

# Privacy Policy

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Thank you for visiting Markquart.com on your mobile device or desktop computer. Markquart Inc., Markquart Automotive Inc., and Lee Markquart Enterprises LLC (together referred to as “Markquart” or “we”) aim to make this website a useful resource for our customers by making this website user-friendly and tailoring our products to your needs and interests. In pursuit of making this website as relevant as possible for you, our customer, we hope that this website aids you in your car, service, or boat purchasing experience.

This Privacy Policy applies to only our website and information collected for us or by us through the use of the website and any features on the site.

## 1: Information Collection and Use

To achieve the optimal experience for our users, this site collects Anonymous Information.

For Anonymous Information we collect and store aggregate information (internet protocol (IP) addresses, search engines, browser types, internet service provider (ISP), referring/exit pages, platform type, number of clicks, and date/time stamp) from all visitors to our website. The Anonymous Information that we collect is in no way trackable to your personal information. You may easily navigate our website without disclosing any personal information. The data is collected to allow us to analyze trends, diagnose any problems, and administer the website, track visitor movement within the site, and gather broad demographic information for aggregate use. The Anonymous Information in aggregate form may be provided to other parties or used for our marketing or insight purposes. Our use of this information is not restricted in any way.

This site also uses “cookies” and “image tags” as a means to collect certain usage information from all website visitors. A “cookie” is a text file that can be stored on your computer’s hard drive or mobile devices memory to collect data on your activities and activities on our website. An “image tag” also known as a clear GIF or web beacon is a small image file that may be located throughout our website, and works together with cookies. Most browsers are set to automatically accept the cookie, but you do have the option to adjust your browser settings to decline them.

Allowing our site to accept cookies does not give us access to your computer or any personal information. Our cookies are in place to enable you to proceed smoothly through our website and know whether you’ve used it prior, to eliminate some steps that apply only to first-time visitors.

Third-party advertisers may place cookies. Third-Party companies may use aggregated statistics about your navigation and use on our website and third party media to target you with

advertisements about goods and services similar to your interests. This information is anonymous and is in no way linked to you personally.

Markquart partners with Google (a third-party advertising company) to collect information about website navigation by users, and we may use much of or all of their products to enhance our website. Google is committed to protecting consumer information and making ads safe and relevant to you.

Google collects usage information to generate anonymous visitor profiles that are in no way linked to Personal Identifiable Information. The profiles are in place to allow Google to provide content specifically tailored to you. To learn more about Google's data collection and management, or to opt in or out of Google's collection of information, please visit <https://www.Google.com/policies/privacy/>.

Google's products and technologies, including AdSense, AdWords, Google Analytics, and various other branded services, also use cookies. Cookies also may be sent to your browser when you are on any websites using Google services.

With the use of Google products, we use Google Analytics, which is a web analytics service provided by Google. The information generated by cookies is transmitted to a Google server in the United States and stored there. Google uses information stored to evaluate your use of our website and compile reports. Google may transfer this information to third parties if required by law, or if third parties gather this information for Google. For more information on the collection and processing of Google Analytics data, visit <http://www.Google.com/policies/privacy/partners/>. In order to opt out of Google Analytics, please visit <https://tools.Google.com/dlpage/gaoptout>.

We have or may establish interest-based advertising features on this website, including remarketing, with Google services. This advertising is based on consumer interests and potentially your precise geographic location. Remarketing may include Google AdWords' product features known as interest categories, similar audiences, other types of interest-based advertising, demographic, and geo-location targeting. [DoubleClick advertising](#) by use of cookies or mobile advertising identifiers associated with the use of our website, are or may be used by us through remarketing via online advertising.

"Remarketing" is simply a part of interest-based advertising that allows us to reach previous website visitors. Remarketing allows us to interest users with a relevant message on our website or even on other Google Partner sites when you search on Google using specific keywords related to Markquart and the products and services that we offer. Gathering information via cookies for remarketing allows us to make your visits to our site relevant and will enable you to pick up where you left off on your previous visit(s).

Unrelated third party websites, such as third-party online retailers, advertisers, or separate sites that we may directly link to, or any websites that link to our website, those parties may

collect personal information directly from you. The policies and practices of unrelated parties are not covered by this Privacy Policy. We do not have any control over the privacy policies of third party sites even if we may offer hyperlinks or other access to their websites. Markquart.com is not responsible or liable for their independent practices and procedures. It is your responsibility to review the sites Privacy Policies and decide if you are comfortable with their protections.

Note that some browsers have a “do not track” feature that allows you to tell websites if you would not like your online activity tracked. These features are not presently uniform; therefore, we are not currently set up to respond to those signals.

## 2: Links

Our website contains links to various external sites. Markquart is not responsible for the privacy practices or content on any of these sites. We recommend reading the privacy statements on each website that collects Personally Identifiable Information from you. Our Privacy Policy applies solely to [www.markquart.com](http://www.markquart.com).

## 3: Notification of Changes

Through the use of any of our site or submitting information to us online, you agree that we may collect and use the information stated in this Privacy Policy at the time we collect the information. If our Privacy Policy is changed in any material way, for a reasonable amount of time, we will post a concurrent notice of a change to this policy on the Privacy Policy page on our website to alert you of any changes in any of our privacy or information collection processes.

## 4: Further Information

This Privacy Policy applies to all website visits. In the future, we reserve the right to delete any or all of your user information at any time. Information may be removed without notice to you for any reason or no reason unless otherwise required by law to retain it. You may have various privacy protections under state laws, and we will fully conform with any applicable state laws when if we disclose any information about you. This Privacy Policy takes the place of any previous policy on this topic and any statements or disclosures you have read about our information practices.