

The Rock-It Company Privacy Policy

Last modified: March 31, 2026

Introduction

This policy describes the types of information The Rock-it Company LLC a Delaware limited liability company, together with its subsidiaries and affiliates (collectively, “**Rock-it Company**” or “**we**” or “**us**” or “**our**”) may collect from you or that you may provide when you visit the website <https://rockitcompany.com/> (our “**Website**”) and when we receive, use, disclose, or otherwise process personal information in connection with providing our logistics and related services (the “**Services**”), and our practices for collecting, using, maintaining, protecting, and disclosing that information.

CCPA NOTICE: We adopt this notice to comply with the California Consumer Privacy Act of 2018 and all amendments (“**CCPA**”). Any terms defined in the CCPA have the same meaning when used in this Privacy Policy.

This policy applies to information we collect:

- On this Website.
- Through our Services.
- In email, text, and other electronic messages between you and this Website or through the Services.
- In connection with our provision of the Services, including when we receive personal information from our business customers (e.g., auction houses, musical touring artists, or broadcast networks) and disclose information to third-party service providers necessary to perform the Services.
- Offline or through other means where necessary to provide the Services, including information exchanged by email, PDF attachments, and collaboration platforms used to coordinate shipments.

It does not apply to information collected by:

- Any third party (excluding our affiliates and subsidiaries that link to or otherwise provide this Privacy Policy on their website). This includes information collected through any application or content (including advertising) that may link to or be accessible from or on the Website or through the Services. To the extent that you provide personal information to any third party website or application that is linked from our website, such personal information shall be subject solely to such third party’s privacy policies.

This Privacy Policy does not apply to information collected from Rock-it Company employees, contractors, or job applicants.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website or the Services. This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of this Website or the Services after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website or the Services, including information:

- By which you may be personally identified, such as name, company name, job title, postal address, email address, telephone number, IP address, and payment information (“**personal information**”)
- That is about you but individually does not identify you, such as anonymous analytics data, and
- About your internet connection, the equipment you use to access our Website or the Services, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies.
- In the course of providing our Services.
- From third parties, for example, our business partners, which may provide personal information (e.g., name, address, and purchase information) about their clients so we can estimate costs, book shipments, coordinate delivery, and arrange payments. We may receive such information via email, text messaging or messaging applications, PDF attachments, and shared collaboration tools.

Information You Provide to Us

The information we collect on or through our Website or through the Services may include:

- Information that you provide by filling in forms on or linked from our Website. This includes information provided at the time of registering to use our Website, requesting further services, submitting payment information, or submitting a request for a quote. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your search queries on the Website.
- Information that you provide when purchasing items from us, for example in an online store that we may operate from time to time.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We may maintain or associate this information with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

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

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Web Beacons.** Pages of our Website may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit Rock-it Company, for example, to count users who have visited those pages and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Information We Receive from Our Business Customers

We receive personal information about end customers from our business customers to provide the Services. Such personal information typically includes name, contact details, and purchase/shipment information and excludes payment card, bank account, or Social Security numbers provided to business customers. We process this information as necessary to provide the Services, including estimating costs, booking shipments, coordinating delivery (including direct outreach by final-mile vendors), handling customs clearance, and arranging or facilitating payment of amounts due (e.g., duties). Our business customers are responsible for ensuring they have an appropriate legal basis to share this information with us and that required notices have been provided to individuals.

For the purposes of the California Consumer Privacy Act (CCPA”), in the past 12 months, we have collected the following categories of personal information, as defined in the CCPA: identifiers; personal information listed in the California Customer Records statute; California Customer Records information; Internet or other electronic network activity information; and commercial information. We collect these categories of personal information from the following categories of sources: (i) you directly; (ii) our business customers (e.g., auction houses) who provide client shipment details to us so that we may

perform the Services; and (iii) service providers and contractors that we use to support our operations and Services.

