

A white semi-truck with the Forward logo on its side is parked in a port area. In the background, there are stacks of blue and orange shipping containers, several blue gantry cranes, and a large dark grey warehouse building with multiple loading docks. An airplane is visible in the sky above the port.

Privacy Policy & Terms of Use

Forward Air Privacy Policy

Last Updated: June 12, 2026

INTRODUCTION

Forward Air Corporation along with our affiliates and subsidiaries (collectively, “Forward Air,” “we,” “us,” or “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy (“Policy”) sets forth how Forward Air collects, uses, discloses, and otherwise processes the personal information we receive in the course of providing our products and services (the “Services”), which includes (i) when you visit our websites www.forwardair.com, www.omnilogistics.com, or any other websites that link to this Privacy Policy (collectively, the “Websites”), (ii) use our products, services, or applications, (iii) interact with any of our systems (for example, as a driver or other authorized user), or (iv) otherwise interact with us directly or indirectly. This Privacy Policy also addresses our privacy practices with respect to job applicant data, but it does not address our treatment of employee data.

Notice at Collection for California Consumers: If you are located in California, please review our *Additional Disclosures for California Residents* section of this Policy.

INFORMATION COLLECTION

Personal Information

The term “personal information,” refers to information that identifies, relates to, describes or can be reasonably associated with an individual. The personal information we collect about you depends on your relationship with us. For example, we collect the following personal information in the following contexts:

- *Customers*: From customers, and their agents and employees, we may collect contact and account information such as name, email, phone number, billing address, shipping address, payment information, username, and password. We may also collect any information you provide on our Sites or our social media pages, or any information you otherwise provide to us such as in survey responses or customer service requests. From our customers’ employees or agents, we may also collect driver’s license information, passport information, and Social Security number.
- *Prospective customers and business contacts*: From prospective customers, or other business contacts such as service providers, we may collect name, professional affiliation, and contact information such as email and phone number.
- *Website visitors*: From visitors to our Sites, we may also automatically collect information about your computer or mobile device and your user activity when you visit our Site. Some of this information (e.g., IP addresses) may constitute personal information. This is discussed further below in the “Cookies and Tracking Technologies” section.
- *Drivers*: From drivers to tender or receive shipments, we collect names, contact information, photos of drivers’ licenses, photos of drivers, vehicle information, and biometric information with consent when a driver uploads a photo at a Forward Air kiosk.
- *Job applicants*: From job applicants, we collect contact information, employment and education information, and other information you provide during the hiring process. We may also collect protected classification characteristics and citizenship information during the hiring process.

Sources of Collection

The personal information we collect may come directly from you or your employer when you provide it to us, or indirectly from you by monitoring your use of our Sites. Our Sites may also use automated chatbots operated by third parties through which you may submit information, including personal information.

Biometric Information

If you are a driver and use one of the Forward Air kiosks to verify your identity for receipt or tender of shipments, we may collect photos of you that are analyzed using Microsoft’s facial recognition technology to process your biometric information with your consent. Microsoft’s technology processes and stores face templates on their systems for providing face recognition and identification services to Forward Air. Microsoft will retain the information collected about you on Forward Air’s behalf. Such information will be deleted after a limited grace period after the date when (i) Forward Air ceases to have a relationship with Microsoft or (ii) when Forward Air (or users) request deletion, and in any event no longer than 1 year after Forward Air’s last interaction with you. Forward Air does not sell, lease, rent, trade or otherwise profit from biometric information.

Complaints

The Company requests that complaints be made in writing so we can be sure about the details of the complaint. You may make a complaint by using The Company's contact details. Where necessary, The Company will conduct an investigation into the nature of the complaint and provide you with a written outcome.

If you are unsatisfied with the outcome, you may have the right to lodge a complaint with an appropriate Data Protection Authority.

COOKIES & TRACKING TECHNOLOGIES

Please refer to the [Cookie Policy](#) for more information about how the Company governs the use of cookies.

