

Effective: September 10, 2026

1. Introduction

Diehl & Sons Inc. doing business as Diehl's Truck World ("Diehl's Truck World," "we," "us," or "our"), respects your privacy.

This Privacy Policy explains how we collect, use, disclose, retain and protect information when you visit **diehlstruckworld.net**, use a website page that links to this Privacy Policy, submit a quote request, contact one of our departments or otherwise communicate with us through the website.

This Privacy Policy applies only to information collected through this website. It does not necessarily apply to information collected through separate dealership systems, financing applications, employment systems or offline transactions that are governed by separate notices.

2. Information You Provide to Us

We may collect information that you voluntarily provide through our quote, parts-request and contact forms, including:

- Your name.
- Your email address.
- Your telephone number.
- Your company or organization name.
- Your preferred method of contact.
- Vehicle information, such as make, model, year, vehicle identification number or mileage.
- Part numbers, descriptions, quantities or other product information.
- Information about a truck, part, repair or service in which you are interested.
- Photographs, documents or other files that you choose to submit, if file uploads are available.
- The contents of messages that you send to us.
- Any other information that you voluntarily provide.

Please do not submit Social Security numbers, payment-card information, bank-account information, passwords, medical information or other highly sensitive information through a general quote or contact form.

3. Information Collected Automatically

When you access the website, our hosting, security and technical-service providers may automatically process certain information, including:

- Internet Protocol address.
- Browser type and version.

- Device type and operating system.
- Referring page or website.
- Pages and resources requested.
- Date and time of a request.
- General geographic region derived from an IP address.
- Security events, errors and diagnostic information.
- Information used to identify or limit malicious, automated or abusive traffic.

We use Cloudflare to provide website hosting, content delivery, network security, performance and related services. Cloudflare may process technical information about website requests on our behalf.

4. Cookies and Similar Technologies

The website may use cookies or similar technologies that are necessary to:

- Deliver website pages.
- Maintain network and website security.
- Detect and prevent malicious or automated traffic.
- Apply rate limits.
- remember that a security challenge was completed.
- Maintain requested website functionality.

Cloudflare network services: We use Cloudflare for content delivery, website security, traffic management and performance. In providing these services, Cloudflare may process IP addresses, request information, security events and related technical data.

Cloudflare Web Analytics: We use Cloudflare Web Analytics to understand aggregated website traffic and performance, such as page views, referring sources, browser or device characteristics, general country-level location and website-performance measurements. Cloudflare states that this analytics product does not use cookies or local storage to identify individual visitors.

Cloudflare Stream: When you view video content delivered through Cloudflare Stream, technical and viewing information may be processed to deliver the video and provide aggregated viewing statistics. You can configure your browser to reject or delete cookies. Disabling cookies that are required for security or website operation may cause some functions to become unavailable.

5. How We Use Information

We may use information collected through the website to:

- Respond to quote, availability and information requests.
- Route an inquiry to the appropriate parts, sales, service or administrative department.

- Communicate with you about the specific product, vehicle, part or service you requested.
- Prepare estimates, quotes or other requested business information.
- Maintain records of customer and prospective-customer communications.
- Operate, maintain, secure and improve the website.
- Detect spam, fraud, malicious activity and technical problems.
- Enforce our Terms of Use.
- Protect our rights, property, employees, customers and systems.
- Comply with applicable legal, regulatory, tax and recordkeeping obligations.
- Carry out another purpose disclosed when you provide the information or with your permission.

If you choose to subscribe to promotional emails or otherwise provide your consent, we may send you information about new inventory, products, services, promotions, special offers and dealership news.

You may opt out of promotional emails at any time by using the unsubscribe link included in those emails or by contacting us using the information provided in this Privacy Policy.

Submitting a quote request, contact form, service request or parts inquiry does **not** by itself constitute consent to receive recurring promotional marketing emails. We may, however, contact you regarding your specific request, transaction or ongoing business relationship with us.

6. How We Disclose Information

We may disclose information:

Within Diehl's Truck World

We may provide a submission to employees or departments that reasonably need it to respond to the request, including our parts, sales, service, accounting, management or customer-support personnel.

Service providers

We may provide information to companies that perform services for us, such as:

- Cloud hosting and network-security providers.
- Email providers.
- Website and information-technology support providers.
- Form-processing and communication providers.
- Data-storage and backup providers.
- Professional advisers, such as attorneys or accountants.

These providers may process information only as necessary to provide their services to us, subject to their agreements and applicable law.

Suppliers and business partners

When reasonably necessary to answer or fulfill a request, we may provide relevant information to a manufacturer, distributor, parts supplier, shipping provider or other business partner.

For example, we may need to provide a part number, vehicle information or destination information to determine availability, compatibility, pricing or delivery options.