Third-Party Use of Cookies

Some content or applications, including advertisements, on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and service or application providers. These third parties may use cookies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see Choices About How We Use and Disclose Your Information.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To provide the Services requested by our business customers and end customers, including: estimating costs/quotes; booking and coordinating shipments; arranging customs clearance; sharing necessary shipment and contact details with carriers, agents, brokers, warehouse operators, insurers, IT/collaboration providers, and other logistics partners; enabling final-mile vendors to contact consignees directly to confirm delivery details; and coordinating or facilitating payment of amounts due (e.g., customs duties) by the consignee/buyer.
- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To communicate with you and relevant third-party service providers about shipment status, delivery confirmations, exceptions, and post-delivery support.
- To fulfill any other purpose for which you provide it.
- With your consent where required by law, to allow our carriers, agents, and final-mile vendors to contact you directly (e.g., by phone or email) to coordinate delivery or related service matters. You may withdraw consent at any time where consent is the applicable legal basis.
- To process or facilitate payments related to the Services (e.g., customs duties), including by retaining and sharing limited necessary information with payment processors.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Services, Website or any products or services we offer or provide through it.

- To allow you to participate in interactive features on our Website.
- In any other way we may describe when you provide the personal information.
- For any other purpose with your consent.

Disclosure of Your Information

We may disclose personal information that we collect or you provide as described in this Privacy Policy:

- To our subsidiaries and affiliates. This may include third-party vendors who assist us with website analytics, advertising, lead intake, fraud prevention, and operational support, including Google Analytics and Google Tag Manager.
- To contractors, service providers, and other third parties we use to support our business and perform the Services, including carriers, freight forwarders, customs brokers, agents, final-mile delivery partners, warehouse operators, insurers, IT and collaboration tool providers, and payment processors. These third parties may contact you directly to arrange delivery or collect amounts due (e.g., duties) where necessary to perform the Services.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our (or any of our) assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about the users of our Website is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Website Terms of Use, Terms and Conditions of Service, and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of any group company of the Rock-it Company, our customers, or others.

We do not sell or share personal information, as such terms are defined by CCPA. During the 12-month period prior to the effective date of this Privacy Policy, we may have disclosed the following categories of personal information to the following categories of third parties:

- Identifiers - shared with carriers, freight forwarders, customs brokers, agents, final-mile delivery partners, warehouse operators, insurers, IT/collaboration providers, and payment processors.

- Personal information listed in the California Customer Records statute - shared with carriers, freight forwarders, customs brokers, agents, final-mile delivery partners, warehouse operators, insurers, IT/collaboration providers, and payment processors.
- California Customer Records information - shared with carriers, freight forwarders, customs brokers, agents, final-mile delivery partners, warehouse operators, insurers, IT/collaboration providers, and payment processors.
- Internet or other electronic network activity information – shared with carriers, freight forwarders, customs brokers, agents, final-mile delivery partners, warehouse operators, insurers, IT/collaboration providers, and payment processors.
- Commercial information - shared with carriers, freight forwarders, customs brokers, agents, final-mile delivery partners, warehouse operators, insurers, IT/collaboration providers, and payment processors. In addition, we share these categories of information with our subsidiaries and affiliates.

Text Messages

If you provide your phone number to us, we may send you informational text messages, including updates about your shipment. You can opt out of further messages at any time by replying “STOP”.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent.
- **Promotions by Rock-it Company.** If you do not wish us to use your information to promote our own or third parties' products or services, you can opt out by sending us an email with your request to privacy@rockitcompany.com. Operational service communications (e.g., shipment updates, delivery confirmations, or duty payment requests) are not marketing and will be sent as necessary to perform the Services or based on our legitimate interests.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt out by sending us an email with your request to privacy@rockitcompany.com.
- **Targeted Advertising by Rock-it Company.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target audience preferences, you can opt out by sending us an email with your request to privacy@rockitcompany.com.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the NAI's website.

Accessing, Correcting, and Deleting Your Information

You can review and change your personal information by sending us an email at privacy@rockitcompany.com to request access to, correct or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

State Privacy Laws

Depending on your state of residency, you may have certain rights related to your personal information, including:

- **Access and Data Portability.** You may confirm whether we process your personal information and access a copy of the personal information we process. To the extent feasible and required by state law, depending on your state, your personal information will be provided in a portable format. Depending on your state, you may have the right to receive additional information and it will be included in the response to your access request.
- **Correction.** You may request that we correct inaccuracies in your personal information that we maintain, taking into account the information's nature and processing purpose.
- **Deletion.** You may request that we delete personal information about you that we maintain, subject to certain exception under applicable law.
- **Opt Out of Using Personal Information for Targeted Advertising, Profiling, and Sales.** You may request that we do not use your personal information for these purposes.
- **Limiting Sensitive Personal Information.** If we use or disclose your sensitive personal information (as such term is defined in the CCPA), you may request that we limit our use and disclosure to the permitted purposes set forth in CCPA.

