

# COMMERCIALTRUCKSALES.COM

## PRIVACY POLICY

**Last Updated:** February 19, 2026

CommercialTruckSales.Com (“**CTS**,” “**we**,” “**us**,” or “**our**”).

We operate CommercialTruckSales.com and related websites, forms, and services that link to this Privacy Policy (collectively, the “**Site**”).

This Privacy Policy explains how we collect, use, disclose, and protect information in connection with the Site. It also describes your choices and rights under applicable law.

If you do not agree with this Privacy Policy, you must not use the Site.

### 1. Business-Use Only / No Consumer Use

**The Site is intended solely for business and commercial purposes.**

By accessing or using the Site, you represent and warrant that you are doing so **exclusively for business, commercial, or professional purposes**, including but not limited to buying, selling, marketing, financing, valuing, or researching commercial vehicles or equipment.

**The Site is intended for business and commercial use only and may not be used for personal, family, or household purposes.** CTS operates solely as a marketplace and media platform that facilitates discovery and connections between independent third parties. CTS does not offer, sell, lease, broker, or market vehicles or other goods or services, and does not act as a dealer, seller, or agent in any transaction. Nothing in this Privacy Policy is intended to create or imply a consumer relationship.

### 2. What CTS Does (and Does Not Do)

CTS operates a commercial vehicle marketplace and lead-generation platform.

- CTS **does not broker, sell, or lease vehicles** unless expressly stated in a separate written agreement.
- CTS may display inventory data obtained from **multiple sources**, including direct submissions, data feeds, partners, and other lawful sources.
- CTS may **withhold the identity of an inventory source or seller** from public display and disclose such information only after a valid inquiry or as otherwise permitted.

### 3. Information We Collect

#### A. Information You Provide

Depending on how you use the Site, we may collect:

- **Contact information:** name, business email, phone number, company name, address
- **Inquiry and lead information:** vehicle or equipment of interest, messages, preferences
- **Account information (if applicable):** login credentials and settings
- **Communications:** emails, chat messages, form submissions
- **Call and text information:** call metadata and, where permitted by law, call recordings or transcripts

SMS Notice: If you provide a mobile phone number, CTS may send you SMS messages related to account authentication (including one-time passcodes), account setup, listing activity and status updates, customer support, and other operational notices. Message frequency varies. Message and data rates may apply. You may opt out at any time by replying STOP. For more information, see our SMS Messaging Terms.

**Call Recording Notice:**

If calls are recorded, you will receive an automated or verbal disclosure at the start of the call. By continuing the call after notice, you consent to recording where permitted by law.

**B. Information Collected Automatically**

When you access the Site, we may collect:

- IP address and approximate location derived from it
- Device type, browser, operating system, and language
- Pages viewed, searches, interactions, timestamps
- Cookie identifiers and similar technologies (see Cookie Policy)

**C. Information From Third Parties**

We may receive information from:

- Dealers, fleets, sellers, listing partners, and service providers
- Analytics, fraud-prevention, and advertising partners
- Publicly available and commercially licensed data sources

**D. Sensitive Personal Information**

CTS may collect certain sensitive personal information where relevant to business transactions or compliance (for example, government-issued identifiers, precise location, or call recordings), but only for lawful business purposes and subject to appropriate safeguards.

**4. How We Use Information**

We use information to:

- Operate, maintain, and secure the Site
- Display listings and search results
- Generate and route business inquiries and leads
- Communicate with users regarding inquiries or services
- Provide customer and technical support
- Conduct analytics, testing, and product improvement
- Detect fraud, abuse, and unauthorized activity
- Conduct marketing and promotional activities (including interest-based advertising, where permitted)
- Comply with legal and contractual obligations

## **5. How We Share Information**

CTS shares information only as necessary for business operations:

### **A. Lead Routing**

Information submitted through inquiry or contact forms may be shared with **relevant sellers, dealers, fleets, listing partners, or other business recipients** connected to the listing.

Once shared, CTS does not control how those third parties use the information.

### **B. Service Providers**

We share information with vendors who perform services on our behalf (e.g., hosting, analytics, communications, fraud prevention). They are contractually restricted from using information for their own purposes.

### **C. Advertising and Analytics Partners**

CTS may share limited identifiers and usage data for:

- Advertising measurement
- Interest-based or contextual advertising
- Fraud prevention and attribution

You can manage these choices as described in Section 8 and in our Cookie Policy.

### **D. Legal and Business Transfers**

We may disclose information:

- To comply with law or legal process
- To protect the rights, safety, or property of CTS or others
- In connection with mergers, acquisitions, financing, or asset sales

## **6. Cookies and Similar Technologies**

CTS uses cookies, pixels, SDKs, and similar tools to operate the Site, analyze usage, enhance performance, and support advertising.

Details about these technologies, including your choices, are provided in our **Cookie Policy**, which is incorporated by reference.

## **7. Interest-Based Advertising**

CTS **may engage in interest-based advertising**, subject to applicable law.

Depending on your location, this activity may be considered “selling” or “sharing” personal information under certain state privacy laws. CTS provides opt-out mechanisms where required.

## **8. Your Privacy Choices and Rights (Non-California)**

Depending on your state of residence, you may have rights to:

- Access personal information
- Correct inaccuracies
- Request deletion
- Obtain a portable copy
- Opt out of targeted advertising or certain disclosures
- Appeal a denied request

CTS will honor applicable rights in accordance with law.

### **California Residents:**

California-specific rights are addressed in our **California Privacy Policy**, which governs CTS’s obligations under California law and is separate from this Privacy Policy.

## **9. Data Retention**

We retain information only as long as reasonably necessary to:

- Fulfill business and operational purposes
- Meet legal, regulatory, and contractual obligations
- Resolve disputes and enforce agreements

Retention periods vary based on the nature and sensitivity of the data.

## **10. Security**

CTS employs administrative, technical, and physical safeguards designed to protect information. No system is completely secure, and use of the Site is at your own risk.

### **11. Children**

The Site is **not intended for individuals under 18**, and CTS does not knowingly collect personal information from children.

### **12. International Users**

CTS operates from the United States. If you access the Site from outside the U.S., your information may be processed and stored in the U.S. and subject to U.S. law.

### **13. Changes to This Privacy Policy**

We may update this Privacy Policy periodically. Material changes will be posted prominently, and the "Last Updated" date will be revised. Continued use of the Site constitutes acceptance of the updated policy.

### **14. Contact Us**

For questions or privacy requests:

**Email:** [privacy@commercialtrucksales.com](mailto:privacy@commercialtrucksales.com)

**Mail:**

Commercial Truck Sales, LLC

Attn: Privacy

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