

# Consumer Privacy Policy

Last updated date: 12/8/2025

## Purpose

This Consumer Privacy Policy 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>. This notice is to provide you with information as to your privacy rights in compliance with state privacy laws.

## Information We Collect and/or Process

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, household or device ("personal information" or “personal data”).

Kwik Trip may collect and/or process information within the following categories of data, including within the preceding 12 months:

Category	Examples
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
Personal information categories per consumer privacy laws	Name, signature, social security number, address, phone number, insurance policy number, employment history, bank account numbers, credit/debit card numbers, credit information
Protected classification characteristics under California or federal law	Age (40 years or older), race, color, ancestry, national origin, marital status, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status
Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies
Internet or other similar network activity	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement
Sensory data	Audio, electronic, visual, thermal, olfactory, or similar information (e.g., a recorded phone call with customer service).

Inferences drawn from other personal information	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.
Sensitive personal information	Personal data revealing racial or ethnic origin, sexual orientation or sex life; social security, driver's license, state identification card, or passport number; account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account; biometric data or genetic information, including for the purpose of uniquely identifying an individual; the personal data of a known child; specific geolocation data.

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.

Depending on your particular interactions with Kwik Trip, we may not have collected or processed each of the above categories about you. For example, we need to collect certain personal information from Kwik Card holders that we do not also collect from our Kwik Rewards only customers.

**Use of Personal Information**

Kwik Trip 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 diagnose issues, improve functionality, or repair our systems, as permitted by applicable law.

- 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.

## **Sharing of Personal Information**

### **Categories of Data We Share with Third Parties**

Kwik Trip may share your personal information with third parties. The categories of data that Kwik Trip may have collected from you and shared, including within the last 12 months, include:

- Identifiers
- Commercial information
- Sensitive personal information

### **Categories of Third Parties**

Kwik Trip may share these categories of data with the following categories of third parties:

- Marketing partners
- Delivery partners

Kwik Trip may use or process your personal information identified above or in the categories above, to deliver targeted advertising. While Kwik Trip does not sell your personal information directly to data brokers, it may, in some cases, receive valuable consideration as a result of sharing personal information with third parties.

If you wish to opt-out of the sharing of your personal information with third parties or the use of your personal information for targeted advertising, you can submit a consumer privacy request to opt-out [here](#).

### **Disclosure for a Business Purpose**

Kwik Trip may disclose your personal information to data processors and service providers for business purposes. Kwik Trip may disclose the following categories of personal information for a business purpose:

- Identifiers
- Personal information categories per consumer privacy laws
- Protected classification characteristics under California or federal law
- Commercial information
- Internet or other similar network activity
- Sensory data
- Inferences drawn from other personal information
- Sensitive personal information

### **Data of Consumers 16 Years of Age and Under**

Kwik Trip does not knowingly sell or share the personal information of anyone under the age of 13. Kwik Trip does not knowingly sell or share the personal information of guests who are 16 years old or under without affirmative authorization from the guest. If we have actual knowledge that a guest is aged 13 to 16, we will not sell or share their personal information unless they have opted in. You may opt-in or revoke consent for yourself or your minor child at any time by submitting a request through the "Consumer Privacy Request" button on our [Contact Us](#) page.

## **Your Data Privacy Rights**

Under consumer data privacy laws, consumers have specific rights regarding their personal information. The following requests reflect those that you can make to exercise your data privacy rights.

<b>Request</b>	<b>What This Means</b>
Disclosure of processing and receive a copy of my personal information.	Kwik Trip will provide you with a copy of your personal information stored in a portable and readily usable format, and the categories of personal information and sources of personal information, and disclose whether your personal information is being processed.  Certain sensitive information—such as your Social Security Number (SSN)—will not be disclosed for security reasons, but Kwik Trip will confirm whether such data is stored.
Provide a list of third parties that receive my personal data and the categories of data being shared.	Kwik Trip will provide a list of the third parties that have received your personal data as well as the categories of data shared with them and the purpose for sharing.
Correct my inaccurate personal data.	Kwik Trip will correct incorrect personal information stored concerning you.
Delete my personal data.	Kwik Trip will remove personal data that it has stored for you, with the exception of data required for business or legal purposes (such as, but not limited to, invoices, transactions, credit and/or debit card information).

