

## RouteSmart - A FedEx Company Privacy Notice

### Introduction

Your trust matters to us. That is why we protect your information and use it responsibly, while continuing to deliver the excellent services you expect from RouteSmart (hereafter “**RouteSmart**”). At RouteSmart, we are committed to protecting your privacy and the security of information that can directly or indirectly be used to identify a natural person (hereafter “**Personal Data**”, “we”, “us”, or “our”). RouteSmart has created this privacy notice (hereafter “**Privacy Notice**”) to explain how it collects and uses Personal Data.

**This Privacy Notice is not a contract and does not create any legal rights or obligations.**

Last update: June 2026

Learn more about Interest-based Advertising and your Ad choices [here](#).

RouteSmart is a FedEx company. When this Privacy Notice mentions “RouteSmart”, “we”, “us”, or “our”, it is referring to the FedEx company that is deciding on the purposes and means of the processing of your Personal Data under this Privacy Notice.

When you are using our services in Europe, your Personal Data is controlled by FedEx Express International B.V., having its headquarters in Hoofddorp, The Netherlands. When you are using our services in all other places outside of Europe, your Personal Data is controlled by FedEx Corporation, having its headquarters in Memphis, Tennessee.

### Contact Information:

**FedEx Express International  
B.V.**

Attn: Legal Department  
Taurusavenue 12512132 LS  
Hoofddorp The  
Netherlands

**FedEx Corporation**

Attn: Legal Department – Compliance  
3660 Hacks Cross Road  
Building F, 3<sup>rd</sup> Floor  
Memphis, TN 38125  
United States of America

Use the following for requests about your Personal Data: [Click here for requests about your Personal Data.](#)

You may also call 1.800.463.3339.

## Overview

This Privacy Notice answers the following questions:

1. Does this Privacy Notice apply to you?
2. What Personal Data do we collect?
3. Why do we process Personal Data?
4. How long will we retain your Personal Data?
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### 1. Does this Privacy Notice apply to you?

This Privacy Notice applies to you if you are our customer, a recipient of a package delivered by FedEx, a supplier of FedEx, or if you contact FedEx, for instance, by visiting [www.fedex.com](http://www.fedex.com) including any (sub)pages and mobile apps (hereafter “**Websites**”), or RouteSmart by visiting [www.routesmart.com](http://www.routesmart.com), using social media or if you receive emails from us. Depending on your interaction with us and the services and/or products you use, you may be subject to other FedEx privacy notices that govern the collection and use of your Personal Data. These notices can be found on the respective sites for FedEx’s products and services.

FedEx Delivery Manager Members: Please note that if you are a FedEx Delivery Manager (FDM) member, you are also subject to our FedEx Delivery Manager Privacy Notice, which describes how we collect, share, and disclose Personal Data through your use of FDM. Please review our [FDM Privacy Notice](#) to learn about your rights and options when it comes to your Personal Data.

Our Websites are for a general audience and not aimed at children. In principle, we do not knowingly collect Personal Data from children under the age of 16, If you are under the age of 16 and you want to use our services, please rely on a parent or guardian to assist you.

If a child under the age of 16 may have disclosed Personal Data to us, the parent or guardian can [complete this form](#) and we will remove Personal Data if required.

## 2. What Personal Data do we collect?

In the course of its business activities and providing services, we will need to process Personal Data. Without your Personal Data, we will not be able to provide you with the requested services. As a rule, the Personal Data that you provide directly or indirectly to us when using our services and visiting our websites are:

- **Contact information.**  
This may include your name, address, email address and phone number;
- **Financial information.**  
This may include your bank account number, payment card information, payment status, and invoices;
- **Identification information.**  
This may include your driver's license number. If you don't have a driver's license, another identification method will be used that ensures us that we can identify you, but is the least privacy invasive as possible;
- **Account information.**  
This may include log-in details, including your email address, and other information provided through your account;
- **User and preference information.**  
This includes – as applicable – shipping amounts, complaints, history of purchases and related commercial activities, communication, survey information, and shopping preferences.
- **Automatically generated information.**  
This will include online identifiers, internet/network activity, device and browser information, IP address, unique device or user ID, system and browser type, date and time stamps, referring website address, content and pages you accessed on our Websites or mobile apps, dates, times and locations actions take place, websites you visit (if you connect to our in-store wireless services), click-stream information, device location (if you turn on the feature in the mobile app), approximate location (derived from IP address), and usage analytics.

