

Privacy Policy

Effective Date: September 5, 2024

1. **Introduction:** APEX Driving School is committed to protecting the privacy of our clients and website visitors. This Privacy Policy outlines the types of personal information we collect, how we use it, and the measures we take to protect it.

2. **Information We Collect:** We may collect the following types of information:

Personal Information: Name, address, email address, phone number, date of birth, and driver's license details.

Payment Information: Credit/debit card details, billing address, and transaction history.

Website Usage Information: IP address, browser type, device information, and cookies to enhance user experience.

Communication History: Communication records, such as emails, phone calls, and messages.

3. **How We Use Your Information:** We use the collected information for the following purposes:

To provide driving lessons and related services.

To process payments and manage bookings.

To communicate with clients regarding services, updates, and promotions.

To improve our services and website functionality.

To comply with legal obligations

4. **Sharing Your Information:** We **do not** sell or rent your personal information to third parties.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with third parties.

SMS consent and phone numbers will never be shared with third parties or affiliates under any circumstances. SMS consent is not shared with any third parties or affiliates for marketing purposes.

However, we may share your information with:

Legal Requirements: We may disclose your information to authorities if required by law or to protect our rights.

5. SMS Content Disclosure: By providing a telephone number and submitting this form, you consent to be contacted by SMS text message. Message & data rates may apply. You can reply STOP to opt out of further messaging

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with third parties.

We **DO NOT** sell your personal information to third parties.

We will **never** share, trade, or otherwise sell your personal information, such as Phone numbers and SMS consent, to third parties under any circumstances.

You can Opt out of communication by replying STOP to opt out of further messaging.

SMS consent and phone numbers will never be shared with third parties or affiliates under any circumstances. SMS consent is not shared with any third parties or affiliates for marketing purposes.

6. Data Security: We take reasonable precautions to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These measures include secure servers, encryption, and restricted access to data.

7. Your Rights: You have the right to:

Access, update, or delete your personal information.

Opt out of marketing communications.

Please request a copy of the information we hold about you.

Please get in touch with us at info@apexdrivingky.com to exercise these rights.

8. Cookies and Tracking Technologies: Our website uses cookies to enhance your browsing experience. You can manage your cookie preferences through your browser settings. So, as you know, disabling cookies may affect website functionality.

9. Third-Party Links: Our website may contain links to third-party websites. We are not responsible for these sites' privacy practices, and we recommend you review their privacy policies before providing any personal information.

10. Changes to This Policy: We may occasionally update this Privacy Policy. Any changes will be posted on this page with an updated effective date. We'd like to encourage you to review this policy periodically.

11. Contact Us: If you have any questions or concerns about this Privacy Policy, please contact us.