

Privacy Policy

TruText LLC

INTRODUCTION.

TruText LLC ("TruText," "we," "us," or "our") values the privacy and security of your personal information and is dedicated to safeguarding it when you use our business texting application and related services (collectively, the "Services"). This Privacy Policy serves as a comprehensive guide to explain our practices and policies regarding the collection, use, disclosure, storage, and protection of your personal information when you engage with our Services. By accessing or using our Services, you acknowledge and agree to the terms of this Privacy Policy and consent to the collection, usage, and processing of your personal information in accordance with this Policy.

Please read this Privacy Policy carefully to understand our commitments and your rights regarding the protection of your personal information. If you do not agree with any terms or practices described in this Privacy Policy, please discontinue your use of our Services.

This Privacy Policy applies to all customers, potential customers, end users, and visitors of our website, and covers all interactions with our Services, including but not limited to account registration, support requests, and communication with our Sales or Customer Support teams. Additionally, this Privacy Policy also addresses our data collection practices, the use of cookies, and our compliance with applicable privacy regulations and frameworks.

SCOPE.

This Privacy Policy governs the collection, use, processing, disclosure, and protection of personal information from various sources when you interact with our Services, including:

- Personal information provided by you, our customer or potential customer, such as Customer Account Data, which generally includes your name, address, phone number, email address, payment information, and other information necessary to deliver our Services and maintain our relationship with you.
- Personal information related to your end users who interact with your account on our platform, encompassing both Customer Usage Data (e.g., communication metadata, analytics, and usage patterns) and Customer Content (e.g., the contents of text messages, images, and other data shared through our Services).

The scope of this Privacy Policy extends to all instances where we process personal information, regardless of whether it is obtained directly from you or indirectly from your end users. We treat these categories of personal information differently due to the varying nature of our

relationship with you, our customer, and the indirect relationship we maintain with your end users.

This Privacy Policy is applicable to all our Services, regardless of the method of access, such as through our website, mobile applications, APIs, or any other means. It also applies to any communication, transaction, or interaction you have with us, whether online or offline, as well as any third-party service providers we engage to help us deliver and improve our Services.

COLLECTION.

We employ various methods to collect personal information when you interact with our Services, in order to effectively deliver our Services, enhance your user experience, and maintain a secure environment. The collection of personal information may occur through the following means:

- When you visit our website, sign up for an event, or request more information about our Services, we collect information automatically using tracking technologies, like cookies, pixels, and web beacons, as well as through web forms where you voluntarily input your information. We collect this information to provide you with the requested information, gain insights into who is interested in our Services, and continuously improve the user experience on our website.
- When you create an account with us or update your account information, we collect necessary data, such as your contact details, billing information, and company name, which enables us to communicate with you, process payments, and deliver our Services effectively.
- We may also gather information automatically when you access and use our Services, such as your device type, browser type, operating system, referring URLs, and usage data related to your interactions with our Services. This information helps us understand who is using our Services and how, optimize our Services, and detect, prevent, and investigate fraudulent, abusive, or security incidents.
- In certain instances, we may obtain personal information about you or your end users from third-party sources, such as public records to supplement the information we collect directly and to better understand our customer base, personalize our Services, and ensure compliance with applicable laws and regulations.
- When you sign up for our Campaign Registry service, we will collect your business's legal name and Employer Identification Number (EIN) as required by law. This information will be used solely for the purpose of registering your campaign with the appropriate government agencies.

We may combine the information collected through these various channels to create a more comprehensive profile of our users, which allows us to deliver a more personalized, efficient, and secure experience when you interact with our Services.

TYPES OF INFORMATION.

Our collection and processing of personal information encompass a broad range of data types, which can be grouped into the following categories:

- **Identification and Contact Information:** This includes your name, email address, phone number, physical address, company name, job title, and any other information that allows us to identify and communicate with you as our customer or potential customer, as well as your end users.
- **Billing and Financial Information:** This covers data necessary for processing payments, such as credit card details, bank account information, billing address, and any associated tax identification numbers.
- **Technical and Device Information:** This comprises data related to your devices and technology used to access our Services, such device type, operating system, browser type, screen resolution, and other unique identifiers or technical specifications.
- **Usage Data and Interaction Information:** This includes data generated through your use of our Services, such as communication metadata, date and time stamps, clickstream data, browsing history, search history, interaction data, and any other information related to your activities within our Services.
- **Customer Content:** This refers to the contents of the text messages, images, videos, files, and other data shared through our Services by you and your end users.

