

PRIVACY POLICY

THANK YOU FOR SUBSCRIBING TO PARKEFFECTS!

At ParkEffects, we are committed to respecting your privacy. This policy is designed to help you understand how we collect, use, and share information that we collect through the ParkEffects website. We will do our best to explain things simply and transparently. If you have any questions about our privacy policy, please let us know!

WHAT INFORMATION WE COLLECT

You may be asked to provide personal information anytime you interact with us or one of our affiliates, such as when you subscribe or click on an advertisement. The types of information we collect depends on how you use our service. We collect information in a few different ways:

1. When you give it to us or give us permission to obtain it

When you sign up for or use ParkEffects you voluntarily share certain information including your name, telephone number, email address, and any other information you give us.

2. We collect technical information when you use our Service

When you use our website certain internet and electronic network activity information gets created and logged automatically. This is also true when you use ParkEffects. Here are some of the types of information we collect:

Internet or other electronic network activity information, such as information about your interactions with our Service. This includes the time you spend on our website, your interaction with our newsletters (i.e. voting on polls, feedback through emails) and the features you access through the Service that we collect using cookies, pixels, and other technologies;

Identifiers, such as your Internet Protocol (IP) address, device identifiers (including the manufacturer and model), and Media Access Control (MAC) address;

Geolocation data, such as where you are located when you use our Service; and

Standard server log data, such as your application version number, computer type (Windows or Macintosh), screen resolution, operating system, browser type and version, and the date and time of your visit.

We may also aggregate or de-identify the information described above. Aggregated or de-identified data is not subject to this policy.

HOW WE USE YOUR INFORMATION

We collect and use your information so that we can operate effectively and provide you with the best experience when you subscribe to our Service. We also use the information we collect for the following purposes:

- **Customer support**, such as notifying you of any changes to our service; responding to your inquiries via email, phone, writing, or social media; investigating and addressing concerns raised by you; and monitoring and improving our customer support responses;
- **Improving our service**, such as conducting data analysis and audits; developing new products and service; enhancing our website to improve our service; identifying usage trends and visiting patterns; conducting customer satisfaction, market research, and quality assurance surveys; determining the effectiveness of our promotions; meeting contractual obligations;
- **Marketing and promotions**, such as sending you emails and messages about news and new promotions, features, products and service, and content; providing you with relevant advertising on and off our service; and administering your participation in polls or other inclusive activities; and
- **Legal proceedings and requirements**, such as investigating or addressing claims or disputes relating to your use of our service; or as otherwise allowed by applicable law; or as requested by regulators, government entities, and official inquiries.

HOW AND WHEN WE SHARE YOUR INFORMATION

We may share the information we collect with:

1. Our wholly-owned subsidiaries and affiliates

We share information within the ParkEffects family of companies that help us provide our service or conduct data processing on our behalf. If we were to engage in a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction or proceeding that involves the transfer of the information described in this policy, we would share your information with a party involved in such a process (for example, a potential purchaser).

2. Third-party companies, service providers or business partners

We rely on third parties to perform a few contractual services on our behalf. To do so, we may need to share your information with them. For example, we may rely on service providers to enable functionality on our Service, to provide you with relevant content (including advertisements), to process your payments, and for other business purposes.

3. Municipalities and private parking operators

We share your information with our municipality and other business partners with whom we have a contractual agreement in order to provide service to you. By subscribing to our Service, you understand and direct us to share your personal information with whichever of our partners is assisting us with financing, marketing, and/or operations.

4. Your consent

We may share your information other than as described in this policy if we notify you, and you agree.

5. Other service

We may share your information with third parties that provide benefits and/or resources to you.

WHERE WE STORE YOUR INFORMATION

We process and store personal information inside of the United States.

HOW WE SECURE YOUR INFORMATION

Although we take steps to safeguard personal information, no practices are 100% secure, and we do not guarantee the security of your information.

HOW WE USE TECHNOLOGY

We, along with our partners, use various technologies to collect and store information when you subscribe to our Service, and this may include using cookies or similar technologies to identify your browser or device. We also use these technologies to collect and store information when you interact with services from our partners, such as advertising services.

The technologies we use for this automatic data collection may include:

Web beacons. Pages of our service or our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Mobile device identifiers and SDKs. A mobile SDK is the mobile app version of a web beacon. The SDK is a bit of computer code that app developers can include in their apps to enable ads to be shown, data to be collected, and related service or analytics to be performed.