INFORMATION USE

We use the personal information we collect about you for a variety of purposes, including:

- *To administer the Site*, including providing and improving the Site.
- *To provide our Services*, including providing the Services, information, content, and fulfilling your requests or purchases.
- *To personalize your experience with us*, including to remember your interests and preferences, personalize our Site and the content, products, and services we make available to you through the Site, facilitate interactions with us, track and categorize your activity and interests on the Site, including identifying and linking the different devices you use.
- *For analytics*, including understanding how you use our Site, products, and services.
- *To improve and develop our products*, such as research, improving and further developing our products, services, and our Site content, features, performance, and support.
- *To provide customer support*, including resolution of disputes and troubleshooting of other problems.
- *To manage your account with us*, including setting up, registering, maintaining your account with us, and administering our rewards program.
- *To communicate with you*, including when you place an order; to obtain information about you; to respond to your inquiries, concerns, and requests; contacting you about your transactions or account; to communicate a contest, sweepstake, or survey; to provide updates on any orders; to let you know an item is back in stock; or to provide other legal or service-related notices about our Site.
- *For marketing and advertising*, including sending marketing communications, promotional materials, or advertisements about Forward Air brands, and presenting ads that may be relevant to you on other platforms.
- *To evaluate job applicants* for employment with Forward Air.

We may also use your personal information:

- to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities;

- to protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- to notify you of safety issues or concerns;
- to prevent potentially prohibited or illegal activities;
- to audit our internal processes for compliance with legal and contractual requirements and internal policies;
- to complete a corporate transaction, such as a divestiture, merger, consolidation, or asset sale;
- to enforce the terms and conditions that govern the Site;
- to prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft; or
- as otherwise described to you at the point of collection.

We may combine or aggregate any personal information we collect for any of these purposes. We may also anonymize your personal information in such a way that you may not reasonably be re-identified by us or any other organization and may use such anonymized information for any purpose.

INFORMATION DISCLOSURE

We may share your personal information with third parties as described below.

- *Disclosures to Service Providers.* To assist us in providing our products and services, we may share personal information with vendors or service providers, such as Site hosting, business analytics, advertising, professional services, customer service, marketing services, payment processing, and fraud prevention providers. We do not "sell" personal information as that term is traditionally defined, but our use of third party analytics and advertising service providers may constitute sharing for cross-context behavioral advertising or targeted advertising under certain state laws, as described in the "Your Privacy Rights" section below.
- *Disclosures to Affiliates.* Forward Air entities may share personal information with one another within the corporate family, meaning amongst subsidiaries and affiliates.
- *Business Transfers.* If we are involved in a merger, acquisition, or other corporate transaction, we may share your personal information during the diligence process with counterparties and others assisting with the transaction, as well as with a successor as part of such a transaction. We may also share your personal information pursuant to a financing arrangement or event of bankruptcy.
- *Legal Requirements.* We may also share personal information if required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, including to cooperate with law enforcement, (ii) protect and defend our rights or property, (iii) prevent fraud, (iv) act in urgent circumstances to protect the personal safety of users, or the public, or (v) protect against legal liability.
- *Consent.* We may also share your personal information with other third parties pursuant to your consent to do so.

Forward Air does not collect, use, or sell Personal Information for the purpose of training large language models.

DATA SECURITY

We use reasonable administrative, technical, and physical safeguards designed to help protect data from unauthorized access, disclosure, alteration, and destruction. Of course, no method of Internet transmission or data storage can be completely secure and we cannot guarantee that our security measures will prevent third parties from intercepting your personal information.

DATA RETENTION

We retain the personal information described in this Privacy Policy for as long as needed to satisfy the purpose for which it was originally collected or for which there is a legitimate business purpose. We determine the retention period for each category of personal information based on: (i) the length of time we need to retain the information to achieve the business or commercial purpose for which it was obtained, (ii) the sensitivity of the personal data, (iii) any legal or regulatory requirements applicable to such information, (iv) internal operational needs, and (v) any need for the information based on any actual or anticipated investigation or litigation.

