

# Privacy Policy for Motion Lane Movers, LLC

**Effective Date: July 25, 2025**

Motion Lane Movers, LLC ("we," "our," or "us") is committed to protecting the privacy of our website visitors and customers. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.motionlanemovers.com](http://www.motionlanemovers.com) (the "Site") and use our services.

**Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access the Site or use our services.**

## 1. Information We Collect

We may collect personal information that can identify you, as well as non-personal information.

**A. Personal Information You Provide to Us:** We collect personal information that you voluntarily provide to us when you:

- **Request a quote:** This may include your name, email address, phone number, current address, destination address, preferred moving date, and details about your move (e.g., size of home, inventory).
- **Book services:** Similar to quotes, plus payment information (though we typically use third-party payment processors, as noted below).
- **Contact us:** When you send us emails, submit forms, or call us, we collect your name, email address, phone number, and the content of your communication.
- **Subscribe to newsletters or marketing communications:** Your email address.
- **Create an account (if applicable):** Your username, password, and other profile information.

**B. Information Collected Automatically:** When you visit our Site, we may automatically collect certain information about your device and Browse activity, including:

- **Log Data:** Your IP address, browser type, operating system, referring URLs, pages viewed, and the dates and times of your visits.
- **Cookies and Tracking Technologies:** Information collected through cookies, web beacons, and similar technologies. These help us understand how you use our Site, improve your Browse experience, and for analytical purposes. You can control cookies through your browser settings.
- **Device Information:** Information about the device you use to access our Site, such as device type, unique device identifiers, and mobile network information.

## 2. How We Use Your Information

We use the information we collect for various purposes, including:

- **To Provide Services:** To process your requests for quotes, schedule and manage your moves, and provide customer support.
- **To Communicate with You:** To respond to your inquiries, send you service updates, confirmations, invoices, and other transactional messages.
- **For Marketing and Promotions:** To send you promotional materials, newsletters, and offers that may be of interest to you, where permitted by law and in accordance with your

preferences. You can opt out of marketing communications at any time.

- **To Improve Our Services:** To understand how our Site and services are used, to analyze trends, and to improve our website functionality, services, and customer experience.
- **For Security and Fraud Prevention:** To protect the security and integrity of our Site and services, prevent fraudulent activities, and enforce our terms and conditions.
- **To Comply with Legal Obligations:** To comply with applicable laws, regulations, legal processes, and governmental requests.

### 3. How We Share Your Information

We may share your information with third parties in the following situations:

- **Service Providers:** We may share your information with trusted third-party service providers who perform services on our behalf, such as payment processing, website hosting, analytics, marketing, customer support, and logistics partners (e.g., movers, drivers, storage facilities involved in your move). These providers are contractually obligated to protect your information and use it only for the purposes for which we disclose it to them.
- **Legal Requirements and Business Transfers:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court order or government agency). In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction.
- **With Your Consent:** We may share your information with third parties when we have your explicit consent to do so.
- **Aggregated or Anonymized Data:** We may share aggregated or anonymized data that does not directly identify you with third parties for various purposes, such as marketing, analytics, or research.

### 4. Third-Party Websites and Services

Our Site may contain links to third-party websites, applications, and services that are not operated by us. This Privacy Policy does not apply to the privacy practices of those third parties. We encourage you to review the privacy policies of any third-party sites you visit.

### 5. Data Security

We implement reasonable technical, administrative, and physical security measures designed to protect your personal information from unauthorized access, use, alteration, and disclosure. However, no method of transmission over the internet or electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security.

### 6. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements. When we no longer need to process your personal information, we will securely delete or anonymize it.

## 7. Your Privacy Choices and Rights

Depending on your location and applicable laws, you may have the following rights regarding your personal information:

- **Access:** The right to request access to the personal information we hold about you.
- **Correction/Rectification:** The right to request that we correct any inaccurate or incomplete personal information.
- **Deletion/Erasure:** The right to request the deletion of your personal information, subject to certain exceptions.
- **Objection to Processing:** The right to object to the processing of your personal information for certain purposes, such as direct marketing.
- **Data Portability:** The right to receive your personal information in a structured, commonly used, and machine-readable format and to transmit it to another controller.
- **Withdraw Consent:** Where we rely on your consent to process your personal information, you have the right to withdraw that consent at any time.

To exercise any of these rights, please contact us using the contact information provided below. We may need to verify your identity before fulfilling your request.

## 8. Children's Privacy

Our Site and services are not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. If you are a parent or guardian and believe we have collected information from your child, please contact us, and we will take steps to delete that information.

## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will post the revised Privacy Policy on this page and update the "Effective Date" at the top. We encourage you to review this Privacy Policy periodically.

## 10. Contact Us

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

Motion Lane Movers, LLC 6101 Lake Ellenor Dr, Orlando, FL 32809 407-247-6412  
motionlanemovers@gmail.com