Other technologies. There are other local storage and Internet technologies, such as local shared objects (also referred to as “Flash cookies”) and HTML5 local storage, that operate similarly to the technologies discussed above.

You may be able to refuse or disable these technologies by adjusting your web browser settings. Because each web browser is different, please consult the instructions provided by your web browser (typically in the “help” section). Please note that you may need to take additional steps to refuse or disable local shared objects and similar technologies. For example, local shared objects can be controlled through the instructions on Adobe’s Setting Manager page. If you choose to refuse, disable, or delete these technologies, some of the functionality of the Service may no longer be available to you, and any differences in service are related to the data.

YOUR CHOICES AND RIGHTS

You have options relating to the information that we have about you. You can exercise these options, by completing our privacy request form.

Promotional emails and other marketing material. You can unsubscribe from receiving marketing material from us at any time by clicking the unsubscribe link located within our emails or by emailing us at info@parkeffects.com. Unsubscribing from promotional material will not prevent you from receiving transactional, relationship, or non-commercial content from us.

Depending on where you live, you may have certain additional rights to:

Request access to your personal information; and

Request deletion of your personal information

Your California Privacy Rights. If you are a California resident, you may request information regarding the disclosure of your personal information to third parties for their direct marketing purposes. To make such a request, please send an email to info@parkeffects.com or write us at ParkEffects, 1617 Third Avenue, Box 286068, New York, NY 10128.

CALIFORNIA RESIDENTS

The California Consumer Privacy Act (CCPA) requires us to disclose categories of personal information we collect and how we use it, the categories of sources from whom we collect personal information, and the third parties with whom we share it, which we have explained above.

We have collected personal information from you, your devices, our partners, third parties, and from categories of sources otherwise described in this policy.

We are also required to communicate information about rights California residents have under California law. California residents may exercise the following rights:

Right to delete. You may submit a verifiable request to unsubscribe entirely, and we will delete personal information about you that we have collected;

Right to know and access. You may submit a verifiable request for information regarding: (1) categories of personal information we have collected; (2) categories of sources from which we collect personal information; (3) our business or commercial purpose for collecting personal information; (4) categories of third parties with whom we share personal information; and (5) specific pieces of personal information it has collected about you.

Right to opt out. You may submit a verifiable request that we not "sell" (as defined by CCPA) your personal information to third parties.

Right to equal service. We will not discriminate against you for exercising your privacy rights.

Just to clarify - we do not sell your personal information to any third party in exchange for monetary consideration. However, like most companies, we do share information that could be considered a "sale," as defined by the CCPA. This includes sharing identifiers, commercial information and internet or other electronic network activity with advertising networks and website analytics companies. You can always opt out of this practice by emailing us at info@parkeffects.com. Please add the subject line: OPT OUT.

If you would like to exercise your rights, please contact us via one of the following methods:

Email us at info@parkeffects.com or

Write to us at ParkEffects, Attn.: Privacy Department, 1617 Third Avenue, Box 286068, New York, NY 10128.

To complete your request, you may be asked to provide additional information to verify your identity. We will compare the information you provide to any information we may have in our possession in order to verify your request. The information you provide must match the information we have in our possession. This measure is in place to help ensure that your personal information is not disclosed to any person who does not have the right to receive it. The information collected through this process will be used for verification purposes only.

If you would like to use an agent registered with the California Secretary of State to exercise your rights, we may request evidence that you have provided such agent with power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf.

CHILDREN'S DATA

Children under 17 are not allowed to use our service. If we learn we have collected or received personal information from a child under 17 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 17, please contact us at info@parkeffects.com.

HOW WE MAKE CHANGES TO THIS POLICY

We may change this policy from time to time, and if we do, we will post any changes on this page. If you continue to use ParkEffects after those changes are in effect, you agree to the new policy. If the changes are significant, we may provide a more prominent notice or get your consent, as required by law.

CONTACT US

Questions, comments, and complaints about ParkEffects' data practices can be sent to our chief privacy officer by sending an email to info@parkeffects.com or writing us at ParkEffects, Attn: Privacy Department, 1617 Third Avenue, Box 286068, New York, NY 10128.

LAST UPDATED

Our privacy policy was last updated on April 3, 2024.