



Yellow Privacy Policy

Last updated: August 23, 2022

Statement of Commitment

Information is one of the most powerful and valuable assets in business today. Yellow Corporation and our family of companies promise to safeguard the information you share with us as if it were our own. This privacy policy applies to www.myyellow.com.

This privacy notice does not apply to products or services provided, or information obtained, other than through the Website. We may change this notice from time to time so please check back often. If we significantly change our collection, use, or disclosure practices, we will try to send you a notice via email if you have provided us with an email address. Please keep in mind that some of the services mentioned specifically in this notice may not be available on the site at this time.

What Information Do We Collect?

The information we receive from you is voluntary.

Please note that data protection laws in the United States differ from those in Canada. By providing us your personal information, you consent to the collection, transfer and processing of your personal information to and from both the United States and Canada and agree that your personal information may be subject to access requests from governments, courts or law enforcement in the United States according to the laws of the United States.



As part of providing products and services to you, we may collect information, including personal information, about you or your business. Personal information is data that can be used to identify you. The information includes but is not limited to:

- Name
- Email address
- Phone number
- Company
- Title
- Other information you disclose when you ask us a question about our Website or our products and services.
- Technical information about your use of our site including IP address, device identifier, and viewing information
- Geo-location information telling us from where you are accessing the Website

Direct Collection

We collect much of the information listed above directly from you when you submit it on our Website. This includes information you share on the Contact Us page of our Website.

Indirect Collection – Cookies and Other Technology

As part of offering and providing customizable services, we use cookies and other online tracking technologies to store and sometimes track information about you. We may use these technologies to:

- Provide you with personalized content based on your use of our Website



- Enable you to use our site more easily by remembering and using contact information, purchasing information, and registration information
- Evaluate, monitor, and analyze the use of our site and its traffic patterns to help improve our Website and services
- Assist us with ad reporting functions such as to learn which ads are bringing users to our Website

The types of technologies we use include:

Cookies. A cookie is a small amount of data that is sent to your browser from a Web server and stored on your computer's hard

drive. Cookies enable us to identify your browser as a unique user. Cookies may involve the transmission of information from us to you and from you to us. Cookies may also be used by another party on our behalf to transfer information to us in accordance with their privacy statement. Some cookies are "persistent cookies." They are used by us each time you access our Website. Other cookies are called "session cookies."

Session cookies are used only during a specific browsing session. We may use a session cookie, for example, to remember that you have already navigated through a particular menu, or that you have entered your registration information for Yellow Corporation. We may also use "analytics cookies" that allow web analytics services to recognize your browser or device and, for example, identify whether you have visited our Website before, what you have previously viewed or clicked on, and how you found us. This information is provided anonymously for statistical analysis only. Analytics cookies are usually persistent cookies.

Web Beacons. We may also employ a software technology called a clear GIF (Graphics



Interchange Format), also known as a pixel tag or Web beacon. A clear GIF is a line of code that we place on our Websites or in e-mails which allows us to analyze our advertising and the general usage patterns of visitors to our Websites. These help us better manage content on our site by informing us what content or promotions are effective. Unless you consent, we do not collect personally identifiable information from you through the use of web beacons. You may not disable Web beacons.

Log Files. Like most standard website servers, we use log files. Log files track Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp and number of clicks. We utilize this information to analyze trends, administer the site, prevent fraud, track website navigation in the aggregate and gather broad demographic information for aggregate use.

SalesForce. We use the SalesForce Customer 360 tool to help us better understand and communicate with our customer base. SalesForce Customer 360 collects contact information such as name, mailing address, email address, phone number, age, etc. and couples that with product purchasing information on behalf of your business.

How Do We Use Your Information?

The general information you provide helps us build a better website in terms of functionality and content. With your permission, we may occasionally notify you of news at Yellow Corporation that may be of interest to you.

We use your registration information to provide you with access to Yellow Corporation to receive quotes, tracking and other information about shipping services from Yellow



Corporation. The information that we collect in Yellow Corporation directly relates to the application or task that you have asked us to perform, such as a pickup request. As with the general information, we'll use what you have provided to continue to build better service and business overall.

