

**Effective Date:** January 1, 2020

**Last Reviewed on:** April 22, 2020

This **Privacy Notice for California Residents** supplements the information contained in Kwik Trip, Inc. (together with its affiliates, “Kwik Trip’s”, “we”, “our”) Terms of Use and Privacy Agreement <https://www.kwiktrip.com/kwik-trip-privacy-policy> and applies solely to all visitors, users, and others who reside in the State of California, including our job applicants (“consumers” or “you”). We adopt this notice to comply with the California Consumer Privacy Act of 2018 (“CCPA”) and any terms defined in the CCPA have the same meaning when used in this notice.

### **Information We Collect**

Kwik Trip collects information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device (“**personal information**”). In particular, Kwik Trip has collected the following categories of personal information from its consumers within the last twelve (12) months:

<b>Category</b>	<b>Examples</b>	<b>Collected</b>
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, or other similar identifiers.	YES
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories. /td>	YES
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information	YES
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES

<b>Category</b>	<b>Examples</b>	<b>Collected</b>
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES
G. Geolocation data.	Physical location or movements.	YES
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	YES
I. Professional or employment-related information.	Current or past job history or performance evaluations.	YES
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES

Depending on a California consumer's particular interactions with us, we may not have collected each of the above categories about each consumer. For example, we need to collect certain personal information from our employees and job applicants that we do not also collect from our customers.

Kwik Trip obtains the categories of personal information listed above from the following categories of sources:

- Directly from you. For example, from forms you complete or products and services you purchase.
- Indirectly from you. For example, through information we collect from you in the course of providing services such as purchases. Directly and indirectly from activity on our website (kwiktrip.com). For example, from submissions through our website portal or website usage details collected automatically.
- Third parties such as joint marketing partners.

### **Use of Personal Information**

We may use or disclose the personal information we collect for one or more of the following purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request a price quote or ask a question about our products or services, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a

product or service, we will use that information to process your payment and facilitate delivery. We may also use your information to facilitate new product orders or process returns.

- To provide, support, personalize, and develop our Website, products, and services.
- To create, maintain, customize, and secure your account with us.
- To process your requests, purchases, transactions, and payments and prevent transactional fraud.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To personalize your Website experience and to deliver content and product and service offerings relevant to your interests, including targeted offers and ads through our Website, third-party sites, and via email or text message (with your consent, where required by law).
- To help maintain the safety, security, and integrity of our Website, products and services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our Website, products, and services.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.

### **Sharing Personal Information**

Kwik Trip may disclose your personal information to a third party for a business purpose. We share your personal information with the following categories of third parties:

- Service providers.

### ***Disclosures of Personal Information for a Business Purpose***

In the preceding twelve (12) months, Kwik Trip has disclosed the following categories of personal information for a business purpose:

Category A: Identifiers.

Category B: California Customer Records personal information categories.

Category D: Commercial Information.

We disclosed personal information for a business purpose to the following categories of third parties:

- Service providers.

## ***Sales of Personal Information***

In the preceding twelve (12) months, Kwik Trip has not sold personal information.

## **Your Rights and Choices**

The CCPA provides California residents who are our consumers with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

### ***Right to Know and Access to Specific Information***

You have the right to request that Kwik Trip disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request (see Exercising Access, Data Portability, and Deletion Rights), we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling (if applicable) that personal information.
- The categories of third parties with whom we shared that personal information.
- The specific pieces of personal information we collected about you.
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
  - if applicable, sales, identifying the personal information categories that each category of recipient purchased; and
  - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

### ***Deletion Request Rights***

You have the right to request that Kwik Trip delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see Exercising Access, Data Portability, and Deletion Rights), we will respond to it consistent with the CCPA's requirements.

### ***Exercising Access, Data Portability, and Deletion Rights***

To exercise the access and deletion rights described above, please submit a verifiable consumer request to us by either:

- Calling us a 1-877-594-5874 option 6.
- Submitting a request online by <https://www.kwiktrip.com/contact-us>

- Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

The CCPA prohibits us from responding to your request or providing you with personal information if we cannot verify your identity or authority to make the request.

### ***Response Timing and Format***

We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time, we will inform you in writing.

Any disclosures we provide will only cover the 12-month period preceding our receipt of your request. For data portability requests, we will select a format to provide your personal information that is readily useable.

### **Non-Discrimination**

We will not discriminate against you for exercising any of your CCPA rights.

### **Changes to Our Privacy Notice**

Kwik Trip reserves the right to amend this privacy notice at our discretion and at any time.

### **Contact Information**

If you have any questions or comments about this notice, the ways in which Kwik Trip collects and uses your information described below and in the Terms of Use and Privacy, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

**Phone:** 1-877-594-5874 option 6

**Website:** [www.kwiktrip.com](http://www.kwiktrip.com)

**Email:** [ktprivacy@kwiktrip.com](mailto:ktprivacy@kwiktrip.com)

**Postal Address:**

Kwik Trip Inc.

Attn: IT Security

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La Crosse, WI 54602