In addition to the above categories of Personal Data, we may collect other types of information which may or may not contain Personal Data. Information related to shipments and services may include shipment tracking number, shipment routing information, location data, status of a shipment, delivery location, packaging type, number of pieces, weight, picture of the parcel, and customs information. Depending on your interaction with us, we may also get information about you from third parties and service providers that we engage to send promotional communications for us or provide marketing and advertising services.

## 3. Why do we process Personal Data?

Personal Data shall be collected, used, stored or otherwise processed when necessary within the framework of responsible, efficient and effective business management of our company.

We process Personal Data based on applicable legal ground(s). The legal ground is often intrinsically linked to the business purpose. This means, for example, that the performance of an agreement can be both a legal ground and a business purpose for us. Therefore, we will first clarify the legal ground(s) on which we process your Personal Data and, subsequently, the business purpose(s) that we use your Personal Data for:

#### *Legal Bases*

In general, we process your Personal Data based on one of the following legal bases:

- The processing is necessary to perform an agreement between you and us,
- The processing is necessary for us to comply with our legal obligations,
- The processing is necessary to protect your vital interests or those of other individuals,
- The processing is necessary for our legitimate interests, except where such interests are overridden by your interests or fundamental rights and freedoms, or
- Where appropriate and required, we will ask for your consent.

#### *Business Purposes*

We shall only collect, use or otherwise process Personal Data if the processing falls within the scope of one (or more) of the legitimate business purposes listed below:

- Product development, research and improvement of FedEx products and/or services.** We process Personal Data for the development and improvement of our products and/or services, research and development (e.g., analyze information related to the shipment and services to improve our services).
- Performing agreements.** This includes shipping services, FedEx tracking FedEx, communication with individuals and other parties regarding services, responding to requests for (further) information, dispute resolution and preparing agreements (e.g., link the shipment tracking number to your account to enable you to follow your shipment).
- Relationship management and marketing.** In general, we process Personal Data for the development and improvement of our products and/or services, account management, customer services, marketing activities, including targeted advertising, in order to establish a relationship with a customer and/or maintain as well as extend a relationship with a customer, business partner or supplier, and performing analyses. These purposes included delivering advertising, communications and content from us on our sites and those of third parties more specific to your interests. With respect to Personal Data, we may append data with third party information to aid in performing analyses and marketing activities, including targeted advertising.
- Business process execution, internal management and management reporting.** This includes activities such as managing company assets, debt collection, conducting

internal audits and investigations, finance and accounting, implementing business controls, provision of central processing facilities for efficiency purposes, managing mergers, acquisitions and divestitures and Processing Personal Data for management reporting and analysis (e.g., conduct investigations into shipping accounts to detect fraud).

- E. **Safety and security.** Personal Data shall be included in the processing for activities such as those involving safety and health, our protection and that of our customer, supplier or business partner assets and the authentication of customer, supplier or business partner status and access rights (e.g., provide safe and secure services for online and offline transactions).
- F. **Protecting the vital interests of individuals.** This includes processing data when necessary to protect your vital interests or those of other individuals (e.g., for urgent medical reasons).
- G. **Compliance with legal obligations.** This addresses the processing of Personal Data for compliance with laws, regulations and sector specific guidelines to which we are subject (e.g., matching names of clients, suppliers and business partners against denied parties' lists).

#### 4. How long will we retain your Personal Data?

We will retain your Personal Data no longer than necessary for the purpose(s) for which we process your Personal Data. After the retention period we will delete or anonymize your Personal Data, unless we need to retain certain of your Personal Data for another purpose. We will only do so if we have a legal basis to retain your Personal Data. We will also ensure that Personal Data are only accessible for that other purpose.

For example, we need your Personal Data to perform the customs clearance process. Customs laws dictate that we have to retain/store certain information for a specific period of time. Generally, this period varies from 3 to 7 years, depending on the applicable country and customs laws. In those cases, we will only store the Personal Data necessary to meet our legal obligations.

Please contact us using the contact details above if you have questions about specific retention periods.

To the extent we retain de-identified data, we will not attempt to re-identify that Personal Data.

#### 5. How do we collect Personal Data?

**From Shippers, Account Holders, and Visitors.** We collect Personal Data when it is provided by the shipper or account holder or by a visitor to our website. If you are the shipper or account holder, then we receive your Personal Data directly from you. Examples of situations where we

collect Personal Data directly are:

- The name, address, and phone number of a person tendering the shipment listed as the shipper.
- The email address or phone number of a person who requests tracking updates for a shipment.
- The name, address, and email of a person who signs up for FedEx Delivery Manager.
- The name, address, payment card information, and account number of a person who opens a FedEx shipping account.