Distribution of Information in Yellow Corporation

The general and specific information that we collect will be shared in our organization to perform the activities you've asked us to do. In addition, individual data will be aggregated and analyzed to understand customer trends and requirements, so that we can continue to provide a service that is reliable, responsive, and efficient.

Third-Party Distribution of Information

Except as specified in this Privacy Policy or otherwise with your consent, Yellow Corporation will not sell, rent, trade or otherwise distribute your information to any other organization unless compelled by law or legal process. We may, however, disclose contact information to our agents for the purpose of performing services on behalf of Yellow Corporation such as website development and operation, preparing marketing materials, sending postal mail or email, analyzing website use, job applications, processing payments and processing data. To protect our customers' privacy, we work only with companies that agree to maintain strong confidentiality protections and prohibit them from using the information we provide for any other purpose.

We do not permit these companies to sell or otherwise distribute the information we give them to any other third party.

We may disclose "blinded" aggregated data and user statistics to prospective partners



and other third parties. Blinded data is data that does not identify an individual person.

We'll ask for your consent before using your information for a purpose that extends beyond what you may reasonably expect from a freight company and that has a more significant privacy impact.

We also may disclose your information in special cases. For example, when we believe that we must disclose information to identify, contact or bring legal action against someone who may be violating our online terms, or may be causing injury to or interference with our rights or property, other website users or clients, or anyone else who may be harmed by such activities. We may disclose visitor information when subpoenaed, if ordered or otherwise required by a court of law, arbitrator or other similar proceeding or the rules governing such a proceeding, for government investigations, with government agencies if required by law and when we otherwise believe in good faith that any applicable law requires it.

We may engage in mergers, acquisitions, or other such transactions with other companies. In such transactions, confidential client information generally is one of the transferred business assets. In the event of such a transaction client and site visitor information may be one of the transferred assets and may be disclosed in connection with negotiations relating to a proposed transaction. In such cases, the transferred information may become subject to a different privacy policy.



Choice and Consent

Direct Collection. The more we know about you, the better our ability to serve you and provide products and services that are of real value. Our Website is a voluntary information channel that is open to you at all times. You always have a choice regarding the tools that you use and the information that you provide. We don't ask questions for the sake of asking questions but do so because it is pertinent to our ability to serve and know you better. You always have the right to access your personal information and to modify or delete it as you wish.

Cookies. You may disable browser cookies in your browser or set your browser to warn you when a cookie is being sent. You may lose some features or functionality when you disable cookies. Remember, also, that disabling cookies is browser specific. If you log on using Google Chrome, IE, Firefox, or Microsoft Edge, you must also disable cookies in Safari if you use that browser at a different time.

Google Analytics. Google Analytics is a web analysis service provided by Google Inc. Google utilizes user data such as browser and computer settings like screen resolution, operating system and cookies that track whether a user is a returning visitor to track and examine the use of this website, to prepare reports on the user's activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. The data collected by Google Analytics does not contain any information that personally identifies you. [Click here to review the Google privacy policy.](#)



You can also learn more about this technology and how to opt-out of this feature by installing the [Google Analytics Opt-Out Browser Add On](#).

Web Beacons. It is not possible to disable Web beacons.

Log Files. It is not possible to disable log files.

How can I control my personal information?

You may contact us privacy@myyellow.com if you wish to view, edit, or delete your personal information from our database, and we will use commercially reasonable efforts to accommodate your request.

If you believe that any inaccurate or inappropriate information has been obtained or provided to others through your use of this Website, you should contact a representative at privacy@myyellow.com.



How do we protect your information?

Financial Information

We do not currently collect financial information on the Website.

Other Information

Because information sent through the Internet travels from computer to computer throughout the world, when you give us information, that information may be sent electronically to servers outside of the country where you originally entered the information. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. Except as specifically stated, this site does not use security encryption measures. Information that you disclose by use of this site (as with any site that is non-secure), by posting a message or using e-mail, potentially could be collected, and used by others. This may result in unsolicited messages from third parties or use of such information by third parties for their own purposes, legal or illegal. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us or from our services, and you do so at your own risk. Once we receive your transmission, we use commercially reasonable efforts to ensure its security on our systems.

Users From Outside the United States

The data protection and related laws of the United States may be different than those of your own country, including the European Union's General Data Protection Regulation.