Some browsers and browser extensions support the Global Privacy Control (“GPC”) that can send a signal to process your request to opt out from certain types of personal information processing, including “sales” of personal information as defined under certain laws. When we detect such a signal, we will make reasonable efforts to respect your choices indicated by a GPC setting as required by applicable law.

The exact scope of these rights vary by state. Only you, or someone legally authorized to act on your behalf, may make a request related to your personal information. In some instances, we may be required to verify your identity or your authority to make the request in order to process your request. There are also several exceptions where we may not have an obligation to fulfill your request.

To exercise any of these rights or appeal a decision regarding your request, please send us an email at privacy@rockitcompany.com.

Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights or data subject rights under other jurisdictions’ laws. Unless permitted by the CCPA, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website or as part of our Services. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website or as part of our Services.

Data Retention

We keep the categories of personal information described in this policy for as long as reasonably necessary to provide the Services or for as otherwise legally permitted or required, including operating our organization, complying with our legal obligations, resolving disputes, and for safety, security, and fraud prevention. This means that we consider our legal and business obligations, potential risks of harm, and nature of the information when deciding how long to retain personal information. We may update our data retention policies and procedures from time to time, so the period of time for which certain types of personal information are retained may change over time.

GDPR Notice

To the extent the processing of your personal information is subject to the European Union (“EU”) General Data Protection Regulation (“EU GDPR”) or UK General Data Protection Regulation (“UK GDPR”), the following terms apply in addition to the above Sections:

CONTROLLER

Rock-it Company LLC is the controller and responsible for this Website, and, where applicable, for the processing of personal information in connection with the Services described in this policy.

LEGAL BASIS AND LEGITIMATE INTEREST

Legal Basis

We will use your personal information when the law allows us to; most commonly, in the following circumstances:

- Where we need to perform the contract, we are about to enter into or have entered into with you.

- To provide you with information, products, or services that you request from us.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.
- Where you have provided your consent. You have the right to withdraw consent to marketing at any time with effect for the future by contacting us.

Legitimate Interest

Where we collect, use, disclose and otherwise process your information based on legitimate interests, we rely on the legitimate interests as set forth below.

We use your personal information for the following business purposes and based on the following legitimate interests:

Business Purpose	Legitimate Interest
To register you as a new customer or potential customer	Performing services for or on behalf of our clients, including maintaining or servicing accounts, providing customer service, client communications, client relationship management, processing or fulfilling transactions, verifying identity information, processing payments, and other services
To process and correctly deliver anything you order from us	Performing services for or on behalf of our clients, including maintaining or servicing accounts, providing customer service, client communications, client relationship management, processing or fulfilling transactions, verifying identity information, processing payments, and other services
To manage our relationship with you, including notifying you of updated terms or privacy	Performing services for or on behalf of our clients, including maintaining or

<p>policies</p>	<p>servicing accounts, providing customer service, client communications, client relationship management, processing or fulfilling transactions, verifying identity information, processing payments, and other services</p>
<p>To inform you of products or services we believe might interest you</p>	<p>Marketing our products: We use your information as necessary to pursue our legitimate interests in marketing our products to you. For example, where permitted by digital marketing law, we may contact you by email to let you know of products you might be interested in.</p>
<p>To administer and protect our business, our Services, and this Website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>Providing, improving and developing our products: We use your information as necessary to pursue our legitimate interests in tailoring and improving our products. For example, we may send you a survey or questionnaire to understand your experience in purchasing from us.</p>
<p>To use data analytics to improve our Website/products/Services/marketing/customer relationships and experiences</p>	<p>Providing, improving and developing our products: We use your information as necessary to pursue our legitimate interests in tailoring and improving our products. For example, we may send you a survey or questionnaire to understand your experience in purchasing from us.</p>
<p>To make suggestions and recommendations to you about goods or services that may be of</p>	<p>Marketing our products: We use your information as necessary to pursue our legitimate interests in marketing our</p>