Legal and protective purposes

We may disclose information when we reasonably believe disclosure is required by law, legal process or a lawful government request, or is necessary to:

- Protect the safety, rights or property of Diehl's Truck World or another person.
- Investigate fraud, security incidents or unlawful activity.
- Enforce an agreement.
- Establish, exercise or defend a legal claim.

Business transfers

Information may be transferred as part of a merger, acquisition, financing, reorganization, sale of assets or similar business transaction, subject to applicable law.

7. Sale of Personal Information and Targeted Advertising

We do not engage in the sale of personal data nor do we knowingly share personal information collected through this website for cross-context behavioral advertising or permit advertising companies to track visitors across unrelated websites on our behalf.

8. Do Not Track and Browser Privacy Signals

Some browsers transmit "Do Not Track" signals. Because there is not a universally accepted method for responding to these signals, the website does not currently respond to ordinary Do Not Track browser settings.

Except as described in this Policy, we do not authorize third parties to collect personal information through our website for cross-context behavioral advertising.

9. Data Retention

We retain information only for as long as reasonably necessary for the purposes described in this Privacy Policy, including responding to requests, maintaining business records, resolving disputes, enforcing agreements and satisfying legal, tax, accounting, warranty and security requirements.

Our anticipated retention periods are:

- Unconverted quote and contact requests: approximately **1 month**
- Records associated with completed sales, parts or service transactions: **5 years for sales records, 2 years for parts or service records**
- Website security and server logs: approximately **30 days** via standard Cloudflare page retention.
- Marketing opt-out records: as long as reasonably necessary to honor the opt-out.

We may retain information for a longer period when required by law, reasonably necessary for litigation or a legal hold, or needed to detect and prevent fraud or security incidents.

10. Data Security

We use reasonable administrative, technical and physical safeguards designed to protect personal information.

These measures may include encrypted website connections, access restrictions, account-security controls, employee access limitations, vendor management, logging, backups and security monitoring.

No internet transmission, email system or data-storage system can be guaranteed to be completely secure. You should avoid sending highly sensitive information through general website forms or ordinary email.

11. Email and Telephone Communications

When you submit a quote or contact request, we may contact you using the email address or telephone number you provide to respond to that request.

If we send promotional email, you may opt out by following the unsubscribe instructions in the message or contacting us at **development@nyfreightliner.com**. Opting out of promotional messages will not prevent us from sending communications necessary to respond to your request or administer an existing transaction.

We will not send recurring automated promotional text messages unless we have established an appropriate consent process. In such an event, message and data rates may apply. Instructions for opting out will be provided with applicable messages.

12. Your Privacy Requests

Depending on your place of residence and the law applicable to us, you may be entitled to request that we:

- Provide information about personal information associated with you.
- Correct inaccurate personal information.
- Delete certain personal information.
- Provide a copy of certain personal information.
- Stop sending promotional communications.
- Honor another privacy right provided by applicable law.

To submit a request, contact us using the information in the “Contact Us” section below.

We may need to verify your identity before completing a request. We may deny or limit a request where permitted by law, including when information must be retained for an existing transaction, legal obligation, fraud prevention, security, warranty, accounting or legal-claims purpose.

We will not unlawfully discriminate against you for exercising an applicable privacy right.

13. Children’s Privacy

The website is intended for a general business and adult audience. It is not directed to children under 13, and we do not knowingly collect personal information from children under 13.

If you believe a child has submitted personal information through the website, contact us so that we can evaluate and address the submission.

14. Third-Party Websites and Embedded Content

Our website may contain links to or incorporate services provided by third parties, including manufacturers, suppliers, mapping services, video hosting platforms, dealership management systems and other business partners.

For example, this website may use:

- **Google Maps** to display our dealership location and assist with directions.
- **Cloudflare Stream** to deliver promotional and informational video content.
- **CDK Drive** to manage parts quote requests and support dealership data management operations internally.

These third-party services may collect information through their own technologies, such as cookies, device identifiers, or server logs, when you interact with them. We do not control the privacy, security or data handling practices of independently operated third-party services. Information you provide directly to, or that is collected by, these third parties is governed by their respective privacy policies and terms of use.

We encourage you to review the privacy policies of any third-party services you choose to use through our website.

15. United States Use

The website is intended for users located in the United States. Information may be processed and stored in the United States.

16. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our website, vendors, business practices or legal obligations.

When we update it, we will revise the “Last Updated” date above. We may provide additional notice when a change is material or when otherwise required by law.

17. Contact Us

Questions, concerns and privacy requests may be directed to:

Diehl & Sons Inc.

Doing business as Diehl’s Truck World

129-01 Atlantic Avenue

Richmond Hill, NY, 11418

Email: **development@nyfreightliner.com**

Telephone: **718-846-8150 ext 134**