LINKS TO OTHER WEBSITES

We may link to third-party websites and services that are not owned or operated by Forward Air. We are not responsible for the security or privacy of any information collected by other websites or other services. Please exercise caution and review the privacy statements applicable to the third-party websites and services you use.

CHILDREN'S PRIVACY

Our Site and our Services are not intended to be used by children under 18 years of age. We do not knowingly collect any personal information from children under the age of 18 nor do we knowingly disclose personal information of children under 18 to third parties for valuable consideration or for cross-context behavioral advertising. If we learn we have collected or received personal information from a child under 18, we will make reasonable efforts to delete that information. If you believe we might have any information from or about a child under 18, please contact us.

INTERNATIONAL DATA TRANSFERS

The personal information we collect about you may be transferred to countries other than the country in which the information was originally collected. The personal information protection laws of other countries, might be different from, or less stringent than, the laws of the country in which you initially provide the information. When we transfer your personal information to other countries, we will protect that information in accordance with the provisions of this Privacy Policy, applicable law, and ensure that such transfers are subject to appropriate safeguards.

We implement contractual protections to support the lawful transfer of personal information internationally. These safeguards may include, for example, the European Commission's Standard Contractual Clauses.

YOUR PRIVACY CHOICES

In addition to choices described elsewhere in this Policy, you have the following choices:

- *Updating Your Information.* You can edit your account information at any time by logging into your account and updating your information.
- *Marketing Emails.* You may opt-out of receiving promotional or marketing emails from Forward Air at any time by using the “unsubscribe” link in the email you receive. Please note that we reserve the right to continue to send you other non-marketing communications related to your relationship with us.
- *Marketing Text Messages.* If you opt-in to receiving marketing text messages from us, you can opt-out at any time by replying “STOP.” Please note that you may continue to receive non-marketing related text messages or calls related to our ongoing business relationship with you.

YOUR PRIVACY RIGHTS

Depending on your jurisdiction of residence, you may have some or all of the privacy rights listed below with respect to the personal information we maintain about you. Please note that these rights are not absolute, may apply only in certain circumstances and, in certain cases, we may decline your request as permitted by law.

1. *Right to Confirm / Access / Know.* You may have the right to confirm whether we process your personal information, and the right to request access to and obtain copies of the personal information that we hold about you, including details relating to the ways in which we collect, use, and share your information. In some jurisdictions, you may have the right to know the names of specific third parties with whom we have shared your information. Residents of California have the right to know the categories of personal information we have collected about them, the categories of sources from which the personal information is collected, the categories of personal information sold, shared, or disclosed, the business or commercial purpose for selling, sharing, or disclosing the personal information, and the categories of third parties to whom we have sold, shared, or disclosed their personal information. California’s “Shine the Light” law also permits users of our Sites that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes.
2. *Right to Delete.* You may have the right to request that we delete personal information we maintain about you.
3. *Right to Correct.* You may have the right to request that we correct inaccurate personal information we maintain about you.
4. *Right of Portability.* You may have the right to receive a copy of the personal information we hold about you and to request that we transfer it to a third party.
5. *Right to Withdraw Consent.* You may have the right to withdraw your consent to the collection, use and disclosure of your sensitive personal information, but note that withdrawal will not apply to any processing that occurred prior to withdrawal. Where we have relied on your explicit consent, and in jurisdictions where such consent is required, you may have the right to withdraw your consent.
6. *Right to Opt-Out.* You may have the right to opt-out of certain uses of your personal information such as for (i) targeted advertising, (ii) “sale” or “sharing” for cross-context behavioral advertising, or (iii) profiling or automated decision-making activities that result in a legal or similarly significant effect on you. We do not engage in (iii), but you can opt-out of (i) and (ii) by using the mechanisms provided on our Sites. Additionally, please note that if you visit our Sites with the Global Privacy Control opt-out preference signal enabled, if required by law, we will treat that signal as a request to opt-out of "sale," "sharing," or targeted advertising. Please note your request may only apply to the

browser or device from which you submit the request. Learn more about the Global Privacy Control [here](#).

