as soon as reasonably possible. We will also close or deactivate inactive customer accounts and close accounts that are used in violation of this Privacy Policy or applicable Terms and Conditions. Personal data from closed or deactivated accounts will be deleted or rendered anonymous as soon as is reasonably possible. Under certain circumstances we will retain personal data from closed or deactivated accounts for longer, such circumstances being the prevention of fraud or to otherwise take actions permitted or required by law.

6 Which cookies does Shell use?

The Website uses cookies. A cookie is a small text file that we send to your internet browser so that we are able to recognize your browser when you return. Cookies can collect data on the use of the website such as which pages are visited and the duration of a user session. When you use the website, the cookie sends data to Quaker State. For further information on Quaker State's use of cookies, including how to reject or block some or all cookies, please visit:

<http://www.shell.com/cookie-policy.html>.

7 Sharing our Website or content through social media

If you choose to share our Website, App or content through social media such as LinkedIn, Facebook and/or Twitter, your personal data (such as your name and the fact that you are interested in Quaker State) will also be visible to all the visitors of your personal webpage on LinkedIn, Facebook and/or Twitter. On the use of such social media websites only the terms and conditions (including the privacy policy) of the social media website apply. Quaker State is not responsible for the processing of personal data or the privacy policy of such social media websites, and Quaker State's Privacy Policy is therefore not applicable.

Our Facebook page

We have a Facebook page. When you communicate with us through our Facebook page (for example, when you post a comment, upload media, send a personal message or become a fan of us by clicking the "Like" button, we may receive personal data about you (such as your (user) name, profile photo, your hometown, your email address and your gender). How we use your personal data, is described in the applicable Facebook Privacy Policy, which applies in addition to (i) this Privacy Policy and (ii) the terms of use and other statements from Facebook. Quaker State encourages you to carefully read the terms of use and other statements of Facebook. Such terms of use and other statements may differ from this Privacy Policy.

8 How do we secure your personal data?

We have implemented technology and policies with the objective of protecting your privacy from unauthorised access and improper use.

9 Who to address regarding questions and requests of access, removal etc.

We aim to keep our data about you as accurate as possible. If you would like to review, change or delete the details you have supplied to us, please send your request via email to support@quakerstatefitcar.com