

PRIVACY POLICY

Speedway Plaza

Effective Date: November 20, 2025

Speedway Plaza (“we,” “us,” or “our”) is a tribally owned business located on the St. Regis Mohawk Tribe Reservation in Akwesasne (Mohawk Territory). We respect your privacy and are committed to protecting it in accordance with this policy and applicable tribal, federal, and state laws.

This Privacy Policy explains how we collect, use, share, and protect information when you visit our website, shop at our physical location, use our services, or otherwise interact with us.

By using our website or services, you consent to the practices described in this Privacy Policy.

Information We Collect

We may collect the following information:

- Name, phone number, email address, and mailing address
 - Payment card information (processed securely by third-party providers; we do not store full card numbers)
 - Transaction and purchase history
 - Vehicle license plate or images captured by security cameras
 - IP address, browser type, and device information
 - Cookies and other website tracking technologies
 - Information voluntarily provided through forms or customer inquiries
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How We Use Your Information

Your information may be used for:

- Processing transactions and providing services
 - Operating loyalty and rewards programs
 - Sending receipts, updates, and promotions
 - Improving store operations and customer experience
 - Security, loss prevention, and fraud prevention
 - Compliance with legal and tribal requirements
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Analytics & Tracking Technologies

We may use cookies and analytics tools to monitor website usage and performance. This data helps us improve functionality and user experience. You may disable cookies through your browser settings, although certain site features may be affected.

Text Messaging & SMS Communications

If you voluntarily provide your phone number and opt in, Speedway Plaza may send promotional or service-related SMS messages. Message and data rates may apply. You may opt out at any time by replying STOP.

Sharing Your Information

We do not sell personal information. We may share data with:

- Payment processors and service providers
 - IT and website hosting partners
 - Law enforcement when legally required
 - Business successors in the event of sale or reorganization
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Data Security

We use reasonable physical, technical, and administrative safeguards to protect your information, including compliance with the New York SHIELD Act and recognized industry standards.

Data Retention

Personal information is retained only as long as necessary to fulfill operational, legal, or regulatory obligations. When no longer required, data is securely deleted or anonymized.

Surveillance Notice

Video surveillance systems operate on Speedway Plaza premises for safety and loss prevention purposes and may capture images of customers and vehicles.

Your Rights & Choices

You may request access, correction, or deletion of your personal information. You may also opt out of marketing communications at any time by contacting us.

Children's Privacy

We do not knowingly collect personal information from children under the age of 13. Our services are not directed toward minors.

Changes to This Policy

We may update this Privacy Policy at any time. Changes will be posted with an updated effective date.

Contact Information

Speedway Plaza
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Hogansburg, NY 13655
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Phone: 518-358-2620 ext. 9