7. *Right to Appeal.* You may have a right to appeal our decision if we decline to process your request in part or in full. You can do so by replying directly to our denial. If you are not satisfied with our response to your appeal, you may contact your state Attorney General or applicable regulator in your jurisdiction of residence.
8. *Right to indemnification or compensation.* You may have a right to indemnification or compensation for applicable violations or infringements upon your privacy rights under certain laws.

We do not engage in profiling activities that further automated decisions producing legal or similarly significant effects; however, to the extent your Personal Information is ever used in that way, you additionally may have the right to opt-out of profiling activity that furthers an automated decision producing legal or similarly significant effects, and the right to information on profiling if any profiling is done for the purposes of an automated decision that produces legal or similarly significant effect, including to question the results of profiling, to be informed of the reason profiling resulted in a particular decision, to review your personal data that was processed for the purposes of profiling, to correct incorrect personal data processed for profiling and to have the profiling decision reevaluated accordingly.

List of 3rd Parties to Whom Data is Sold

Depending on your state of residence, you may also have the right to view a list of third parties to whom we “sell” Personal Information. To request that list, please email us at privacy@forwardair.com.

Privacy Rights Requests

Requests to exercise these rights may be made using the contact information listed below, or as otherwise described in this section. Only you, or as permitted by law, a person that you authorize to act on your behalf, may make a request related to your personal information. For certain requests, we must verify your request before we can fulfill it. Verifying your request will require you to provide sufficient information for us to reasonably verify that you are the person about whom we collected personal information or that the requestor is authorized to act on your behalf. We will not discriminate against you for exercising your privacy rights.

Do Not Track

Some internet browsers have “Do Not Track” or “DNT” features which, when turned on, send a signal to a website that the individual visiting the website does not wish to be tracked. Such browser features and industry standards are not uniform, so our Sites do not respond to DNT signals, but you can control your cookie preferences in the settings of your Internet browser. Please note that if you block or reject cookies on our Sites, some functionality of the Sites may be limited.

ADDITIONAL DISCLOSURES FOR INDIVIDUALS IN THE EUROPEAN ECONOMIC AREA, SWITZERLAND, AND THE UNITED KINGDOM

This section provides additional disclosures for individuals that reside in the European Economic Area (EEA), Switzerland, or the United Kingdom (UK). For the purposes of the data described in this Policy, Forward Air is the “controller” of your personal information.

Our legal basis for processing personal information we collect from the EEA, Switzerland and the UK, can vary depending on the manner in which you use our Sites or otherwise engage with us. To the extent we rely on our legitimate interests as a legal basis for processing your personal information, we have

considered the balance between our own interests (among other things, the lawful and efficient operation of our Sites and business) and your interests, and we believe that (a) you would reasonably expect us to carry out the kind of processing referenced herein, and (b) such processing will not cause you any harm and/or will not seriously impact your rights and freedoms with regard to data privacy. To the extent we rely on your consent as a legal basis for processing your personal information, you have the right to withdraw such consent given to us for the processing of your personal information at any time, although such withdrawal will not affect the lawfulness of our processing prior to your withdrawal of consent. We may also process personal information where necessary for our compliance with legal obligations to which we are subject. We also reserve the right to process personal information in the event we believe doing so is necessary to protect the rights of the data subject or another person.

Individuals residing in the EEA, Switzerland, or the UK have the right to access, rectify, or erase your personal information; to restrict or object to processing of your personal information, including automated processing; and to data portability (i.e., the right to receive a copy of your personal information. You also have the right to file a complaint with your data protection authority if you have a concern about the manner in which we are processing your personal information.

