

SYCE, Inc. Privacy Policy

Sell Your Car Easy

Last Updated: July 1, 2026

For a printable version of this Privacy Policy, please [click here](#).

This Privacy Policy (the “**Privacy Policy**”) applies to the website located at <https://sellyourcareasy.com/> operated by Sell Your Car Easy (“**SYCE**,” “**us**,” “**our**,” or “**we**”) and its associated websites, subdomains, mobile versions, any associated mobile applications and services where this Privacy Policy is posted (collectively, the “**Services**”), and describes how SYCE collects, uses, discloses, and secures the personal information you provide through the Services. It also explains what your rights are, which may differ depending on where you are located. We encourage you to read this Privacy Policy carefully to understand our personal information practices. When you access and use our Services, you acknowledge that you have read this Privacy Policy, understand it, and that you do not object to our processing activities.

WHAT DO WE MEAN BY “PERSONAL INFORMATION” AND “PERSONAL DATA”?

“Personal information” or “personal data” is information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household. Personal information that is aggregated (e.g., compiled to create statistics that cannot identify a particular individual) or de-identified (all identifiers obscured such that it cannot be linked to a particular individual) is not considered “personal information” for the purposes of this Privacy Policy.

THE PERSONAL INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect the following personal information from you:

INFORMATION THAT YOU PROVIDE TO US ABOUT YOURSELF

- **Identifiers:** When you complete a form on our website or create an account, we may ask you for information such as: (i) contact information, including your name, email address, mailing address, phone number, and Zip code; and (ii) unique identifiers, such as username, account name, or password. This information allows us to provide you with an account, operate our Services, and send you communications.
- We also collect identifiers, such as your name, email address, mailing address, phone number, and Zip code, when you communicate with us through email, social media, or paid media campaigns. This information is collected for marketing or promotional purposes. You may unsubscribe from these communications by following the instructions contained within the communication or emailing us at: sellyourcareasy.com/privacy. Please note that due to marketing production schedules you may receive messages already in production.

- We may also obtain your personal information through your use of social media depending on your settings or the privacy policies of these services. To change your settings on these services, please refer to their respective privacy policies.

INFORMATION COLLECTED AUTOMATICALLY

Internet or other electronic network activity information: When you use the Services, or interact with our advertisements and emails, we may use cookies and similar technologies (“**cookies**”) to collect information about your location, your activities on our Services, your interaction with our advertisements and our emails, information about your device, and log information. These cookies may collect Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages (the pages you come from and go after leaving the Services), the files viewed through our Services (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and/or clickstream data.

Pixels: We may use third-party pixels, including social media pixels. These pixels collect information about your usage of our Services and transmit this information to third parties, such as social media companies. These social media companies may combine personal information collected via their pixels that may be deployed on the Services with your social media account and use it for their own advertising or profiling purposes. These pixels allow us to send you personalized advertisements. If you would like to adjust how ads are shown to you on social media, you can adjust your social media account settings.

Google Analytics: We use Google Analytics, a service provided by Google, Inc. (“Google”) to help us understand how users interact with the Services and to enhance your experience when you use the Services. For more information on Google’s privacy practices, please go to <https://policies.google.com/technologies/partner-sites> and to opt out of data recording and analysis by Google Analytics on the Services, please visit <https://tools.google.com/dlpage/gaoptout>.

Note that the opt-out is specific to Google Analytics activities and does not affect the activities of other ad networks or analytics providers that we may use.

How long these cookies stay on your device depends on what they do. For example, some cookies only work while you are visiting the Services and get deleted when you are done (session). Others may stay on your device unless you choose to delete them (persistent). Cookies may be placed by us (first party) or by other businesses (third party) when you visit the Services or other online properties.

We may use the following types of cookies:

- **Strictly necessary.** These are cookies that are required for the operation of the Services. They include, for example, cookies that enable you to log into secure areas of the Services or areas requiring your acknowledgment or consent to proceed.
- **Analytical/performance.** These cookies from third-party services allow us to recognize and count the number of visitors and to see how visitors interact with the Services and our advertising and marketing (including email). This helps us to improve the way our Services work, for example, by ensuring that users are finding what they are looking for more easily.

It also helps us understand the effectiveness of, and improve, our advertising, marketing and content.

- **Functionality.** These are used to recognize you when you return to the Services. This enables us to personalize our content and recommendations for you, greet you by name or remember your preferences (for example, your choice of language or region).
- **Advertising/Targeting.** These cookies record your interactions with the Services, including the pages you visit and the links you click, and our advertising and marketing. We use this information to make the Services and our advertising and marketing more relevant to your interests. We may also share this information with third parties for this purpose.