This Website is not intended for use by persons located in the European Union. This



Website is also not intended to be used by those under the age of 18.

Users in California

California Civil Code Section 1798.83 permits our website visitors who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please complete our request form [here](#), and email to privacy@myyellow.com. Please make sure to state that you are a California resident.

Do Not Track

Do Not Track (DNT) is a privacy preference that users can set in their web browsers. While the United States Federal Trade Commission has endorsed DNT, our Website does not support DNT codes. However, except in the case of analytics cookies, remarketing and other features of Google Display Advertising described above, our Website limits tracking to the internal uses described above. Except in the case of analytics cookies our Website does not track your use across multiple websites; however, other websites to which we link may.

Please review their privacy policies to understand how you may be tracked.



Scope of Notice

This notice applies to personal information we collect about California residents both online and offline. It applies to California residents who are users of our Website; our customers; individuals inquiring about our products; and all other California residents from whom we collect personal information.

As defined in the CCPA, personal information includes any information that identifies, relates to, or could reasonably be linked to a California resident or household. It includes, but is not limited to identifiers, characteristics of protected classes, commercial information, biometrics, internet or electronic information, geolocation data, audio/visual or similar information, employment and educational information, and inferences drawn from any identifiable information. Personal information does not include publicly available information from a public government record.

This notice does not apply to information that is exempt from CCPA disclosure requirements. This includes personal information of individuals acting in their capacity as representatives of our clients, prospect clients, vendors, and other businesses that we conduct business with to the extent the information is collective with respect to a business-to-business transaction or business relationship. This disclosure also does not apply to individuals who are not California residents, any personal information exempted under Cal. Civ. Code Section 1798.145, or any other personal information not contemplated in the CCPA.



California Consumer Privacy Act

This Privacy Notice for California Residents supplements the information contained in above in our general privacy policy and applies solely to all visitors, users and others who reside in the State of California.

Your Rights

The California Consumer Privacy Act ("CCPA") grants State of California residents the following rights, to:

- Know what personal information is being collected about them.
- Know whether their personal information is sold or disclosed and to whom.
- Say no to the sale of their personal information.
- Access their personal information.
- Have their personal information deleted; and
- Have the right to equal service and price, even if they exercise their privacy rights under this law.

Categories of Personal Information We Collect

We collect information that identifies you, your household or your device or is reasonably capable of being connected with or linked to you, your household, or your device ("Personal Information"). Personal information does not include public information available from government records, de-identified or aggregated information or information that is protected by certain laws such as HIPAA for health-related information and the Gramm-Leach Bliley Act (GLBA) for certain financial information.



We collect the following categories of Personal information:

- Identifiers
 - First and last name
 - Email address
 - Mailing address
 - Phone number
 - Company name
 - Title
 - Internet Protocol (IP) Address
- Personal Information Listed in the California Customer Records Statute
 - The above identifiers
- Financial, medical, or health information o Not collected
- Characteristics of Protected Classifications
 - Not collected
- Commercial Information o Not collected
- Biometric Information
 - Not collected
 - Commercial Information:
 - Bills of lading
 - Shipping information for freight and rate quotes
 - Overcharge claim information
 - Cargo claim information
- Internet or Other Electronic Network Activity Information



- Cookies
- Domain name
- Browser type
 - Operating system
 - Usage data
- Geolocation Data
 - Information that tells us from where you access our Website
- Sensory Data
 - Not collected
- Professional or Employment-Related Information
 - Not collected
- Non-public Education Information
 - Not collected
- Inferences Drawn from Other Personal Information
 - Not collected

Categories of Sources of Personal Information

We collect information from the following categories of sources:

- Directly from you. For example, when you register for Yellow Corporation or login as a guest.
- Indirectly. we use cookies and other online tracking technologies to store and sometimes track information about you.

How We Share Your Personal Information

We share information in each of the above categories as follows:

- All Categories of Information
 - We will share information in all of the above categories if our company is sold or we engage in a merger or other such transaction.
 - We will share information in all of the above categories of information in connection with a law enforcement request that is compliant with the California Electronic Communications Privacy Act.



