

## **Privacy, Cookies, and Text Policy**

Welcome to https://901up.com(the "Site"). We understand that privacy online is important to users of our Site, especially when conducting business. This statement governs our privacy policies with respect to those users of the Site ("Visitors") who visit without transacting business and Visitors who register to transact business on the Site and make use of the various services offered by 901 Upgrade (collectively, "Services") ("Authorized Customers").

#### "Personally Identifiable Information"

refers to any information that identifies or can be used to identify, contact, or locate the person to whom such information pertains, including, but not limited to, name, address, phone number, fax number, email address, financial profiles, social security number, and credit card information. Personally Identifiable Information does not include information that is collected anonymously (that is, without identification of the individual user) or demographic information not connected to an identified individual.

## What Personally Identifiable Information is collected?

We may collect basic user profile information from all our Visitors. We collect the following additional information from our Authorized Customers: the name, email address, phone number, address, social media profile information,

#### What organizations are collecting information?

In addition to our direct collection of information, our third-party service vendors (such as credit card companies, clearinghouses and banks) who may provide such services as credit, insurance, and escrow services may collect this information from our Visitors and Authorized Customers. We do not control how these third parties use such information, but we do ask them to disclose how they use personal information provided to them from Visitors and Authorized Customers. Some of these third parties may be intermediaries that act solely as links in the distribution chain, and do not store, retain, or use the information given to them.

#### How does the Site use Personally Identifiable Information?

We use Personally Identifiable Information to customize the Site, to make appropriate service offerings, and to fulfill buying and selling requests on the Site. We may email Visitors and Authorized Customers about research or purchase and selling opportunities on the Site or information related to the subject matter of the Site. We may also use Personally Identifiable Information to contact Visitors and Authorized Customers in response to specific inquiries, or to provide requested information.

## With whom may the information be shared?

Phone numbers collected with SMS consent will not be sold, rented, or shared with third parties or affiliates for marketing purposes under any circumstances. Emails, also, will not be sold, rented, or shared with third parties or affiliates for marketing purposes under any circumstances.

## How is Personally Identifiable Information stored?

Personally Identifiable Information collected by 901 Upgrade is securely stored and is not accessible to third parties or employees of 901 Upgrade except for use as indicated above.

## What choices are available to Visitors regarding collection, use and distribution of the information?

Visitors and Authorized Customers may opt out of receiving unsolicited information from or being contacted by us and/or our vendors and affiliated agencies by responding to emails as instructed, or by contacting us at <a href="mailto:info@901up.com">info@901up.com</a>

## Google AdSense & DoubleClick Cookie

Google, as a third party vendor, uses cookies to serve ads on our Service.

#### Cookies

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns.

We use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

#### Are Cookies Used on the Site?

Cookies are used for a variety of reasons. We use Cookies to obtain information about the preferences of our Visitors and the services they select. We also use Cookies for security purposes to protect our Authorized Customers. For example, if an Authorized Customer is logged on and the site is unused for more than 10 minutes, we will automatically log the Authorized Customer off. Visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using https://901up.com, with the drawback that certain features of website may not function properly without the aid of cookies.

#### Cookies used by our service providers

Our service providers use cookies and those cookies may be stored on your computer when you visit our website. You can find more details about which cookies are used in our cookies info page.

#### How does 901 Upgrade use login information?

901 Upgrade uses login information, including, but not limited to, IP addresses, ISPs, and browser types, browser version, pages visited, date and time of visit, to analyze trends, administer the Site, track a user's movement and use, and gather broad demographic information.

# What partners or service providers have access to Personally Identifiable Information from Visitors and/or Authorized Customers on the Site?

901 Upgrade has entered into and will continue to enter into partnerships and other affiliations with a number of vendors. Such vendors may have access to certain Personally Identifiable Information

on a need to know the basis for evaluating Authorized Customers for service eligibility. Our privacy policy does not cover their collection or use of this information.

#### How does the Site keep Personally Identifiable Information secure?

All of our employees are familiar with our security policy and practices. The Personally Identifiable Information of our Visitors and Authorized Customers is only accessible to a limited number of qualified employees who are given a password in order to gain access to the information. We audit our security systems and processes on a regular basis. Sensitive information, such as credit card numbers or social security numbers, is protected by encryption protocols, in place to protect information sent over the Internet. While we take commercially reasonable measures to maintain a secure site, electronic communications and databases are subject to errors, tampering, and breakins, and we cannot guarantee or warrant that such events will not take place and we will not be liable to Visitors or Authorized Customers for any such occurrences.

## How can Visitors correct any inaccuracies in Personally Identifiable Information?

Visitors and Authorized Customers may contact us to update Personally Identifiable Information about them or to correct any inaccuracies by emailing us at info@901up.com.

## Can a Visitor delete or deactivate Personally Identifiable Information collected by the Site?

We provide Visitors and Authorized Customers with a mechanism to delete/deactivate Personally Identifiable Information from the Site's database by contacting. However, because of backups and records of deletions, it may be impossible to delete a Visitor's entry without retaining some residual information. An individual who requests to have Personally Identifiable Information deactivated will have this information functionally deleted, and we will not sell, transfer, or use Personally Identifiable Information relating to that individual in any way moving forward.

#### Your rights

These are summarized rights that you have under data protection law

- The right to access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to object to processing
- The right to data portability
- The right to complain to a supervisory authority
- The right to withdraw consent

## Children's Privacy

Our Service does not address "Children", anyone under the age of 18 years, and we do not knowingly collect personally identifiable information from children under 18 years.

If you are a parent or guardian and you are aware that your child has provided us with Personal Information, please get in touch with us immediately in the contact details provided. If we come to know that children below 18 years have provided personal information, we will delete the information from our servers immediately.