<p>interest to you</p>	<p>products to you. For example, where permitted by digital marketing law, we may contact you by email to let you know of products you might be interested in.</p>
<p>To respond to any legal requests, you may make</p>	<p>Performing services for or on behalf of our clients, including maintaining or servicing accounts, providing customer service, client communications, client relationship management, processing or fulfilling transactions, verifying identity information, processing payments, and other services</p>
<p>To ensure we comply with the law</p>	<p>Performing services for or on behalf of our clients, including maintaining or servicing accounts, providing customer service, client communications, client relationship management, processing or fulfilling transactions, verifying identity information, processing payments, and other services</p>
<p>As described to you when collecting your personal information.</p>	<p>Performing services for or on behalf of our clients, including maintaining or servicing accounts, providing customer service, client communications, client relationship management, processing or fulfilling transactions, verifying identity information, processing payments, and other services</p>

In particular, we rely on performance of a contract and/or our legitimate interests to: (i) receive

end-customer information from our business customers to provide the Services; (ii) share necessary personal information with carriers, agents, customs brokers, final-mile vendors, warehouse operators, insurers, IT/collaboration providers, and payment processors to perform the Services; and (iii) if applicable, enable those vendors to contact consignees/buyers to arrange delivery or collect amounts due (e.g., duties). Where applicable law requires consent (e.g., for certain direct contacts or marketing), we will obtain consent and you may withdraw it at any time.

CHANGE OF PURPOSE

Unless required or permitted by law, we will use your personal information only for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

OBLIGATION TO PROVIDE PERSONAL INFORMATION

You are neither legally nor contractually obliged to provide your personal information. However, if you do not provide certain personal information we may not be able to provide our services or respond to your requests.

YOUR LEGAL RIGHTS

If you are located in the EU/EEA or UK, to the extent provided for by law, you have the right:

- To **access** the personal information we maintain about you.
- To **receive a copy** of the information we process about you.
- To **correct** your personal information.
- To have your personal information **erased**.
- To **object to or restrict** how we process your personal information.
- To request your personal information be **transferred to a third party** in a structured, commonly used, machine-readable format, where technically feasible. Note that this right only applies to personal information which you initially provided consent for us to use or where we used the personal information to perform a contract with or provide services to you.

- To **withdraw** any consent you may have given us to process your personal information with effect for the future. This will not affect the lawfulness of any processing carried out before you withdraw your consent.

You have a general right to **object**, on grounds relating to your situation, if we process your personal information based on our legitimate interest. We will no longer process your personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims.

You also have the right to lodge a complaint with a supervisory authority in your applicable Member State. In the UK, you have the right to lodge a complaint with the Information Commissioner's Office.

If you wish to exercise any of the rights available to you or to obtain any other information under applicable law, such as a copy of a legitimate interests balancing test, please contact us by sending an email to privacy@rockitcompany.com.

INTERNATIONAL DATA TRANSFERS

Rock-it Company may, if necessary to fulfill the purpose for processing the personal information, or if required by law or regulation, share your personal information with carriers, agents, brokers, final-mile vendors, IT/collaboration providers, and other suppliers located outside your country, including outside the EEA/UK. Where we do so, we implement appropriate safeguards (such as EU/UK Standard Contractual Clauses and supplementary measures) to ensure an adequate level of protection.

You can obtain a copy of the specifically applicable or agreed safeguards for ensuring the appropriate level of data protection by contacting us at privacy@rockitcompany.com.

Children Under the Age of 13

Our Website and Services are not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Website or through the Services. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website, register on the Website, use the Services, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at privacy@rockitcompany.com.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our Privacy Policy on this page. If we make material changes to how we treat our users' personal information, we will notify you by email or through a notice on the Website home page. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this Privacy Policy to check for any changes.



Contact Information

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at:

privacy@rockitcompany.com

Toll Free: 877-742-4681