Categories, purpose and legal grounds permitting the Processing of your Personal Information

The table below outlines the categories, purposes, and legal grounds permitting the Processing of your Personal Information. Each purpose may use some or all of the categories of Personal Information and may have more than one legal ground permitting the Processing of that Personal Information. This does not mean that all of the Personal Information categories are used for every purpose or legal ground. For information on how to contact The Company with enquiries about which categories of Personal Information are used for specific purposes, please see the Contact Details section.

Categories of Personal Information processed by or on behalf of The Company	Purposes for which The Company may process your Personal Information	Legal grounds for processing Personal Information
Personal details: Name, salutation, gender, photograph, video, profession, date of birth, business or employer, sector	To verify your identity and ensure the security of your Personal Information To give effect to your legal rights and your rights under this Policy To protect against fraud, identity theft, and other unlawful activity To establish or exercise The Company’s legal rights or defend legal claims To establish, exercise or defend legal claims	We have obtained your prior express consent to the processing The processing is necessary in connection with a contract entered into with you The processing is necessary to protect the vital interests of any individual The processing is required by applicable laws The processing is necessary for our legitimate interests, which do not unfairly prejudice your rights and freedoms

	<p>To comply with applicable laws and our applicable policies</p> <p>To fulfil the terms of a contract between you and us</p> <p>To send you information relevant to your past contracted activity and interests with us, subject to compliance with applicable laws regarding direct marketing</p>	
<p>Contact details: Email address, postal address, telephone numbers, customer ID</p>	<p>To verify your identity and ensure the security of your Personal Information</p> <p>To send you information relevant to your past contracted activity and interests with us, subject to compliance with applicable laws regarding direct marketing</p> <p>To send you communications regarding the administration of your accounts and the features of a Site</p> <p>To fulfil the terms of a contract between you and us</p> <p>To notify you about changes to a Site</p> <p>To give effect to your legal rights and your rights under this Policy</p> <p>To protect against fraud, identity theft, and other unlawful activity</p>	<p>The processing is necessary in connection with a contract entered into with you</p> <p>The processing is necessary to protect the vital interests of any individual</p> <p>The processing is required by applicable laws</p> <p>The processing is necessary for our legitimate interests, which do not unfairly prejudice your rights and freedoms</p>

	<p>To establish or exercise The Company's legal rights or defend legal claims</p> <p>To comply with applicable laws and our applicable policies</p>	
<p>Data relating to Sites:</p> <p>Technical data including device type, operating system, browser type, browser settings, IP address, language settings, dates and times of connection to a Site, usage statistics, settings, location data, technical communications information necessary for the operation of the Site, username, password, security login details, usage data including data volumes, aggregated statistical information</p>	<p>To display the content of a Site and any customization you may select</p> <p>To understand how individuals collectively use the features of a Site</p> <p>To administer content, surveys or other features of a Site</p> <p>To improve our Site</p> <p>To perform data analysis to include trend analysis</p> <p>To protect against fraud, identity theft, and other unlawful activity</p> <p>To establish or exercise The Company's legal rights or defend legal claims</p> <p>To comply with applicable laws and our policies</p>	<p>We have a legitimate interest in carrying out the processing (including our legitimate interests in operating our business, providing services to you, alerting you to our other services that may be of interest, and maintaining or improving our services), and there is no undue risk to your rights, freedoms or interests</p> <p>The processing is necessary in connection with a contract entered into with you</p> <p>The processing is required by applicable laws</p>
<p>Commercial data:</p> <p>Financial details and payment information including banking details, credit card details provided in connection with a contract, purchase history and purchase interests, service requests</p>	<p>To send you information relevant to your past contracted activity and interests, subject to compliance with applicable laws regarding direct marketing</p> <p>To perform data analysis and other processing including trend analysis, modelling and financial analysis</p>	<p>We have a legitimate interest in carrying out the processing (including our legitimate interests in operating our business, providing services to you, alerting you to our other services that may be of interest, and maintaining or improving our services), and there is no undue risk to your rights, freedoms or interests</p> <p>The processing is necessary in connection with a contract entered into with you</p>