If the shipper or account holder provides Personal Data of others, then we receive that Personal Data indirectly. Examples of situations where we collect Personal Data from the shipper are:

- The name, address, and phone number of the recipient of the shipment.
- The email address of a person given by the shipper in order to send tracking notifications.
- Your name and address when you place an order with an online retailer and we deliver the parcel to the address you provide.

**From Partners and Third Parties.** We may also collect or purchase personal data from other sources to improve our shipment or routing information. For example, we may collect your address information from a public mail carrier (e.g., Royal Mail in the UK). We may also collect similar information from data analytic providers [D&B] and mapping providers.

We may also collect your personal data from (i) social media networks to the extent you have made it available or interact with our profile or advertisements, (ii) promotions and other offers, interactions with customer service and account representatives which may be recorded, and (iii) Other entities from whom we may collect your personal data including business partners, advertising networks, internet service providers, government entities, operating systems and platforms, and data brokers.

**Automatically.** We may use a variety of technologies that automatically or passively collect information from your devices whenever you visit or interact with our website, mobile app, open and read e-mails we send you, and when you view or click on our ads and online content, For more information, see our Cookies and Interest Based Advertising section below.

When we receive Personal Data indirectly, we rely on the provider of the Personal Data for the accuracy of the information and that the provider has the authority to provide that information to FedEx.

## 6. Who has access to your Personal Data?

We disclose your Personal Data identified in the “What Personal Data do We collect?” section above with third parties in the following circumstances:

- With our affiliates, operating groups, subsidiaries and divisions for the purposes as

listed above.

- With third parties or business partners for the purposes as listed above and pursuant to a written contract. For example, some of our websites have features such as, plugins, widgets, and/or other tools made available by social media platforms and advertising networks that may result in information being collected or disclosed between us and such parties. Such parties' use of your information is governed by their privacy notice. We also disclose your data to payment processors to provide you with the requested services and consultants to help improve our services.
- With data processors, i.e., parties such as vendors or service providers processing Personal Data on our behalf. In such cases, these third parties only use your Personal Data for the purposes described above and only in accordance with our instructions. We will only use processors which provide sufficient guarantees to implement appropriate technical and organizational measures and ensure the protection of the rights of data subjects.
- With our employees if and to the extent necessary for the performance of their tasks. In such a case, access will be granted only if and to the extent necessary for the purposes described above. All employees are bound by confidentiality.
- If and when required to do so by law, court order, or other legal process, for example, with law enforcement agencies or other governmental agencies, to establish or exercise our legal rights (e.g. litigation) or in connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

## **7. Do We use Cookies and Interest-Based Advertising?**

Our websites and mobile app may use cookies and similar technologies (including pixels) to automatically obtain Personal Data as listed above when you visit our website and use our mobile app. We may also employ other technologies such as web beacons, tags, unique identifiers, and similar technologies to help deliver cookies, track online activity, deliver relevant advertising, or capture analytical information such the effectiveness of a marketing or promotional campaign or other operations. You can opt-out of optional cookies at any time by clicking the "Cookie Consent" link in our Website footer, or you can generally review your Internet browser settings, typically under the sections "Help" or "Internet Options". If you opt-out of certain cookies, you might not be able to access or use certain functions or features of the Websites or mobile app, and you may be required to re-enter your log-in details. To learn more about the cookies and similar technologies, please consult our [Cookie Notice](#).

The Personal Data obtained, as well as information about your activities when you visit our website, use our mobile app, or in connection with our services may be used in providing you with advertising tailored to you based on your information, otherwise known as interest-based

advertising. We may work with third party network advertisers, ad agencies, analytics service providers, and other vendors to serve advertisements on our websites and mobile app; to serve our advertisements elsewhere online; and over time and across different devices you use and across the various websites and platforms you visit. We also use tracking tools to recognize new or past customers, store your password if you are registered on our site, improve our website, and better understand the interests of our customers and our website visitors. The use of certain cookies, particularly for targeted advertising purposes, may be deemed a “sale” or a “share” of Personal Data under applicable law in certain jurisdictions. If you live in one of those jurisdictions, please refer to the “What are my additional privacy rights if I am a resident of California or another U.S. state with an applicable privacy law?” section.

To learn more about interest based advertising by third parties, including through cross-device tracking, and to exercise certain choices regarding cookies and similar technologies, including opting-out of interest-based advertising, please visit the [Digital Advertising Alliance](#), [Network Advertising Initiative](#), [Digital Advertising Alliance-Canada](#), [European Interactive Digital Advertising Alliance](#). FedEx adheres to the Digital Advertising Alliance’s Self-Regulatory Principles for Online Behavioral Advertising.