Advertising Opt-Out: In the US, you may opt-out of companies participating in the Digital Advertising Alliance (“DAA”) program by opting out at <https://optout.aboutads.info>, <https://youronlinechoices.eu/>, and <https://youradchoices.ca/en/tools>. For information and to download DAA’s AppChoices tool, see <https://youradchoices.com/appchoices>. Note that opting out does not mean you will no longer receive online advertising. It does mean that the company or companies from which you opted out will no longer deliver ads tailored to your preferences and usage patterns.

Browser Settings: You may be able to block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. Check your browser’s HELP menu to learn the correct way to change or update your cookies. Please see your mobile phone’s manual for information on how to do this on your phone’s browser. Please note that if you use your browser settings to block all cookies (including strictly necessary cookies) you may not be able to access all or parts of our Services.

BROWSER “DO NOT TRACK” SIGNALS

Some browsers offer a “do not track” (“DNT”) option. Because no common industry or legal standard for DNT has been adopted by industry groups, technology companies, or regulators, we do not respond to DNT signals. We will make efforts to continue to monitor developments around DNT browser technology and the implementation of a standard.

“SALE” OF PERSONAL INFORMATION

We do not sell your personal information for monetary compensation.

HOW WE USE YOUR PERSONAL INFORMATION

- To offer our Services to you: We use your information to provide the Services to you; to communicate with you, including to send you advertising and marketing communications; to analyze your interactions with the Services and with our advertising and marketing providers; to identify you; to provide you with technical support and assistance; and to promote the Services to you, including announcements about new offerings.

- To optimize or improve the Services: We use your information to understand your usage of our Services, improve the content on our Services, measure your satisfaction with our Services, and improve the user experience generally; and
- To disclose your information to third parties to the extent permitted by law.

HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We may disclose your personal information: (i) to certain third-party service providers, (ii) as required by law, and (iii) in connection with the protection and enforcement of our legal and contractual rights.

- With Service Providers: We may disclose your information to third parties who provide services on our behalf to help us with our business activities. This may include: website hosting, providing customer service, analyzing interactions with the Services and sending and analyzing our marketing communications, setting cookies for marketing and analytics purposes, conducting research and analysis, and providing cloud computing infrastructure.
- With Public Authorities or Law Enforcement, or in Connection with a Transaction: In certain situations, we may be required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also disclose your personal information as required by law (such as to comply with a subpoena or other legal process), when we believe in good faith that disclosure is necessary to protect our rights, when we believe there is a violation to any of our terms or other agreement with us, to protect your safety or the safety of others and minors, to investigate fraud, and to respond to a government request. If we are involved in a merger, acquisition, or sale of all or a portion of our assets or if we are involved in a bankruptcy or liquidation proceeding, your personal information may be one of the assets transferred.
- Prevent Fraud and Abuse of the Services: We may disclose information to prevent or detect fraud or to address technical issues and if we believe it is necessary to investigate, prevent, or take action regarding situations that involve abuse of the Services or their infrastructure. The legal basis for this is our legitimate interest in maintaining the security of our Services.
- We may process and disclose information in an aggregated, de-identified manner, where the information is shared as part of a statistical report and does not contain personal information.
- With your consent, such as in circumstances when a Seller accepts an offer from a Buyer.

LINKS TO THIRD-PARTY WEBSITES

Our Services may contain links to other websites owned and operated by third parties. After you leave our Services, we have no control over the information collected from or about you on those third-party websites. These third parties may collect information from you when you interact directly with them. We are not responsible, and assume no liability, for the privacy policies

and/or practices of any third party. The use of your information by third parties is subject to their privacy policies and terms of use. Accordingly, we encourage you to visit their sites and review their policies prior to providing any personal information to them.

DISCLAIMER REGARDING VIDEO CONTENT

Our Services may contain video content, audiovisual content, or content of a like nature (collectively, “**Video Content**”). In connection with our provision of Video Content, our Services may utilize online tracking technologies and code-based tools, including, but not limited to, Software Development Kits (“SDKs”), pixels, and advertising and analytics cookies (collectively, “cookies”) that track information about your activity and webpage-viewing history on the website. Cookies on or used by the Services may result in information about your activity on our Services being transmitted from your browser to us and third parties, which, in turn, may result in the display of targeted advertisements on third-party websites, platforms, and services, including advertisements for our content. In addition, whether cookies on the Services result in your browser’s transmission of information to third parties depends on a number of factors that may be outside of our knowledge or control, including what third-party services you use, what personal information you have provided to such third parties, and whether (and the extent to which) you have limited the use of cookies by the operators of those third-party websites, platforms, and services.

