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Privacy Policy

By entering this website, you consent to the use of your personal information as set forth below. You can read our Privacy Policy below to see what information we collect and our security assurance.

This Privacy Policy covers the treatment of personally identifiable information that is collected by Performance Diesel Inc. (PDI), and each of PDI's subsidiary companies, when you are on a PDI website.

This Privacy Policy does not apply to the practices of companies that PDI does not own or control or to people that PDI does not employ or manage.

PDI uses information for four general purposes: to customize the advertising and content you see, to fulfill your requests for certain products, to contact you about specials and new products, and to allow PDI distributors and dealers to manage their businesses.

Information Sharing. PDI uses the information we collect solely for our business purposes. We do not sell or share personal information to third parties other than those third parties who provide services vital to our business (see Third-Party Providers, below). However, we may also provide aggregate information and statistics about our customers, sales and related site information to our third-party providers, but this information and statistics will include no personally identifiable information. Please note that we may release information in good faith as is reasonably necessary to comply with the law or protect our rights.

Cookies and Sessions. Cookies are essential "invisible" data files that act as an electronic messenger between your computer or device and our website. Internet browsers have a notification option to let you know when an "invisible" cookie is being sent to you. Through your browser options you can choose not to accept the cookie. However, in not accepting the cookie, you may not be able to experience all functions of pdidiesel.com. Sessions are encrypted and enable us to temporarily save personal information about you on our server. The most basic session information includes data about what is in your shopping basket. Each time you login, a new session is created pulling your information from PDI's database. This saves you time, as you will not have to re-input your Personal Information each time you visit or shop with us.

We may use your IP address to identify and verify secure logins, help diagnose problems with our servers, and to administer our websites. Your IP address also may be used to gather broad demographic information and to recognize customer traffic patterns and site usage. This information aids us in merchandising and in developing the design and layout of the site.

Information Collection and Usage. PDI may collect information from several different points on our website. This information includes but is not limited to the length of each visit, how often you visit, which areas of our site you visit, and items that you purchase, and is collected solely for the purpose of making your PDI experience the best it can be. This data helps us make better choices about the information we include on our site. We also collect and store personal information necessary to process orders you place and to maintain your status as an authorized PDI distributor, dealer, or customer.

This information may include your name, mailing or physical address, email address, telephone number(s), credit card information (in accordance with PCI compliance), distributor/dealer identification number, order history,

your photograph and other personal information. In addition, we may also use the information collected to occasionally notify you about important changes to our website, and new offers that we feel might interest you. If you would rather not receive this information, simply follow the directions in the mailing to unsubscribe from the mailing list. You can also unsubscribe by telephoning PDI at 800-511-1231.

Third-Party Providers: PDI uses the services of third-party providers for certain services. In order for these third party providers to perform their functions, we must provide certain portions of your personal information to them. These third-party providers include merchant processing, delivery service providers and our software providers.

Security: Whether you place an order or create a profile, we use industry-standard secure server software (SSL) that encrypts all information you input before it is sent to the server. In addition, all of the customer data collected is protected against unauthorized access. Credit card numbers are encrypted in accordance with PCI compliance. No data transmission over the Internet will be 100% secure. While we take steps to protect your personal information, we cannot guarantee the security of any information you transmit to us and you do so at your own risk. Upon receiving your transmission, we make reasonable efforts to ensure its security on our systems. However, you are ultimately responsible for maintaining the secrecy of your username, passwords and/or any account information.

Surveys and Contests: Our site may request information from you via surveys or contests. Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), demographic information (such as zip code and age), photos and other personal information. Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site and for our internal marketing research purposes. California Online Privacy Protection Act Compliance. Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

Childrens Online Privacy Protection Act Compliance: We are in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act). We do not collect any information from anyone under 13 years of age. Our website and products are all directed to people who are at least 13 years of age or older.

Online Privacy Policy Only: This online Privacy Policy applies only to information collected through our website and not to information collected offline.

Links: Our site contains links to other sites. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our website and to read the privacy statements of each and every web site that collects personally identifiable information from them. This Privacy Policy applies solely to information collected by this website.

Your Consent: By using our website, you agree to let us collect and use information per the terms of this Privacy Policy. If we decide to change our Privacy Policy, we will amend the Privacy Policy and post it so that you are always aware of what information we collect and how we use it.

Making Changes to Your Personally-Identifiable Information: You may contact us at sales@pdidiesel.com, or call us at 1-800-511-1231 to update your profile.

Contact Us. If you have any questions about this Privacy Policy, contact sales@pdidiesel.com.

This Privacy Policy is effective as of February 27, 2017.