#### **8. What measures do We take to protect your Personal Data?**

We maintain appropriate technical and organizational measures to protect your Personal Data against accidental or unlawful processing, including protecting your Personal Data against unauthorized access, maintaining the confidentiality, integrity and availability of your Personal data, and training personnel on information security requirements.

However, no security measure can guarantee against compromise. You also have an important role in protecting your Personal Data. You should not share your username and password with anyone, and you should not re-use passwords across more than one website. If you have a reason to believe that your Personal Data has been compromised, please contact us as detailed above.

#### **9. Where do We store or transfer your Personal Data?**

Due to the nature of our business and the services we provide to our clients, we may need to transfer your Personal Data to locations outside the country where you reside. In any case where we transfer Personal Data, We shall ensure that such a transfer is subject to appropriate safeguards. For the European Economic Area, such transfers to third parties (outside the European Economic Area) will be governed by a contract based on the model contractual clauses for data transfers approved by the European Commission or other appropriate safeguards. For more detailed information about these safeguards, please [complete this form](#).

#### **10. What rights can you exercise in relation to your Personal Data?**

Based on the law applicable to the use of your Personal Data, you may have rights that you can

exercise in relation to your Personal Data. Note that in some cases we are not required to completely comply with your request, for example because such rights may be conditional or because we have to balance your rights against our rights and obligations to process your Personal Data and to protect the rights and freedoms of others. A number of the rights you may have in relation to your Personal Data, as applicable to the use of your Personal Data, are explained below:

*Right of access*

You may be entitled to a copy of the Personal Data we hold about you and to learn details about how we use it. Your Personal Data will usually be provided to you digitally. We may require you to prove your identity before providing the requested information.

*Right to rectification*

We take reasonable steps to ensure that the information we hold about you is accurate and complete. However, if you believe this is not the case, you may have the right to request that any incomplete or inaccurate Personal Data that we process about you is amended.

*Right to deletion*

You may have the right to ask us to erase your Personal Data, for example where the Personal Data we collected is no longer necessary for the original purpose, where Personal Data has become obsolete or where you withdraw your consent (if we are processing your Personal Data based on consent). However, this will need to be balanced against other factors. For example, we may not be able to comply with your request due to certain legal or regulatory obligations.

*Right to restriction of processing*

You may be entitled to ask us to (temporarily) stop using your Personal Data, for example where you think that the Personal Data we hold about you may be inaccurate or where you think that we no longer need to use your Personal Data.

*Right to data portability*

You may have the right to ask that we transfer Personal Data that you have provided to us to a third party of your choice. This right can only be exercised when you have provided the Personal Data to us, and when we are processing that data by automated means on the basis of your consent or in order to perform our obligations under a contract with you.

*Right to object*

You may have the right to object to processing which is based on our legitimate interests. In case of the processing of Personal Data for marketing purposes, you have the right to object at any time. When you ask us to stop using your Personal Data for marketing purposes, we will immediately cease to use your Personal Data. For other purposes based on our legitimate interests, we will no longer process the Personal Data on that basis when you file an objection based on your grounds relating to your particular situation, unless we

have a compelling legitimate ground for the processing. Note, however, that we may not be able to provide certain services or benefits if we are unable to process the necessary Personal Data for that purpose.

*Rights relating to automated decision-making*

You may have the right not to be subjected to automated decision-making, including profiling, which produces legal effect for you or has a similar significant effect. If you believe you have been subject to an automated decision and do not agree with the outcome, you can contact us using the details below and ask us to review the decision.

*Right to appeal*

If we deny your request, you may be entitled to submit an appeal. If you are entitled to submit an appeal, instructions on how to submit an appeal will be included in our response to you explaining why we denied your request.

*Right to withdraw consent*

We may ask for your consent to process your Personal Data in specific cases. When we do this, you have the right to withdraw your consent at any time. We will stop the further processing as soon as possible after the withdrawal of your consent. However, this does not affect the lawfulness of the processing before consent was withdrawn.

[Click here for requests about your Personal Data.](#)

If you do not have access to a computer, you may call within the U.S. 1.800.977.7284 or international 1.410.290.0226, or contact us using the contact details above.

You can manage your accounts with FedEx through the following:

- **Emails:** For your email preferences, visit the Email Preference Center.
- **Mobile:** To opt out for mobile, text STOP to 37473. You can always opt back in by texting YES to the same number.
- **Cookies and other technologies:** To exercise choices you have for certain cookies, you adjust your settings by clicking on the link in the footer titled "Cookie Consent", or you can generally review your Internet browser settings, typically under the sections "Help" or "Internet Options". If you disable or delete certain cookies in your Internet browser settings, you might not be able to access or use important functions or features of the Websites, and you may be required to re-enter your log-in details.