	<p>To establish or exercise The Company’s legal rights or defend legal claims</p> <p>To comply with applicable laws and our policies</p>	<p>The processing is necessary to protect the vital interests of any individual</p> <p>The processing is required by applicable laws</p>
<p>Marketing data:</p> <p>Cookie data, clickstream data, browsing history, responses to customer surveys, as well as opt-outs from direct marketing</p>	<p>To administer content, surveys or other features of a Site</p> <p>To send you information relevant to your past contracted activity and interests, subject to compliance with applicable laws regarding direct marketing</p> <p>To perform data analysis and other processing including trend analysis, and modelling</p> <p>To comply with applicable laws and our policies</p>	<p>We have obtained your prior express consent to the processing</p> <p>We have a legitimate interest in carrying out the processing (including our legitimate interests in operating our business, providing services to you, alerting you to our other services that may be of interest, and maintaining or improving our services), and there is no undue risk to your rights, freedoms or interests</p> <p>The processing is necessary in connection with a contract entered into with you</p> <p>The processing is required by applicable laws</p>

ADDITIONAL DISCLOSURES FOR INDIVIDUALS IN MAINLAND CHINA AND HONG KONG

Our legal basis for processing personal information we collect from individuals in China and Hong Kong can vary depending on the manner in which you use our Sites or otherwise engage with us. To the extent we rely on your consent as a legal basis for processing your personal information, you have the right to withdraw such consent given to us for the processing of your personal information at any time, although such withdrawal will not affect the lawfulness of our processing prior to your withdrawal of consent. We may also process personal information where necessary for our compliance with legal obligations to which we are subject.

In accordance with the Personal Information Protection Law and other applicable laws and regulations, your personal information may be collected and used without your consent in the following circumstances:

- The processing is necessary for the conclusion or performance of a contract to which you are a party;
- The processing is necessary for our performance of statutory duties or obligations;

- The processing is necessary to respond to public health emergencies or for the protection of life, health, and property safety of natural persons in emergencies;
- The personal information is reasonably processed for news reporting, media supervision, and other activities conducted in the public interest;
- You have disclosed the personal information or it has been otherwise legally disclosed and it is reasonably processed in accordance with relevant laws and regulations;
- Other circumstances as provided by laws or administrative regulations.

From time to time, we provide information on our Services through direct marketing, such as delivering marketing communications, promotional materials, or advertisements about Forward Air brands. We will not contact you with such marketing communications unless, in accordance with applicable laws, you have provided your consent to such contact and received any additional disclosures required under applicable laws. **You have the right to ask us not to process your personal information for marketing purposes at any time.** You can exercise your right to prevent such processing by using the contact details at the end of this Policy. Personal information about you collected in China or Hong Kong will be held only for as long as necessary depending on the purpose for which it was provided or as allowed in accordance with applicable laws. Such personal information will be stored in mainland China or Hong Kong, as applicable and will not be transferred unless such transfer is in compliance with applicable laws. Where personal information collected about you is transferred to third party service providers within or outside of China or Hong Kong, we have contractual protections to obligate such third party service providers to protect such information in accordance with the standard contract provisions promulgated by the Cyberspace Administration of China (CAC) under the *Guidelines for Filing the Standard Contract for Outbound Transfer of Personal Information*. The specific names and contact information of such third parties and the types of personal information transferred depend on the circumstances of your engagement with us. You can request further details by using the contact information at the end of this Policy.

ADDITIONAL DISCLOSURES FOR CALIFORNIA RESIDENTS

We and our service providers have collected the following categories of personal information in the past 12 months for the business purposes described in this Policy and we expect to collect and process in the future the same categories.

The table below outlines the categories of Personal Information that The Company may process and the purposes of processing Personal Information. Each purpose may use some or all of the categories of Personal Information. This does not mean that all of the Personal Information categories are used for every purpose. For information on how to contact The Company with enquiries about which categories of Personal Information are used for specific purposes, please see the Contact Details section.

