



PRIVACY POLICY

Last Updated 19.3.2025

Your access to, and use of, the Service is subject to Treker's Terms of Use. Treker has created this Privacy Policy to explain what information we gather from you (and your children, as applicable) when you visit or use the Service, how we may use this information, and the security approaches we use to protect your information. This Privacy Policy is incorporated and made part of Treker's Terms of Use.

By using the Service, you consent to the collection and use of your (and your children's, as applicable) information by Treker in accordance with this Privacy Policy. If we decide to change this Privacy Policy, we will post those changes on this page. Policy changes will apply only to information collected after the date of the change.

1. What information do we collect?

We may collect information from you when you register on the Service, download a Treker application, respond to communication such as e-mail, or use or participate in features of the Service.

- When registering or downloading, we may ask you for your name, e-mail address, mailing address, phone number or other information.
- We use IP addresses and session identifiers to analyze trends, to administer the Service, to track user activities, to infer user interests, and to otherwise gather information about individual users and market segments.
- Like many websites, we may use "cookies" and other technologies to enhance your experience and gather information about users and uses of the Service. Please refer to the "May we use 'cookies'?" section below for information about cookies and how we may use them.

As applicable, we may also collect personally identifiable information about your child, including the current or recent location of the child, as authorized by you or the child's school and as reasonably necessary in connection with the performance or use of the Service.

Because there is not yet a common understanding of how to interpret web browser-based "Do Not Track" ("DNT") signals other than cookies, we do not currently respond to undefined DNT signals to the Service.

2. How do we use your information?

We may use the information we collect from you in the following ways:

- To personalize your user experience and to allow us to deliver the type of content and product offerings in which you are most interested.

- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To administer a promotion, survey or other Service feature.
- To provide, improve and develop the Service.

3. Do we disclose the information we collect to outside parties?

We generally do not sell, trade, or otherwise transfer to outside parties your (or your children's, as applicable) personally identifiable information unless we provide you with advance notice, except as described herein. The term "outside parties" does not include our affiliates and website hosting partners and other parties who assist us in operating the Service, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. In the event that we sell our company, or otherwise transfer any assets of our company, we may provide your (and your children's, as applicable) information to the purchaser so that you may continue the relationship or business with us and our products. We may also release your (and your children's, as applicable) information when we believe release is appropriate to comply with the law, enforce the Service policies, or protect ours or others' rights, property, or safety. However, non-personally identifiable information may be provided to other parties for marketing, advertising, or other uses.

4. How do you correct or update your personal information?

You can correct or update your personally identifiable information by re-registering, updating your profile, or by contacting us at info@treker.com.

5. May we use "cookies"?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. Cookies are also used to help understand your preferences based on previous or current site activity, which can lead to improved services for you. Cookies can also be used to compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We may contract with third-party service providers to assist us in better understanding visitors and users of the Service. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies. If you turn cookies off, you won't have access to many features that make your user experience more efficient and some of our services will not function properly.

6. Safeguarding Your Personal Information

Treker follows generally accepted industry security standards to safeguard and help prevent unauthorized access, maintain data security and correctly use your (and your children's, as applicable) personally identifiable information. However, no commercial method of information transfer over the Internet or electronic data storage is known to be 100% secure. As a result, we cannot guarantee the absolute security of that information during its transmission or its storage in our systems.

7. Third-Party Links

In an attempt to provide you with increased value, we may include third-party links on the Service. These linked sites or applications have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites or applications.

8. Online Policy Only

This Privacy Policy applies solely to information collected by or through the Service and not to information collected offline.

9. Questions and Feedback

We welcome your questions, comments, and concerns about the Service. Please send us any and all feedback or questions pertaining to the Service at info@treker.com.

10. Important Notices to Non-United States Residents

It is important to note that the Service is operated in the United States. If you are located outside of the United States, please be aware that any information you provide to us will be transferred to the United States. By using the Service and/or providing us with your information, you consent to this transfer.

11. Your California Privacy Rights

Under California's "Shine the Light" law, California residents who provide personal information in obtaining products or services for personal, family or household use are entitled to request and obtain from us once a calendar year information about the customer information we shared, if any, with other businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year (e.g. requests made in 2015 will receive information regarding 2014 sharing activities).

To obtain this information from Treker please send an email message to info@treker.com with "Request for California Privacy Information" on the subject line and in the body of your message. We will provide the requested information to you at your e-mail address in response.

Not all information sharing is covered by the “Shine the Light” requirements and only information on covered sharing will be included in our response.

12. Children’s Privacy

We recognize the importance of protecting the privacy of children. We do not knowingly intend to collect personally identifiable information from or about children under 13 years of age, except with the consent of such child’s school, parent or guardian. We will limit our collection of children’s personally identifiable information to no more than is reasonably necessary in connection with the performance or use of the Service. We will make reasonable efforts to limit access to a child’s personally identifiable information to such child’s:

- parent or guardian;
- additional contacts or representatives to the extent authorized by the parent or guardian;
or
- school and its employees, agents and service providers as reasonably necessary.

We, and our affiliates, employees, agents and service providers, may also access, use and disclose children’s personally identifiable information in connection with the Service and in accordance with this Privacy Policy.

At any time, parents and guardians can request that we stop collecting and/or delete their children’s personally identifiable information by sending an email message to info@treker.com with “Request for Child Information Removal” on the subject line and the name, age and school of the child in the body of the message. We will then make reasonable efforts to delete the child’s information from the database that stores information for the Service and to prevent further collection of that child’s information.

For information about the Children’s Online Privacy Protection Act and general tips about protecting children’s online privacy, please visit OnGuard Online.