The personal information we collect may be stored and processed in various formats, including text, images, videos, and other forms of data, depending on the context and requirements of our Services.

USE.

We utilize the collected personal information to pursue our legitimate interests and provide a seamless, secure, and personalized experience across our Services. The purposes for which we use your personal information include, but are not limited to:

- **Service Delivery:** To provide, maintain, and improve our Services, fulfill your requests, process transactions, and communicate with you as our customer or potential customer, as well as your end users.
- **Customer Support:** To assist you with any inquiries, concerns, or issues related to our Services, provide technical support, and address any service-related feedback or complaints.
- **Personalization and Customization:** To tailor our Services according to your preferences, interests, and usage patterns, as well as those of your end users, in order to enhance your overall experience and satisfaction with our Services.
- **Marketing and Communications:** To inform you about updates, promotions, offers, events, or news related to our Services, and to measure the effectiveness of our marketing and advertising campaigns.

- **Analytics and Performance:** To analyze, monitor, and assess the performance, security, and functionality of our Services, identify areas for improvement or optimization, and detect, prevent, or investigate any fraudulent, abusive, or security incidents.
- **Legal and Regulatory Compliance:** To comply with applicable laws, regulations, and legal processes, as well as to respond to lawful requests from public authorities, protect our rights and property, and enforce our terms of service and other agreements.
- **Research and Development:** To innovate, develop, and enhance our Services, features, and technologies, based on your feedback, preferences, and usage patterns, as well as those of your end users and the broader market.

We may aggregate, anonymize, or de-identify your personal information to generate statistical data, reports, or insights, which may be used internally or shared with third parties for research, analysis, or other legitimate purposes, without disclosing your identity or any personally identifiable information.

COOKIES.

We employ cookies and similar tracking technologies, such as pixels, web beacons, and local storage, to collect and store information when you visit or interact with our Services. Cookies are small text files placed on your device by websites that you visit, and they serve a variety of purposes, including:

- **Essential Cookies:** These cookies are necessary for the proper functioning of our Services, enabling you to access secure areas, use shopping carts, and ensure the website operates as intended. Without these cookies, certain features or functionalities of our Services may not be available or may be impaired.
- **Performance and Analytics Cookies:** These cookies collect information about how you use our Services, such as pages visited, time spent on the site, and any errors encountered. This information helps us understand user behavior, optimize our Services, and improve overall performance.
- **Functionality Cookies:** These cookies enable our Services to remember your preferences and choices, such as language, region, or other customizable elements, providing you with a more personalized and convenient experience.

We differentiate between first-party and third-party cookies and want to clarify that we do not utilize third-party cookies. Here is a brief explanation of both types of cookies:

- **First-Party Cookies:** These cookies are set and managed by us, TruText LLC, directly. First-party cookies enable us to provide essential features of our Services, such as maintaining your session, remembering your preferences, and facilitating secure logins. We use first-party cookies to optimize and personalize your experience while using our Services.
- **Third-Party Cookies:** These cookies are set by external entities, such as analytics providers, advertising networks, or social media platforms, that may be integrated into

our Services. Third-party cookies are typically used for tracking user behavior across multiple websites, delivering targeted advertising, or providing additional features like social media sharing buttons. We want to assure you that we do not utilize third-party cookies in our Services to protect your privacy and limit the sharing of your data with external parties.

By using our Services, you consent to the placement and use of cookies and similar tracking technologies in accordance with this Privacy Policy. Most web browsers allow you to manage your cookie preferences, including the ability to delete existing cookies or block new cookies from being set. However, disabling or restricting cookies may affect the functionality, performance, or user experience of our Services.

RIGHT FOR CALIFORNIA RESIDENTS.