Restrict the use of any sensitive personal information	Kwik Trip does not collect, process or disclose sensitive personal information for the purpose of inferring characteristics about you or for any purpose other than its originally intended purpose unless permitted under applicable law. As such, we are not required to provide a “Limit the Use and Disclosure of My Sensitive Personal Information” link.
Opt-out of my data being shared or processed for targeted advertising, selling, or profiling for automated decisions.	<p>Kwik Trip will stop using your personal information for purposes of targeted advertising or profiling for automated decisions.</p> <p>Kwik Trip will stop the sharing of your data with third parties for the purpose of targeted advertising or receipt of valuable consideration.</p>

### Exercising Your Rights

Kwik Trip does not discriminate against or retaliate for any consumer’s exercise of their rights. To exercise your rights described above, please submit a consumer privacy request to us through one of the following methods:

- Phone: 1-877-594-5874 option 6
- Submit a request online at [Contact Us](#) (choose Consumer Privacy Request.)
- Email: [KTPrivacy@kwiktrip.com](mailto:KTPrivacy@kwiktrip.com)
- Mail us a request at:
  - Kwik Trip Inc.
  - Attn: Data Governance
  - 1626 Oak Street, P.O. Box 2107
  - La Crosse, WI 54602

Requests submitted to us must be verifiable. See below within the “Verifying Your Identity” section for more details.

### Additional Rights Regarding Automated Decisions

If your personal data is processed for targeted advertising or profiled in furtherance of decisions that produce legal effects concerning you or similarly significant effects concerning you, you have the right to know the categories of personal information processed by Kwik Trip, question the result of any profiling, be informed of the reason that the profiling resulted in the decision, and, if feasible, be informed of what actions you might have taken to secure a different decision and the actions that you might take to secure a different decision in the future. You have the right to review your personal data used in the profiling. If the decision is determined to have been based upon inaccurate personal data, you have the right to have the data corrected and the profiling decision reevaluated based upon the corrected data.

If you have concerns about a decision Kwik Trip made using your personal data, please contact us at [KTPrivacy@kwiktrip.com](mailto:KTPrivacy@kwiktrip.com) to make a request to exercise your right to ask about decisions made using automated profiling. We’ll explain why the decision was made, and if possible, inform you of what you

could have done differently and what steps you can take to receive a different outcome in the future. If we find that the decision was based on inaccurate personal information, we will correct the information and review the decision again using the updated data.

### **Verifying Your Identity**

For security purposes, Kwik Trip verifies the identity of each person who submits a privacy request. Per consumer data privacy laws, we cannot complete your request or provide you with personal information if we cannot verify your identity or authority to make the request. This is enforced to protect your privacy and your personal information.

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

### **Response Timing and Format. If you make a consumer privacy request:**

- We will acknowledge your consumer privacy request within 10 business days of receipt.
- We will respond fully to your consumer privacy request within 45 calendar days of receipt. If we require more time to complete your request, we will inform you in writing, and begin a 45-day extension.
- Our response to your consumer privacy request will be sent via email or postal mail.

### **Request Appeals**

You have the right to appeal Kwik Trip's decision regarding your consumer privacy request. If you wish to appeal a decision about your privacy request, you may send an email to [KTPrivacy@kwiktrip.com](mailto:KTPrivacy@kwiktrip.com) with a short description of your original request and your appeal. We will respond to your appeal within 45 days of receiving it with a decision of approval or denial of the appeal and a written explanation for our decision. If we need more time to make our decision, we will notify you and extend our response by 60 days.

### **Retention**

Kwik Trip stores information as reasonably necessary and proportionate to accomplish the purposes identified in this policy based on criteria such as the length of time we need to provide the services to you, and to meet legal requirements, including record retention, resolving disputes, and enforcing our agreements. Our retention of your information is governed by applicable law. We retain information for certain lengths of time based on categories of information and corresponding record retention laws.

The personal information that you provide to us is stored and processed on servers owned by Kwik Trip and other companies. Regardless of the company or person who processes your information, we will take steps to transfer and protect your information through appropriate safeguards in accordance with applicable data protection laws and this policy.

Per data privacy laws, we will retain all consumer privacy requests on file for 24 months.

## **Our Contact Information**

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

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

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

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

**Postal Address:**

Kwik Trip Inc.

Attn: Data Governance

1626 Oak Street, P.O. Box 2107

La Crosse, WI 54602