- Identifiers
 - We share identifiers with service providers who use that information only to provide services to us such as website development and operating, sending postal mail or email, analyzing website use, job applications, processing payments and processing data.
- Internet or Other Electronic Network Activity Information
 - We share this information with our data analytics providers

How We Use Your Information

See "How Do We Use Your Information" above to learn how we use your information.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

Exceptions to our Disclosure Limitations

We also may disclose your information in special cases related to our legal obligations and to protect from the misuse of our websites. We may share your personal information in regard to legal proceedings if stemming from a violation of our Terms of Use and Sale or causing injury to us, our property, our website, our clients or others.

We may disclose visitor information when subpoenaed, if ordered or otherwise required by a court of law, arbitrator, or other similar proceeding, for government investigations, with government agencies if required by law, and when we otherwise believe in good faith that any applicable law requires it.

How We Retain and Store Your Personal Information

We retain your personal information for as long as necessary to fulfill the purpose(s) for which we collected it and to comply with applicable laws. We use reasonable



security precautions to protect your information while in storage.

Requests to Know

You have the right to request that we 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, 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 that personal information
- The categories of third parties with whom we share that personal information
- The specific pieces of personal information we collected about you (also called a data portability request)

If we sold or disclosed your personal information for a business purpose, two separate lists disclosing: 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

Requests to Delete

You have the right to request that we 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, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:



- Complete the transaction for which we collected the personal information, provide a service that you requested, take actions reasonably anticipated
- within the context of our ongoing business relationship with you, or otherwise perform our contract with you. This includes fulfilling a shipping transaction or request, processing an overcharge claim, and processing a cargo claim.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug online services to identify and repair errors that impair existing intended functionality.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

How To Submit a Request to Know or a Request to Delete

To request this information please submit a verifiable consumer request to us by either:

- Calling us at 1.800.610.6500 or
- Emailing us at privacy@myyellow.com and asking for a Consumer Request Form

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. To designate an authorized agent, email us at privacy@myyellow.com and we will provide you with a form to make a designated agent request.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. To make a request, you must:



Complete and submit the CCPA Consumer Request (if a form is not available when you log onto the site, email us and we will provide you with a form).

Describe your request with sufficient detail that allows us to understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

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We will try to respond to your request within forty-five (45) days of when we receive it. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. We will deliver our written response by mail or electronically, at your option. Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily usable and should allow you to transmit the information from one entity to another without hindrance, specifically by electronic mail communication.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the



request warrants a fee; we will tell you why we made that decision and provide you with a cost estimate before completing your request.

We do not process privacy requests sent to us using third-party services. This is because such services often request that we click on hyperlinks which we will not do for data security reasons. These services are also susceptible to spoofing and other phishing attacks. One of our highest priorities is to treat your information safely and securely. If you live in a state that permits you to make a privacy request using a third-party agent, please have them contact us using the information above and we will take steps to identify them and ensure that they are your agent.

An amendment to the CCPA provides an exemption to the Right to Know and Right to Delete for personal information between a business and a person who is acting as an employee, director, officer, or contractor of a company, partnership, sole proprietorship, nonprofit, or government where the information is used in the context of a business transaction. This exemption is currently set to expire on January 1, 2023. Until that date, we will not respond to requests to know or delete that meet this exemption.

How to Submit an Opt-Out Request

We do not and will not sell your personal information to third parties. If we change that practice in the future, we will update our privacy policy and provide an opt-out link pursuant to the CCPA. We will treat any information that we collected prior to such a change as though you opted-out of the sale of your personal information.



Non-Discrimination

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

However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, or quality levels. Any CCPA-permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time.

Your Nevada Privacy Rights

Nevada law (SB 220) permits customers in Nevada to opt-out of the sale of certain kinds of personal information. A sale under Nevada law is the transfer of this personal information to third parties for monetary consideration so these third parties can then resell or license the sold information. We do not sell your personal information to third parties as defined in Nevada law. If you are a Nevada resident and wish to opt- out of the sale of your personal information, should we change our practices in the future, you must send a request by email to privacy@myyellow.com, please make sure to state that you are a Nevada resident.



How to Contact Yellow Corporation

By phone or by email, we're always available to you:

Yellow Corporation

11500 Outlook St.

Overland Park, KS 66211

1-800-610-6500

Email: privacy@myyellow.com