In accordance with the California Consumer Privacy Act (CCPA), California residents have certain rights regarding their personal information, as detailed below:

- **Right to Know:** You have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the sources from which we collected the information, the purposes for collecting or selling the information, and the categories of third parties with whom we share or sell your personal information.
- **Right to Delete:** You have the right to request that we delete any personal information about you that we have collected, subject to certain exceptions as outlined in the CCPA or other applicable laws.
- **Right to Opt-Out:** You have the right to direct us not to sell your personal information to third parties, if applicable. Please note that we do not currently sell your personal information as defined under the CCPA.
- **Right to Non-Discrimination:** You have the right not to receive discriminatory treatment by us for exercising any of your privacy rights under the CCPA.

To exercise any of your rights as a California resident, you can submit a verifiable consumer request by contacting us through the provided contact information in this Privacy Policy. We will respond to your request within 45 days, as required by the CCPA. If we require additional time to process your request, we will notify you and may take up to an additional 45 days, in accordance with the CCPA.

Please note that we may need to verify your identity before processing your request, which may involve requesting additional information from you or comparing the information you provide with our records. We will only use the information you provide for the purpose of verifying your identity and processing your request.

You may also designate an authorized agent to submit a request on your behalf. In such cases, we may require you to provide written authorization or a power of attorney, as well as verify your own identity, to ensure the authorized agent is acting on your behalf with your permission.

If you are a California resident under the age of 18, you may also have the right to request the removal of content or information you have publicly posted on our Services, in accordance with California's "Right to Be Forgotten" law. Please contact us to submit a removal request, and we will evaluate your request in compliance with the applicable law.

SECURITY.

We take the security and protection of your personal information seriously and implement reasonable and appropriate measures to safeguard your information against unauthorized access, use, disclosure, or destruction. These measures include, but are not limited to:

- **Administrative Safeguards:** We implement internal policies and procedures to manage and secure your personal information, such as access controls, data retention and disposal, incident response, and employee training and awareness.
- **Technical Safeguards:** We employ technical controls to protect your personal information, such as encryption, firewalls, intrusion detection and prevention, vulnerability scanning, and regular security assessments and audits.
- **Physical Safeguards:** We use physical controls to safeguard your personal information, such as secure data centers, locked cabinets, and restricted access to sensitive areas.
- **Third-Party Safeguards:** We require our service providers and partners to implement appropriate security measures to protect your personal information in their possession or control, in accordance with industry standards and applicable laws.

Despite our efforts, no security measures are perfect or impenetrable, and we cannot guarantee the security of your personal information. In the event of a data breach or other security incident, we will promptly notify you and any applicable regulatory authorities, as required by law.

We also recommend that you take steps to protect yourself, such as using strong and unique passwords, enabling two-factor authentication, keeping your software and devices up-to-date, and being cautious of phishing scams or suspicious emails or links.

If you have any concerns or questions regarding the security of your personal information, please contact us through the provided contact information in this Privacy Policy.

ACCESS.

We are committed to providing you with the means to access, review, and manage your personal information in a transparent and user-friendly manner. To ensure you have control over your information, we provide the following:

- **Account Access:** You can access your personal information, such as contact details and billing information, by logging into your account on our platform. You may update, correct, or modify this information at any time as needed.

- **Usage Data Access:** You can access your Customer Usage Data, including communication metadata and customer content, by logging into your account and navigating to the relevant sections or features within our Services.
- **Data Portability:** Upon request, we will provide you with a copy of your personal information in a structured, commonly used, and machine-readable format, allowing you to transfer your information to another service provider or retain a copy for your records.
- **Data Erasure:** If you wish to delete your personal information, you may submit a request through the contact information provided in this Privacy Policy. We will evaluate your request in accordance with applicable laws and our data retention policies, and delete your information to the extent permissible.
- **Revoking Consent:** You may withdraw your consent for certain data processing activities, such as marketing communications or cookie usage, by updating your preferences in your account or contacting us directly.

Please note that exercising some of these rights may impact the functionality, performance, or user experience of our Services, and we may retain certain information as required or permitted by law, or for legitimate business purposes, such as fraud prevention, legal compliance, or resolving disputes.

SALE.