## **11. What are my additional privacy rights if I am a resident of California or another U.S. state with an applicable privacy law?**

Depending on your jurisdiction (including California), we are required to provide additional information to you about how we use and disclose your information, and you may have additional rights with regard to how we use your information. We have included this information below.

**Transparency.** Consistent with the "[What Personal Data do We collect?](#)" section above, we collect certain categories of information about individuals that are considered "Personal Information" or "Personal Data" under applicable law. We do not collect, use, or disclose "Sensitive Personal Information" as defined under

certain state laws for purposes other than providing our services (e.g., we may review identification for purposes of delivering a package), and do not knowingly collect, use, or disclose the Personal Data of children under the age of 16. As detailed above in the [“How do We collect Personal Data?”](#) section we may collect this information from you and other third parties. ~~(b)(7)~~We collect, share and disclose this information for the business and commercial purposes described in the [“Why do We process Personal Data?”](#) and [“Who has access to your Personal Data?”](#) sections ~~(b)(7)~~above. ~~(b)(7)~~ We retain this information as described in the [“How long will We retain your Personal Data?”](#) section above.

**Opt-out of “sale” or “sharing” of personal data for targeted advertising.** We do not sell your Personal Data in the conventional sense. However, consistent with the [“Who has access to your Personal Data?”](#) and [“Do We use Cookies and Interest-Based Advertising?”](#) sections, we may disclose and have disclosed automatically generated information obtained from cookies or other trackers over the prior 12 months to third parties or business partners for advertising and analytics purposes that are intended to analyze your interactions with our website, including for targeted advertising.

Residents of some states (including California) have the right to opt-out of optional cookies by updating your cookie preferences through the “Cookie Consent” link in the footer of our Website (ensure Analytical and Tracking cookies are toggled off) or in the pop-up (select “Reject Optional Cookies”).

**GPC.** Our website also recognizes and honors Global Privacy Control (GPC) signals to opt out of the selling and/or sharing described above relating to cookies. GPC is a browser-based setting that allows users to communicate their privacy preferences to opt-out of the sale or sharing of personal information. Because the GPC signal is a browser-based setting, your opt-out preference is linked to the specific browser and device you use. To ensure your choice is applied consistently, you'll need to enable the GPC signal separately on each browser and device where you want to opt-out. We do not respond to Do Not Track signals at this time.

**Other Rights.** Subject to certain exceptions and depending on your jurisdiction, you have the right to: (i) access your Personal Information, (ii) request deletion of your Personal Information, and (iii) correct your inaccurate Personal Information. To the extent permitted by applicable law, we may be required to retain some of your Personal Information, and certain Personal Information is strictly necessary in order for us to fulfill the purposes described in this Privacy Policy.

Should you wish to request the exercise of your other rights as detailed above with regard to your Personal Information, we will not discriminate against you by offering you different pricing, products or services, or by providing you with a different level or quality of products or services, based solely upon this request. Please contact us as described above to exercise such rights.

Please [Click here for requests about your Personal Data, or you may call 1.800.463.3339](#).

If you wish to exercise your rights as outlined in this section, you may need to provide information such as name and e-mail so that we can verify your identity. We will use the information you provide when exercising your rights for no other purpose other than to verify your identity.

You also have the option of designating an authorized agent to exercise your rights on your behalf. For authorized agents submitting requests on behalf of California residents, please contact us as described above, with any evidence you have that you have been authorized by a

California consumer to submit a request on their behalf.

### [Metrics related to California personal data requests received by FedEx](#)

#### **12. What if you have other questions or concerns?**

Questions or concerns regarding the processing of your Personal Data can be directed to us by using the contact information as provided at the top of this Privacy Notice.

You also have the right to lodge a complaint with the competent (local) data protection or government authority in the jurisdiction where you work, where you live or where an alleged infringement takes place. For individuals in the European Economic Area or Switzerland, the lead supervisory authority for FedEx is the Dutch Data Protection Authority (Dutch DPA), unless the alleged infringement is purely a local matter. A listing of the European Data Protection Authorities can be found [here](#).

#### **13. Will there be updates to this Privacy Notice?**

We may update this Privacy Notice from time-to-time. If an amendment will have a serious impact, FedEx will endeavor to actively inform you about such amendments. We will publish an up-to-date Privacy Notice on the Websites at all times indicating the latest amendments.

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