

Bicksdrive.com Privacy Policy

Bicksdrive.com (the “Website”) is owned and operated by Bick’s Driving School of Eastern Cincinnati Ohio, (“Bick’s”, “we” or “us”). This Privacy Policy (“Policy”) governs the collection, use and disclosure of certain information that may be collected by Bick’s whenever you interact with us. For example, such information may be collected by Bick’s when you visit the Website, when you purchase Bick’s products and services, and when you contact us via telephone or otherwise. Bick’s takes your privacy very seriously and is committed to working to protect the privacy and security of the information we gather about you.

As used in this Policy, “Personal Information” means any information that enables Bick’s to directly identify you, such as, but not limited to, your name, e-mail address, home address, telephone number, and credit card information.

A SPECIAL NOTE ABOUT CHILDREN

This Website is not designed or intended for use by children under 13 years of age. Children under 13 years of age may not submit any Personal Information to us. If we discover that we have inadvertently gathered any such information from a child under 13 years of age, we will take appropriate steps to delete it.

INFORMATION COLLECTED

Information You Give Us

In general, you may visit this Website without providing any Personal Information. For example, you may choose to provide us with your Personal Information or the Personal Information of your child if you take any on-line surveys, submit questions or comments, or choose to enroll for Suburban services electronically.

There are a number of off-line situations in which you may give us Personal Information. For example, a Suburban customer service associate may record your Personal Information or that of your child when discussing Suburban products and services with you over the phone.

Bick’s may additionally collect any and all information you submit to us in any form. Such information may include, but is not limited to any e-mails you send to Suburban or any data you submit to us in any other format, whether on-line or off-line.

Information Gathered Automatically From The Website

We automatically collect information that does not enable Suburban to directly identify you (“Non-Personal Information”). Non-Personal Information may include, but is not limited to, information regarding: your IP address, the date and time you visited the Website, the specific areas you visited on the Website, the browser you use, the type of computer you use, technical information about your means of connection to the Website (e.g., your operating system and your Internet service provider(s)), search terms you utilize on the Website, the links you may select from within the Website to other areas of the Website or of the Internet, and the URL you come from or go to next after leaving the Website.

How Information Is Collected On-line

As is true with most websites, we may use software and/or other tools (“Software”) that allow us to log your activity on the Website and to collect Personal Information and Non-Personal Information from the Website. The Software may utilize session IDs and/or tokens (“Session Codes”) to assist us in collecting Personal Information and Non-Personal Information. The Session Codes are small text files and/or data representing a unique identifier. Session Codes are transferred from our server to your computer via your web browser when you visit the Website. Each time you navigate to a new area within our Website, your web browser submits to

us at least a portion of the Session Code so that any Personal Information you transmit to us and any Non-Personal Information of interest to us can be retained and associated together. The Session Codes expire and are no longer valid when you close the web browser used to visit the Website.

Bick's does not employ any other web bugs, cookies or other technology to collect any other information or to track other Internet usage.

Third parties may employ cookies or other technology when you access their website through hyperlinks posted on our Website. We do not have access to these cookies or technology or to the information gathered as a result of these cookies and technology. Please contact the applicable third party website for more information on their privacy policies.

USE OF INFORMATION

Why We Collect Information

We collect your Personal Information and your Non-Personal Information because it helps us deliver a superior level of customer service. It enables us to give you convenient access to our products and services and to focus on areas of greatest interest to you. In addition, your Personal Information helps us keep you posted on your or your child's driver education progress and further allows us the ability to offer additional, special services. For example, your contact information allows us to send e-mails and letters regarding services that you have ordered or regarding other services that may be applicable to you. The information we collect enables us to audit our Website, study traffic patterns, and improve Bick's products and services.

Disclosure of Information

Bick's takes your privacy very seriously. However, in an effort to serve you better and to improve your experience with Bick's, we may share information, including Personal Information, in a responsible manner as described below.

We may employ companies or individuals to perform various functions on our behalf. For example, such companies or individuals may send postal mail and e-mail, analyze user data, and provide other data and services. In such instances, these companies and individuals may have access to information about you that is needed to perform their functions.

At times we may be required by law or litigation to disclose information we collect or gather. Bick's may disclose any information we collect or have including information about you or your identity: (1) to assist in any investigation or in response to any complaint regarding your use of this Website; (2) to contact or bring a legal action against a party who is reasonably believed by Bick's to have caused or whose actions may cause an injury or interfere with the property rights of Bick's, its Website visitors or customers; or (3) to comply with any applicable law, regulation, legal process or governmental request.

Except as otherwise provided, Bick's does not sell, rent or license your contact information to outside parties, including marketers and advertisers.

Security of Information

The safeguarding of your information is important to Suburban.

Any Personal Information that you submit to us via the Website that does not include your credit card number(s) shall be transmitted to us via a non-secure e-mail as part of an automated response generated by our server(s).

Notwithstanding the above, any transmissions of Personal Information to us via the Website that includes your credit card number(s) shall be protected and secured using reasonable and current security methods and technologies to help prevent unauthorized access, loss, theft and misuse.

Once stored in our database(s), Bick's has safeguards in place to keep your Personal Information accurate, complete and to prevent unauthorized access, loss, theft and misuse and to maintain data accuracy of the information. While no system is completely foolproof, we take security very seriously, and our security measures are designed to protect information in a responsible manner. We cannot guaranty that our measures will completely bar unauthorized access to your information, and by using the Website and/or providing information to us in any other manner, you assume this risk.

REVISIONS AND AMENDMENTS

Bick's reserves the right, in its sole discretion, to revise and amend this Policy at any time by posting the amended terms on this Website. The revised or amended terms shall be effective as of the date that they are posted on this Website. By using this Website you agree to any and all revised and amended terms.

CONTACT US

Contact us if you have questions or concerns about this Policy.

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