We value your privacy and are committed to ensuring that your personal information is not misused or sold to third parties for their own marketing or other purposes. To maintain transparency and trust, we adhere to the following principles:

- **No Sale of Customer Account Data:** We do not sell or allow your Customer Account Data, such as your name, address, phone number, or email address, to be used by third parties for their own marketing purposes, unless you explicitly ask us to do so or give us your consent.
- **No Sale of End User Information:** We do not sell the personal information of your end users. Furthermore, we do not share this information with third parties for their own marketing or other purposes, unless you instruct us to do so or we obtain their consent.
- **Opt-Out of Sale:** In the event we change our practices and decide to sell your personal information or your end users' personal information in the future, we will provide you with the option to opt-out of the sale of your personal information before any such sale takes place.
- **Third-Party Service Providers:** We may engage third-party service providers to perform various functions on our behalf, such as data storage and payment processing. We require these service providers to maintain the confidentiality and security of your personal information and to use your information only as necessary to provide the contracted services.

By using our Services, you can trust that your personal information and your end users' personal information will be handled with care and will not be sold or shared inappropriately. If you have any questions or concerns about the sale or sharing of your personal information, please contact us through the provided contact information in this Privacy Policy.

CHILDREN.

We are committed to protecting the privacy of children and adhere to the principles of the Children's Online Privacy Protection Act (COPPA) and other applicable laws and regulations concerning the collection and use of personal information from minors.

- **Age Restriction:** Our Services are not intended for or targeted at children under the age of 18 (or the applicable age of consent in your jurisdiction), and we do not knowingly collect, use, or solicit personal information from children under this age. If you are under the age of 18, you are not permitted to use our Services or submit any personal information to us.
- **Parental Consent:** In cases where we may offer products or services specifically designed for children or where we knowingly collect personal information from children, we will obtain verifiable parental consent before collecting, using, or disclosing such information, as required by law.
- **Removal of Children's Information:** If we become aware that we have collected personal information from a child under the age of 18 without verifiable parental consent or if the information was provided in error, we will promptly delete that information from our records. If you are a parent or guardian and believe that we have collected personal information from your child without your consent, please contact us through the provided contact information in this Privacy Policy.
- **Education and Awareness:** We encourage parents and guardians to actively monitor their children's online activities and to educate them about responsible internet use, including the importance of not disclosing personal information online without parental permission.

By using our Services, you represent that you are at least 18 years of age or older (or the applicable age of consent in your jurisdiction) and have the legal capacity to enter into this Privacy Policy. If you have any questions or concerns about our practices related to children's privacy, please contact us through the provided contact information in this Privacy Policy.

AMENDMENTS.

We reserve the right to update, modify, or amend this Privacy Policy from time to time to reflect changes in our data handling practices, legal requirements, or technological advancements, or to improve the clarity and user-friendliness of our policy. When making changes, we will adhere to the following principles:

- **Notice of Changes:** We will provide you with advance notice of any significant changes to this Privacy Policy by posting a prominent notice on our website or sending you an email notification, as required by law. We encourage you to periodically review this Privacy Policy to stay informed about how we are protecting your personal information.
- **Effective Date:** Each updated Privacy Policy will include an "Effective Date" to help you understand when the changes take effect. Your continued use of our Services after the Effective Date constitutes your acceptance of the revised Privacy Policy.
- **Material Changes:** In the event of any material change to the way we collect, use, or share your personal information, we will obtain your prior consent, as required by law, before implementing the change.
- **Archived Versions:** We will maintain an archive of previous versions of our Privacy Policy, accessible through our website or upon request, to help you understand how your personal information has been handled over time.

By using our Services, you acknowledge and agree to abide by the terms of the most current version of our Privacy Policy.

RETENTION.

We understand the importance of retaining your personal information only for as long as necessary to fulfill the purposes for which it was collected, while also complying with legal, regulatory, and contractual obligations. Our data retention practices are as follows:

- **Retention Periods:** We retain your personal information for as long as you maintain an account with us, or as needed to provide you with our Services. Beyond this, we may retain your information for an additional period to fulfill legitimate business purposes, such as fraud prevention, legal compliance, resolving disputes, or enforcing our agreements.
- **Data Deletion:** Upon your request, we will delete your personal information from our active systems, subject to any legal or contractual retention requirements. In some cases, we may retain certain information in a depersonalized or aggregated form, which cannot be used to identify you.
- **Data Archiving:** We may archive some of your personal information securely for a longer period if required by law, such as for tax or audit purposes. Once the legal or contractual retention period has expired, we will securely delete or anonymize the archived data.