#### **Compliance With Laws**

Disclosure of Personally Identifiable Information to comply with the law. We will disclose Personally Identifiable Information in order to comply with a court order or subpoena or a request from a law enforcement agency to release information. We will also disclose Personally Identifiable Information when reasonably necessary to protect the safety of our Visitors and Authorized Customers.

## What happens if the Privacy Policy Changes?

We will let our Visitors and Authorized Customers know about changes to our privacy policy by posting such changes on the Site. However, if we are changing our privacy policy in a manner that might cause disclosure of Personally Identifiable Information that a Visitor or Authorized Customer has previously requested not be disclosed, we will contact such Visitor or Authorized Customer to allow such Visitor or Authorized Customer to prevent such disclosure.

#### Links

https://901up.com contains links to other websites. Please note that when you click on one of these links, you are moving to another website. We encourage you to read the privacy statements of these linked sites as their privacy policies may differ from ours.

#### **Contact Us**

If you have any questions about this Privacy Policy, please contact us at info@901up.com

#### **UPDATED POLICY FOR TEXT MESSAGING**

## **Messaging Privacy Policy**

This Messaging Program Privacy Policy explains how 901UP.com collects and uses information about you in relation to its text message marketing program (the "Messaging Service").

#### **Collection of Information**

We collect various information on our behalf from and about you, including information you directly provide when you use the Messaging Service. For example, we collect the phone number and email address you provided when signing up for the Messaging Service. When you send messages via the Messaging Service, we will also collect your messaging history and any information included in those messages.

We may also collect information about you using cookies or similar technologies. Cookies are pieces of information that are stored by your browser on the hard drive or memory of your device. Cookies enable personalization of your experience on the Messaging Service (e.g., sending you personalized text messages such as shopping cart reminders).

If you participate in a contest, sweepstakes, research study, or email survey associated with the Messaging Service, we will collect basic contact information and any other information you choose to provide in connection with these activities. We will also collect your contact information if you contact us with questions about the Messaging Service or for customer service.

#### Use of Information

We use your information to deliver, analyze, maintain and support the Messaging Service. We may also use your information to enhance the Messaging Service features and customize and personalize your experiences on the Messaging Service.

## **Sharing of Information**

We may share, transfer, or disclose your information, if you consent to us doing so, as well as in the following circumstances:

- Service Providers. We may share your information with third parties to help us provide the Messaging Service to you.
- Legal Requirement and Protection of Attentive and Others. We may disclose your information as we believe such disclosure is necessary or appropriate to: (i) comply with applicable law and legal processes; (ii) respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iii) enforce a contract with us; (iv) protect our rights, privacy, safety, or property, and/or that of our affiliates, you or others; and (v) allow us to pursue available remedies or limit the damages that we may sustain.
- From time to time, we may share aggregate or de-identified information about use of the Messaging Service and such aggregated or de-identified information may be shared with any third party, including advertisers, promotional partners, and sponsors.

#### **Protection of Information**

We take a variety of physical, technical, administrative, and organizational security measures based on the sensitivity of the information we collect to protect your information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access. Unfortunately, no online activity can be guaranteed to be 100% secure. While we strive to protect your information against unauthorized use or disclosure, we cannot ensure or warrant the security of any information you provide. We do not accept liability for unintentional disclosure.

## **Retention of Information**

We retain your information for as long as you participate in the Messaging Service or as needed to comply with applicable legal obligations. We will also retain and use your information as necessary to resolve disputes, protect us and our customers, and enforce our agreements.

#### **Choices and Controls**

Consent to receive automated marketing text messages is not a condition of any purchase. You can opt-out of receiving further commercial text messages via the Messaging Service by responding to any of our text messages with any of the following replies: STOP, END, CANCEL, UNSUBSCRIBE, or QUIT. For additional opt-out information, please review our <u>Terms</u>.

#### **Customer Care**

If you are experiencing any problems with the Messaging Service, please email info@901up.com

#### **Main Privacy Policy**

By signing up to receive text messages from us, you agree to our policy.

#### **Terms of Service:**

The Terms of Service related to SMS communication must either be included in the privacy policy or be a stand-alone document. The document must include the following:

#### 1 - Consent for SMS Communication:

The information (Phone Numbers) obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.

## 2 - Types of SMS Communications:

If you have consented to receive text messages from 901 Upgrade, LLC., you may receive messages related to the following:

- Appointment reminders
- Follow-up messages
- Billing inquiries
- Promotions or offers (if applicable)

#### **Message Frequency:**

Message frequency may vary depending on the type of communication. For example, you may receive up to 10 SMS messages per week related to your [appointments/billing, etc.].

## **Potential Fees for SMS Messaging:**

Please note that standard message and data rates may apply, depending on your carrier's pricing plan. These fees may vary if the message is sent domestically or internationally.

#### **Opt-In Method:**

You may opt-in to receive SMS messages from 901 Upgrade, LLC. in the following ways:

• By submitting an online form

#### **Opt-Out Method:**

You can opt out of receiving SMS messages at any time. To do so, simply reply "STOP" to any SMS message you receive. Alternatively, you can contact us directly to request removal from our messaging list.

#### Help:

If you are experiencing any issues, you can reply with the keyword HELP. Or, you can get help directly from us at https://901up.com/

#### **Additional Options:**

• If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms.

## **Standard Messaging Disclosures:**

- Message and data rates may apply.
- You can opt out at any time by texting "STOP."
- For assistance, text "HELP" or visit our [Privacy Policy] and [Terms and Conditions] pages.
- Message frequency may vary