DATA SECURITY

The security of your personal information is important to us. We implement reasonable technical and organizational security measures to protect the personal information submitted to us, both during transmission and once it is received. SYCE takes steps to ensure that such data remains private and confidential. We restrict access to personal information to SYCE employees, contractors, and agents who need to know that information in order to operate, develop, or improve our Services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

Please understand, however, that no data transmissions over the Internet are guaranteed to be 100% secure due to the inherent risks of data transmission over the Internet. Consequently, we cannot ensure or warrant the security of any information you transmit to us, and you understand that any information that you transfer to us is done at your own risk. If we learn of a security system breach, we may attempt to notify you, including electronically, so that you can take appropriate protective steps. By using the Services or providing personal information to us, you agree that we can communicate with you electronically regarding security, privacy, and administrative issues relating to your use of the Services. We may post a notice via our Services if a security breach occurs. We may also send an email to you in these circumstances; at the email address you have provided to us. If you have any questions about the security of your personal information, you can contact us via the contact information below.

DATA RETENTION

We may retain your information for as long as needed to provide you with the Services, comply with our legal obligations, resolve disputes, and enforce our agreements. In certain circumstances, we may be required by law to retain your personal information or may need to retain your personal information in order to continue providing access to the Services.

Even if you delete an account you have with us, keep in mind that the deletion by our third-party providers may not be immediate, and that the deleted information may persist in backup copies for a reasonable period of time.

SMS MESSAGING

In some circumstances, we might require you to opt-in to receive text messages from us. At any time, you may opt-out of receiving particular text messages from us by texting STOP in response to any text message.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

CHILDREN'S PERSONAL INFORMATION

The Services are not directed to children under the age of 18. We do not knowingly collect personal information from children under 18. If you are under 18, please do not use the Services and do not provide any personal information to us. If you become aware that a child under 18 has provided us with personal information without parental consent, please contact us at sellyourcareasy.com/privacy.

YOUR PRIVACY RIGHTS

We will fulfill your request to exercise certain rights with respect to your personal information as outlined below.

- You have the **right to access** specific pieces of personal information we have collected about you and request that we **correct** your personal information if inaccurate.
- You have the **right to opt out** of our use of your personal information for targeted advertising.

To exercise the right to access, please LOGIN TO YOUR SYCE ACCOUNT or EMAIL US AT info@sellyourcareasy.com. To opt out of our collection of your personal information for targeted advertising, please visit the Cookies Preference Center on our website.

OPTING OUT OF MARKETING EMAILS AND NEWSLETTERS

At any time, you can add or remove your name from a SYCE marketing list by contacting us at sellyourcareeasy.com/privacy. We will endeavor to comply with your request as soon as reasonably practicable.

You may sign-up to receive email or other communications from us. If you would like to discontinue receiving this information, you may update your email preferences by using the “Unsubscribe” link found in emails we send to you or by contacting us via the contact information below. If you unsubscribe from marketing emails, you may still receive transactional or relationship emails from us.

CALIFORNIA “SHINE THE LIGHT” LAW

California residents have the right to request certain information regarding our disclosure of personal information to third parties for their own direct marketing purposes, if we do so. To make such a request, please contact us at sellyourcareeasy.com/privacy. Please indicate in your request that you are a California resident making a “Shine the Light” inquiry. You also may opt out of any such sharing of your personal information to third parties for their own direct marketing purposes by sending an email to sellyourcareeasy.com/privacy.

NEVADA DISCLOSURE

Residents of Nevada have the right to opt out of the sale of certain personal information to third parties. We currently do not sell your personal information as defined by Nevada law.

CHANGES TO THIS PRIVACY POLICY

We may need to update this policy from time to time, and we reserve the right to do so as we deem necessary or desirable. We will notify you of such changes by revising the “Last updated” date provided herein, and/or by any other legal means, and your use of the Services after any such changes shall constitute your consent to such changes. We encourage you to periodically review this page for the latest information on our privacy practices.

CONTACT INFORMATION

If you have questions about our Privacy Policy or our privacy practices, please contact us at:

EMAIL: info@sellyourcareeasy.com

Mailing Address:

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