Categories of Personal Information processed by or on behalf of The Company	Purposes for which The Company may process your Personal Information
Personal details listed under the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	<p>To verify your identity and ensure the security of your Personal Information</p> <p>To give effect to your legal rights and your rights under this Policy</p>

<p>Name, salutation, gender, photograph, video, profession, date of birth, business or employer, sector</p>	<p>To protect against fraud, identity theft, and other unlawful activity</p> <p>To establish or exercise The Company's legal rights or defend legal claims</p> <p>To establish, exercise or defend legal claims</p> <p>To comply with applicable laws and our applicable policies</p> <p>To fulfil the terms of a contract between you and us</p> <p>To send you information relevant to your past contracted activity and interests with us, subject to compliance with applicable laws regarding direct marketing</p>
<p>Contact details:</p> <p>Email address, postal address, telephone numbers, customer ID</p>	<p>To verify your identity and ensure the security of your Personal Information</p> <p>To send you information relevant to your past contracted activity and interests with us, subject to compliance with applicable laws regarding direct marketing</p> <p>To send you communications regarding the administration of your accounts and the features of a Site</p> <p>To fulfil the terms of a contract between you and us</p> <p>To notify you about changes to a Site</p> <p>To give effect to your legal rights and your rights under this Policy</p> <p>To protect against fraud, identity theft, and other unlawful activity</p> <p>To establish or exercise The Company's legal rights or defend legal claims</p> <p>To comply with applicable laws and our applicable policies</p>
<p>Data relating to Sites:</p> <p>Technical data including device type, operating system, browser type, browser settings, IP address, language settings, dates and times of connection to a Site, usage statistics, settings, location data, technical communications</p>	<p>To display the content of a Site and any customization you may select</p> <p>To understand how individuals collectively use the features of a Site</p> <p>To administer content, surveys or other features of a Site</p> <p>To improve our Site</p>

<p>information necessary for the operation of the Site, username, password, security login details, usage data including data volumes, aggregated statistical information</p>	<p>To perform data analysis to include trend analysis</p> <p>To protect against fraud, identity theft, and other unlawful activity</p> <p>To establish or exercise The Company’s legal rights or defend legal claims</p> <p>To comply with applicable laws and our policies</p>
<p>Commercial data:</p> <p>Financial details and payment information including banking details, credit card details provided in connection with a contract, purchase history and purchase interests, service requests</p>	<p>To send you information relevant to your past contracted activity and interests, subject to compliance with applicable laws regarding direct marketing</p> <p>To perform data analysis and other processing including trend analysis, modelling and financial analysis</p> <p>To establish or exercise The Company’s legal rights or defend legal claims</p> <p>To comply with applicable laws and our policies</p>
<p>Marketing data:</p> <p>Cookie data, clickstream data, browsing history, responses to customer surveys, as well as opt-outs from direct marketing</p>	<p>To administer content, surveys or other features of a Site</p> <p>To send you information relevant to your past contracted activity and interests, subject to compliance with applicable laws regarding direct marketing</p> <p>To perform data analysis and other processing including trend analysis, and modelling</p> <p>To comply with applicable laws and our policies</p>

Categories Disclosed

We use and disclose the above personal information as described above in this Privacy Policy. In the past 12 months, we have disclosed each of the above categories of personal information to our service providers and affiliates for business purposes permitted by California law.

Categories Sold or Shared

We do not sell personal information, however, certain of our analytics and advertising activities may constitute a sharing of personal information for cross-context behavioral advertising under California law. In particular, we may share the following categories of personal information with affiliates, with third party advertising and analytics partners for the purposes of data analytics and cross-context behavioral advertising: *Identifiers, Personal information categories listed in the California Customer Records statute, Commercial information, Internet or other similar network activity, Geolocation data, Inferences drawn from other personal information, and Sensitive Personal Information.* California residents have the right to opt-out of this sharing as described in the “Your Privacy Rights” section above. You may also opt

out of sale or sharing of our personal data by clicking on the cookie banner that appears when you visit our website or by clicking on the cookie icon on the bottom of our website.

CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time, including to reflect changes to our practices or for other operational, legal, or regulatory reasons. If we make updates, we will post the updated version on this page and indicate the date the Policy was last updated. By using the Services after we notify you of such changes to this Privacy Policy, you are deemed to have accepted such changes.

CONTACT INFORMATION

If you have questions regarding this Privacy Policy or wish to exercise your privacy choices or rights, please contact us at:

Forward Air Corporation

Attn: Compliance

3200 Olympus Blvd

Suite # 300

Dallas, TX 75019

855-379-3829

privacy@forwardair.com

Terms of Use

Please read carefully. Use of the forwardair.com web site constitutes agreement with the policy statements listed below. Violation of any of these policies may result in revocation of system access, and possible criminal or civil prosecution.

Subscriber accounts

Subscriber will be assigned a User Name and password when the account is opened. The Subscriber's account will be for the Subscriber's company as a whole and will be managed by a duly authorized company administrator. The Company Administrator and Subscriber users agree to safeguard the Subscriber User name(s) and password(s) from any unauthorized use, and agree that Forward Air will not be held liable for the unauthorized use or misuse of any Subscriber User Name or password.

Access to Password Protected/Secure Areas

Access to and use of password protected and/or secure areas of forwardair.com is restricted to authorized customers only. Unauthorized individuals attempting to access these areas of the forwardair.com system may be subject to prosecution. Except as otherwise provided herein, Subscriber is responsible for the confidentiality and use of Subscriber's User name and password. Subscriber agrees to notify Forward Air promptly of any loss, theft, or unauthorized use of Subscriber's User Name and password.

Subscriber Conduct

Subscriber is responsible for the content of Subscriber's transmissions to the forwardair.com system. Subscriber's use of the forwardair.com system is subject to all applicable local, state, national and international laws and regulations. Subscriber agrees: (1) to comply with U.S. law regarding the transmission of technical data and (2) Agrees not to use the forwardair.com system for illegal purposes.

The forwardair.com system makes use of the Internet to send and receive data. In the event Subscriber accesses forwardair.com via the Internet, Subscriber agrees to be subject to applicable Internet regulations, policies and procedures.

Subscriber agrees not to enter or transmit to forwardair.com any false, inaccurate, misleading, fraudulent, unlawful, harassing, libelous, abusive, threatening, harmful, vulgar, obscene, or otherwise objectionable material of any kind. Subscriber agrees not to transmit any material that encourages conduct that could constitute a criminal offense, give rise to civil liability or otherwise violate any local, state, national or international law. Forward Air will fully cooperate with any law enforcement authority or court order requesting or directing Forward Air to disclose the identity of anyone posting such information or material.

Attempts to gain unauthorized access to forwardair.com are prohibited. Subscriber agrees not to interfere with another customer's use of forwardair.com through any means, including denial of service, theft of confidential information or other misuse of the forwardair.com system.

Service Conditions

Subscriber understands that the forwardair.com system is currently being offered on a complimentary basis, and that Subscriber uses forwardair.com at its sole discretion. Forward Air shall have no liability for any service interruption, data transmitted or data received. Forward Air shall have no liability for any actions taken, or interpretations made, by Subscriber as a result of receiving or not receiving information from forwardair.com.

Forward Air will not be required to maintain a copy of any data transmitted, received or produced by Subscriber. Subscriber acknowledges that it is solely liable for any loss of any message or data transmitted, received or produced through the use of forwardair.com.

Ownership

It is understood and agreed by Subscriber that all intellectual property rights in the computer programs utilized by Forward Air in relation to the forwardair.com system, and the technology, skill and information relating to the effective use thereof, are either licensed to, or are the property of, Forward Air, and nothing contained herein shall be deemed to convey any title or ownership interest whatsoever therein to the Subscriber.