

Superior Fuel –Privacy Policy

Superior Fuel Privacy Statement Information

Because we gather information from visitors to our website, we feel you should fully understand the terms and conditions surrounding the use of that information.

Our Commitment to Privacy

Superior Fuel is dedicated to the right of your privacy and data security on the Web. We are committed to handling any information you provide responsibly. We take the protection of your personal data very seriously and demonstrate a strong commitment to online privacy. In acknowledgment of that commitment, we have adopted a comprehensive policy to safeguard the privacy of all visitors to the Superior Fuel website. Superior Fuel will never sell user information for any purpose.

Collection of Data

We store data on our servers for various security reasons. This data may include the name of your Internet service provider, click sources, the websites that you visit from our site and your Internet Protocol (IP) address. This information can be used to help diagnose problems with our server, to administer our website, to help identify you and to gather broad demographic information. The data we collect will only be used for the purpose of supplying you with the requested products or services, company marketing purposes or for other reasons for which you have given your consent, except where otherwise provided by law.

Superior Fuel uses Universal Analytics, Google's Web tracking tool that provides detailed data about website traffic, sources and more. Learn [how Google uses data when you use our partners' sites or apps](#).

Universal Analytics uses the DoubleClick cookie to distinguish users from one another and gather data on users' demographics (age, gender) and interests (affinity categories, in-market segments, other categories). For more information on the DoubleClick cookie, view the [Google Advertising Policy FAQ](#).

Superior Fuel does not (and does not allow third parties to) use Universal Analytics to track, collect or upload any data that personally identifies an individual (such as a name, email address or billing information), or other data that can be reasonably linked to such information by Google. View details on [Google's Privacy Policy](#).

To prevent your data from being used by Universal Analytics, you may use the [Google Analytics Opt-Out Browser Add-On](#). You can also use [Ad Settings](#) to manage the Google ads you see and opt out of interest-based ads. However, even if you opt out of interest-based ads, you may still see ads based on several factors, such as your general location derived from your IP address, your browser types and recent, previous searches related to your current search.

How We Use Collected Information

- To benefit those we serve
- To ensure our supporters have access to our services
- To help us understand who is using our Web site and why
- To fulfill requests for services
- To improve user experience on our site through better function and design
- To gain user feedback to provide relevant content and services

Disclaimer

This site may contain links to other sites. Superior Fuel is not responsible for the content or privacy practices of these sites.

Contact Us

Please contact us ([hyperlink to contact us page](#)) if you have any questions or concerns about our privacy policy.