Please note that deleting your account or personal information may impact the functionality, performance, or user experience of our Services.

DO NOT TRACK.

We recognize the importance of user privacy and choice when it comes to online tracking. "Do Not Track" (DNT) is a web browser setting that allows you to express your preference not to be tracked across websites. Our approach to DNT is as follows:

- **DNT Compliance:** While there is no universally accepted standard or legal requirement for DNT, we strive to respect and accommodate your DNT preferences as much as possible within the limitations of our technology, services, and the third-party tools we use.
- **DNT Signals:** If you enable the DNT setting in your web browser, we will do our best to honor your request by not collecting certain data about your online activities over time and across third-party websites or online services, to the extent that we have control over this tracking.
- **Third-Party Tracking:** Some third-party services, such as analytics tools or social media widgets, may continue to track your activities even when a DNT signal is received. We do not have control over these third parties' tracking technologies or their privacy practices. We encourage you to review the privacy policies of these third parties to understand their tracking practices and your options for opting out.
- **Tracking Technologies:** We may still use cookies and other tracking technologies for purposes such as maintaining the functionality and security of our Services or understanding how our Services are used even if you have enabled the DNT setting.

Please note that enabling the DNT setting in your browser may impact the functionality, performance, or user experience of our Services. If you have any questions or concerns about our response to DNT signals or our use of tracking technologies, please contact us through the provided contact information in this Privacy Policy.

DISPUTE RESOLUTION.

We are committed to resolving any disputes or concerns related to your privacy and our handling of your personal information. Our dispute resolution process is designed to be fair, efficient, and transparent, ensuring that your privacy rights are protected throughout the process. The key elements of our dispute resolution process are as follows:

- **Contact Us:** If you have any concerns or complaints about our Privacy Policy or our data handling practices, please contact us through the provided contact information in this Privacy Policy. We will make every effort to respond to your inquiry promptly and work with you to address your concerns.
- **Internal Review:** If we are unable to resolve your concerns through direct communication, we will conduct an internal review of the matter, involving relevant departments and decision-makers, to assess our compliance with this Privacy Policy and applicable laws.
- **Mediation:** If our internal review does not lead to a satisfactory resolution, we may propose mediation by a neutral third party to facilitate a mutually acceptable solution. The costs of mediation will be shared equally between you and us, unless otherwise agreed upon or required by law.
- **Binding Arbitration:** In the event that mediation is unsuccessful, you may have the option to pursue binding arbitration, subject to applicable laws and regulations. Any

arbitration proceedings will be conducted in accordance with the rules of a recognized arbitration body, and the resulting decision will be final and binding on both parties.

- Regulatory Authorities: If you believe that we have not adequately addressed your concerns, you have the right to lodge a complaint with the relevant data protection authority in your jurisdiction. We will cooperate fully with any investigation or inquiry conducted by a regulatory authority in relation to your complaint.

By using our Services, you agree to participate in good faith in our dispute resolution process as outlined above.

CONTACT.

We value your feedback, questions, and concerns regarding your privacy and our Privacy Policy. To ensure that we address your inquiries effectively and efficiently, we have established the following contact channels:

- Contact Information: To reach us, please use the following contact information:
 - Email: privacy@trutextllc.com
 - Postal Address:
- Customer Support: For general inquiries or technical issues, you may contact our Customer Support Team through the support channels provided on our website or within our Services. Please note that privacy-specific concerns should be directed to our Privacy Officer using the contact information above.
- Response Time: We are committed to addressing your inquiries in a timely manner. Please allow up to 30 days for us to respond to your privacy-related requests or concerns, or as required by applicable laws. In certain cases, we may require additional information from you to verify your identity or understand the specifics of your request.
- Language: This Privacy Policy is provided in English. If you require assistance in another language, please let us know, and we will do our best to accommodate your request or direct you to an appropriate resource.

By using our Services, you acknowledge and agree to communicate with us through the contact channels outlined above.